



# Target Your Resume

## Objective

- Write your resume with a specific career objective in mind
- It should accurately reflect the position you are applying for
- Summarize significant experience related to the qualifications/requirements at the top

## Organize Your Bullet-Points

- Resume bullets should list your skills in order/priority stated by the employer
- Include jobs/activities in which you've developed skills that are similar to what you are applying for

## Use the STAR Technique

- 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 did you take 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?

## Example

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

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