

Targeting your resume to each job is essential. Read the job description, duties, and qualifications carefully. Print it and highlight the key terms, phrases, and job functions that you can do.

Objective or Summary

Write your resume with a specific career objective in mind. Be sure it accurately reflects the position you are applying for. If you have significant experience related to the employers qualifications/requirements summarize them at the top.

Organize Your Bullet-Points

Resume bullets should describe your skills reflecting the order/priority that the employer has stated in their job description/requirements. Consider jobs you've held or activities in which you've developed skills (community service, clubs, etc.). The closer the match, the better your chances of getting an interview.

- Include these same key terms, phrases, and job functions. If not, add to or change your wording to match the company's language
- Communicate the skills and qualifications the job requires

STAR Technique: Action-oriented statements of your work accomplishments should use concrete language.

What was the **Situation or Task:** what (transferable job skill) did you perform?

What **Action** did you take: why did you perform this task? What action you took to remedy the task?

Specifically how did you perform this task? What equipment, tool, software program, or method did you use to accomplish this task?

Result: what was the positive result of you performing this task? Make it compelling...

Example #1:

Task: Created a brochure

Situation: Created a marketing brochure, using InDesign software

Result: Created a marketing brochure to generate customer interest in the company's new line of fall clothing; highly praised by Director of Marketing

Make it compelling: Created an eye-catching marketing brochure to generate customer interest in the company's new line of fall clothing

FINAL RESULT:

Marketing Assistant, January 2015 – present

Acme Marketing Company, Hayward, CA

- Created an eye-catching marketing brochure using InDesign software to generate customer interest in company's new line of fall clothing; praised by Director of Marketing

Example #2:

Task: Answered 50-60 telephone calls daily

Situation: Answered 50-60 telephone calls daily using multi-line phone system

Result: Answered 50-60 calls daily to assist patients with scheduling medical appointments, verify patient insurance information, and obtain insurance authorization; decreased appointment backlog by over 70% in a 2-month period

Make it compelling: Answered 50-60 calls daily in a medical office; courteously assisted patients with the scheduling medical appointments, quickly verified patient insurance information, and obtained insurance authorization in a timely manner

FINAL RESULT:

Medical Receptionist, April 2015 - present

Office of Robert Feelgoode, MD, San Leandro, CA

- Answered 50-60 calls daily medical office using multi-line phone system Courteously assisted patients with scheduling up to 40 appointments daily
- Quickly verified patient insurance information, obtained insurance authorization in a timely manner
- Decreased appointment backlog by over 70% in a two month period

Example #3:

Task: Coordinated bake sales

Situation: Coordinated bake sales to raise funds for our organization to buy books for underprivileged school children

Result: Coordinated bake sales to raise funds to buy books for underprivileged school children; raised over \$350 during the 2013 - 2014 academic year

Make it Compelling: Coordinated bake sales to raise funds for our community-minded organization to buy books for underprivileged school children

FINAL RESULT:

Chair, Fundraising Committee, December 2014 - June 2014

Golden Key International Honor Society, California State University, East Bay

- Persuaded members to solicit donations of baked goods and coordinated bake sales to raise over \$350 to buy books for underprivileged school children
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Note:...

You will have several different versions of your resume emphasizing different strengths and skills and giving you the ability to more easily target positions with resumes that fit.

Keep track of which version you send to each employer.