



Guide to Targeting a Resume

This guide is designed to educate you on targeted resumes including, what targeting a resume means, how to do it, and a quick example on how to align skills and experiences using a job description sample.

If you need help targeting your resume, brainstorming and building content related to a job description, targeting your documents, and anything more related to career and life, please visit the UCM Career and Life Design Center in Ward Edwards (WDE) 1200, or call the office at 660-543-4985!

What is a targeted resume?

A targeted resume is a resume written for a specific job opening. It highlights the skills and experience relevant to that position. Each time you apply for a job, you should tailor the resume to be more relevant to that specific position. You have a better chance of getting an interview when you make it clear that you have the skills and experience that are required for the job.

What's the difference between a targeted resume and a "master" or "general" resume?

- A Master resume is a document that includes everything you have ever done that you might want to include on a targeted resume
- A general or targeted resume is a shorter document that conveys your experiences that are relevant to a specific role you are applying for
- Having a master resume can make applying for jobs easier because you already have all the information you could possibly need to create your targeted resume and you do not have to worry about remembering past experiences that could be relevant

Align with the job you're applying for

Targeted resumes should feature experience bullets with industry keywords, so the company/organization you're applying to can quickly see you have experience in the field. The best way to know what keywords, verbs, skills, and experiences are needed are by reviewing the job description and using it as your guide to targeting your resume.

Many companies also use applicant tracking systems that screen your resume automatically. With relevant keywords in your resume, you'll have a higher chance of it moving through the system to the employer.

Example:

Job Description for a W.I.S.E Coach at the Career & Life Design Center

Main Responsibilities:

You will be primarily responsible for growing the UCM Career & Life Design audience and brand visibility through the following activities:

- Aid students in creating polished and professional application materials and have career conversations during the Walk-In Studio Experience (W.I.S.E Hours).
- Promote the Career & Life Design Center through attending and working semester events.
- Create awareness of the services available via presentations and promoting the Career & Life Design Center.
- Help UCM students get connected, integrated, and engaged with their career readiness.



Targeted Resume Experience and Skill

Ideas to Address, Related to the Job Description

→ Job Description Bullet: "Attending and working semester events"

- customer service, people skills, attention to detail, event experience (attending or planning professional events including conferences, workshops, or career events)

→ Job Description Bullet: "Create Awareness via presentations and promote the company"
(Career and Life Design Center)

- social media, public speaking, people skills, creative thinking, self-starter, graphic design skills, knowledge of platforms or tools (Canva, Instagram, Facebook, TikTok, web editing, Gmail, Google Slides, etc.)

Aligning your skills and experiences with what the specific job description desires in a candidate helps the employer know that you have the skills and experiences they are looking for. While you might not have the exact same experiences and skills they desire, showing you have previous experience with something similar is helpful.

Resource Credits:

How To Write a Targeted Resume, Indeed

<https://www.indeed.com/career-advice/resumes-cover-letters/how-to-write-a-targeted-resume>

How to highlight your experience and skills to help your resume stand out, Handshake

<https://joinhandshake.com/blog/students/how-to-highlight-your-experience-and-skills-to-help-your-resume-stand-out/>