



Customize, customize, customize....for every job you apply to.

In this fiercely competitive job market, hiring managers are not looking for people who meet most of their criteria, but instead they are looking for the perfect fit who meets all of their criteria. As a job seeker you need to customize your cover letter and resume for each and every job you apply to so it demonstrates that you are ideal for that particular opening. Below are some tips to help you in your customization process:

- Directly correlate your bullet points to the job description requirements. For instance, if there is a requirement that states you must have administrative experience, you should have a bullet point on your resume that states: Over 12 years of progressive and effective administrative experience.
- Make evident any relevant industry experience. Even if you only have indirect contact with an industry, make it known. An example would be: Over 3 years of experience selling paper products to the manufacturing industry.
- Make your resume keyword enriched. Identify keywords throughout the job description that are important to the hiring manager and make sure to use them strategically throughout your resume. For example, a job description may have under the job requirements the following: Microsoft Word experience required. It may also list under the duties; will be working in Microsoft Word to create confidential documents. In this case, you should include a statement using Microsoft word as a bullet under your "Experience" section on your resume as well as listing it under your "Additional Skills" section.
- Your "Objective" line should match the job title. Your objective should be short and sweet. If the job title is Administrative Assistant that is what your objective should be.
- If you are making a career change, focus on broad skill sets instead of job experiences. For example, if your last job was in nursing and you are applying for a sales position, list your employer and job title, but play up your customer service skills, high energy level, and ability to meet goals.

In any case, it is very easy for a hiring manager to spot a resume or cover letter that targets multiple jobs. By taking the time to customize, you will appear more attractive to management and gain more attention. Make it clear that you are a perfect fit.