

How to Customize Your Résumé



Getting Started

- ❑ It's important to read job postings from an employer's point of view, so you can identify what they need you to do on the job.
- ❑ When you know what you will do on the job, you can look back at your experiences and identify similar tasks or skills you've done.
- ❑ Then, revise your résumé to include those tasks and demonstrate your readiness to perform on the job.
- ❑ Be prepared to talk about how your past experiences align; do not write something you did not actually do.

How do you
read a job
posting,
anyways?



Insider Tips on Reading Job Descriptions



- Look at verbs as an opportunity to highlight your transferable skills
- Identify skill “themes” within a job posting
- Notice how often certain skills are asked for over others
- Differentiate between required and preferred skills

Type: Internship Position

Communication Specialist Intern

Posted Date: February 15, 2022

Application Deadline: March 15, 2022

Salary Range: \$15/hour

The City of San Marino is seeking a passionate and ambitious Communications Specialist to join the City Manager's Office. This is an excellent opportunity for an individual with experience in social media management, graphic design, content creation, and copywriting, and a passion for communicating and engaging with a diverse population.

TIP: Write your résumé using these skills as a guide

Required Qualifications

TIP: Apply to a job if you meet 75% of the qualifications

- Bachelor's degree in marketing, communications, public administration or a related field.
- A passion for local government, digital media, and community engagement.
- Excellent reading and writing skills
- Ability to work well in a diverse team
- Experience with Adobe Photoshop, Illustrator, and InDesign, or other graphic design software
- Demonstrated experience working with diverse populations
- Will offer academic credit

Preferred Qualifications

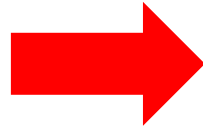
TIP: Include these if you have experiences

- Experience with marketing technologies like Instagram, Twitter, TikTok, Mailchimp, etc.
- Copywriting experience
- The City is currently focused on better engaging our Chinese community, and therefore, the ability to speak Mandarin and/or write in Traditional Chinese is desirable but not required.

****Please submit a résumé, cover letter, 1 writing sample**

HR Administrative Assistant Job Responsibilities:

Let's identify the
keywords and
themes of the job
description...



Example:

Evaluating and Giving Information (shown in green)

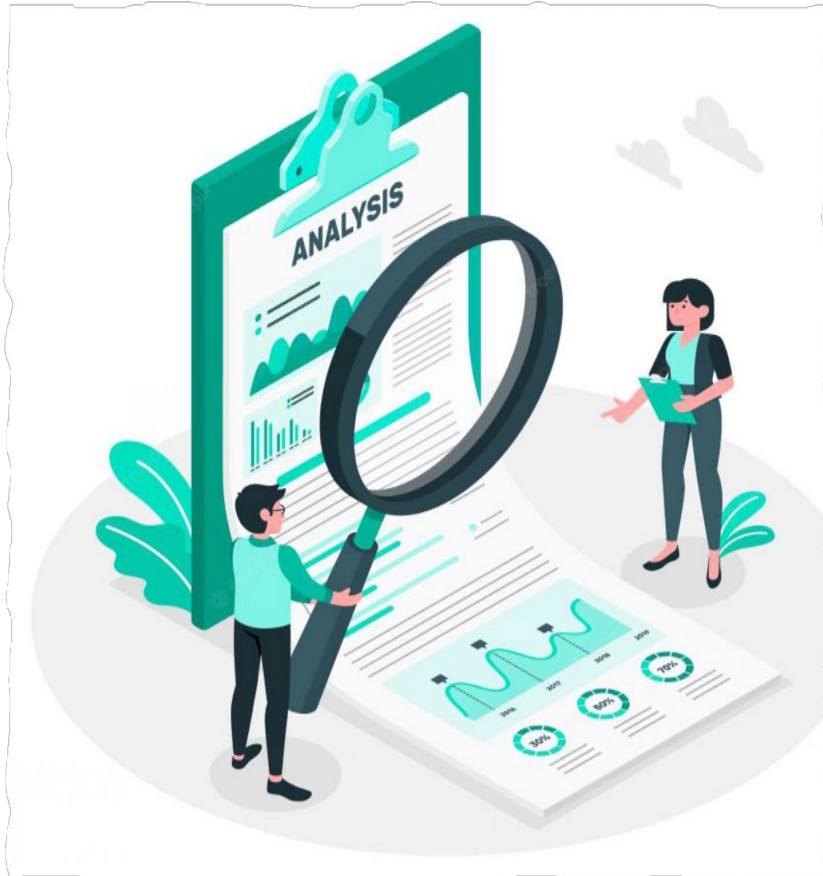
Record Keeping (shown in blue)

Payroll/Budget (shown in gray)

Scheduling (shown in yellow)

- Supports human resources department by **screening, testing, and interviewing** applicants.
- Prepares payroll by **calculating pay, distributing checks,** and **maintaining payroll records.**
- **Provides orientation** for new employees by providing information packets, **reviewing company policies,** gathering withholding and other payroll information, **explaining benefit programs,** and obtaining signatures for documents.
- **Maintains** human resources **records** for employees by **recording the hiring, transfer, termination, change** in job classifications, and merit increase dates as well as **tracking vacation, sick, and personal time.**
- **Administers employee benefit program** including student loan, medical insurance, savings bond, and disability programs by **advising employees of eligibility, providing application information, helping with form completion,** verifying submission, and notifying employees of approvals.
- **Documents and tracks** human resources **actions** by **completing forms, reports, logs, and records.**
- **Sets up and schedules complicated** meetings for interviewees, hiring managers, employees, and department heads.

Your Turn!



You will now analyze a new job posting:

1. Circle/underline important phrases.
2. Categorize skill themes.
3. Rank how often skills are mentioned / how important they seem to the employer.
4. Using these themes, consider how your past experiences demonstrate this experience and talk about those experiences in your résumé and cover letter.