

The “Why” and “What” of Today’s Job Specific Resume

Q. Why do we use a “Job Specific” resume development method?

A. Multiple reasons. First and foremost, most employers use Applicant Tracking Systems (ATS) as their first layer of review of candidates. An Applicant Tracking System is software that has key words programmed into it to use as criteria for resumes to pass through for further consideration. This artificial intelligence saves time and money for employers, but it can keep qualified candidates from being considered if they have not taken the time to prepare a resume that will align with the job posting requirements. The software can be inexpensive; so smaller employers are using it in addition to larger companies.

Q. Why can’t I just take a template off the internet that looks good to me?

A. Many of the elements in an “interesting” or “fancy” resume will create problems with your resume being read or “parsed” into an employer’s ATS. Depending on the elements on the resume, your text can have unusual spacing, line breaks and missed characters. In some cases, lines on a resume can totally skew the content into an unreadable document. Simple formatting is the safest choice to make in resume writing today and why we advocate for using this straightforward approach.

Q. I heard date formatting can be a problem with an ATS, what is that about?

A. Yes, it has been an ongoing controversial discussion regarding dates and how they should be documented in today’s world of needing ATS friendly formats. An acceptable format is to use numbers versus spelling out the months. Example: 05/2021 instead of May 2021

Q. There are so many font styles to choose from, what should I use?

A. Again, a clean and simple font style is best. Sans serif fonts such as Arial, Arial Narrow, Calibri, Helvetica are all good choices and will be easily read by ATS and humans without issue.

Q. What terms should I avoid when writing my resume?

A. You will be wise to avoid the over-used “buzz words” that recruiters glaze over when reading.

Examples: Experienced, Passionate, Strategic, Expert, Specialize, Detail-oriented, Team player

Instead use: Focused, Motivated, Committed, Results-oriented, Driven, Collaborative

Q. What should I use if these “buzz words” are no longer appreciated?

A. Focus on descriptive achievements that will thoroughly create a clear picture to the reader. Employers really want to know what you did in the job instead of what the job was. Example: Proactively designed new sales strategy resulting in 60% increased sales first quarter after executed.

Q. How far back to do I go in my work history?

A. Common rule of thumb now is 10 years of job history. If you need to pull from experience before that time frame, use a “Related Work Experience” heading to share that specific experience.

Tips for Job Specific Resume Development

- One or two pages but never more than two – use the job posting to guide you and match what the employer is looking for; content rich resumes score high in the Applicant Tracking System (**ATS**)
 - Create your content first and it will shape the number of pages
 - Use complete contact information with physical address, contemporary email, LinkedIn URL
 - Generally, cover the past 10 years of employment — **not** your entire work history; use the “Relevant Work Experience” resume template to showcase relevant work beyond 10 years
 - Be ATS friendly – **NO**: headers/footers, underlining, ALL CAPS, over bolding, over italicizing, dual columns, embedded tables, graphics or pics
 - Consider saving your resume document as a MS Word or PDF document using the following: First Name Last Name Position Company **Example:** Jay Flounder HR Recruiter AutoZone
- Should be a stand-alone document
 - Strategic cover letter adds work and/or life context but your job specific resume connects you to the position in which you are interested in
- Your job specific resume **IS** your marketing piece
 - Must be business appropriate – Arial 12 pt., Arial Narrow 12 pt., Calibri 12 pt., Helvetica 12 pt.
 - Must demonstrate an effective communication style and computer proficiency
 - Must have a sense of perfection
- Must be specific to the job for which you are applying and sell your value proposition to the employer
 - Should identify the position **and** demonstrate your fit for the position; quality of your resume is key
 - Clearly state your qualifications for the position
 - Quantify a minimum of two key accomplishments
 - Do not include references (or refer to them) on your resume
- Follow these **three** steps to create your job specific resume
 - Step 1: Create your general resume(s) **used for networking and social media**
 - Step 2: Identify **and** target your skills and qualifications on a job specific basis
 - Step 3: Include accomplishment statements to demonstrate you are results and outcome oriented
- Begins with **and** prepares you for the end in mind – the interview!
 - Intimately connects you to the company and job duties and prepares you for the interview

Your Name

Your Street Address
City, State Zip Code
Cell Number and/or Home Phone Number
Email
LinkedIn URL

Summary

Identify the employer **Job Title** and a label of you that makes you an appropriate fit for the position. Then summarize the top three skills and qualifications you offer to the position you are seeking. This may include your recent or pending graduation in the field and two other top assets that match the employer job requirements.

Skills and Qualifications

- Fourth top skill or qualification that matches the employer job requirements
- Fifth top skill or qualification that matches the employer job requirements
- Sixth top skill or qualification that matches the employer job requirements
- Additional skills or qualifications as needed based on the job requirements

Key Accomplishments (if applicable)

- Top key accomplishment related to the job you are interested (preferably with numbers to quantify results of your efforts)
- Next key accomplishment

Volunteer Experience

(include only if current or recent and relevant to position)

Name of Company (non-paid)	Month/Year to Month/Year
Title of Position	City, State

- Job scope includes duties which are relevant to the position being applied for

Work Experience

Name of Company	Month/Year to Month/Year
Title of Position	City, State

- Job scope includes duties and key words which are relevant to the position being applied for (this may include additional accomplishment statements with numbers to quantify results)
- Additional job duties relevant to the job opening of interest

ACE Retail Corporation	10/2015 to 12/2020
Store Manager	Ocala, FL

- Managed all aspects of a mid-box retail store involving 125 employees and annual revenues of \$2.5M

Education and Training

Type if Degree	Name of College	City, State
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Military Experience (if applicable)

Branch of Service	Honorable Discharge	Veterans Preference
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Your Name

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(include here only if current or recent and relevant to position)

Name of Company (non-paid)	Month/Year to Month/Year
Title of Position	City, State

- Job scope includes duties which are relevant to the position being applied for

Related Work Experience

Name of Company	City, State
Title of Position	

- Job scope includes duties and key words which are relevant to the position being applied for (this may include additional accomplishment statements with numbers to quantify results)
- Additional job duties relevant to the job opening of interest

Other Work Experience

Name of Company	00/0000 to 00/0000
Title of Position	City, State

Education and Training

Type of Degree	Name of College	City, State
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Military Experience (if applicable)

Branch of Service	Honorable Discharge	Veterans Preference
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Your Name
Your Street Address
City, State Zip Code
Cell Number and/or Home Phone Number
Email
LinkedIn URL

Date

HR Manager
ABC Distribution Company
1234 College Road
Ocala, FL 34474

Use a formal business approach to address and direct your letter. When the job posting provides for it, use the name of the HR representative.

Dear HR Manager,

The **first paragraph** is to identify the position you are applying for - using the exact title in the job posting. This should read the same as the job title you highlighted in the Summary of your job specific resume. You can also identify what web site or search engine you used to find the job posting. In bulleted fashion, summary your skills you bring to the company and the position.

- First significant skill
- Second significant skill
- Third significant skill
- Fourth significant skill

1
Summarize
you skills

2
Cover work/life
transitions

The **second paragraph** is a transition paragraph that can be used to address work or life transitions. Examples of this could be: recently relocated to the area or returning to employment; changing from one career field to another; or appearing overqualified for the job but genuinely wanting the position for what it is.

The **final paragraph** is where you directly **ASK** for the interview. Be direct but then use a soft statement to end the letter.

Sincerely,

Jay Flounder

3
ASK
for the interview

Jay Flounder

Action Verb List

MANAGEMENT SKILLS

Administered	Consolidated	Evaluated	Managed	Prioritized	Scheduled
Analyzed	Contracted	Executed	Organized	Produced	Strengthened
Assigned	Coordinated	Improved	Oversaw	Recommended	Supervised
Attained	Delegated	Increased	Planned	Reviewed	

COMMUNICATION SKILLS

Addressed	Collaborated	Directed	Formulated	Mediated	Promoted
Arbitrated	Convinced	Drafted	Influenced	Moderated	Reconciled
Arranged	Corresponded	Edited	Interpreted	Negotiated	Recruited
Authored	Developed	Enlisted	Lectured	Persuaded	Translated

RESEARCH SKILLS

Clarified	Diagnosed	Extracted	Interpreted	Organized	Surveyed
Collected	Evaluated	Identified	Interviewed	Reviewed	Systematized
Critiqued	Examined	Inspected	Investigated	Summarized	

TECHNICAL SKILLS

Assembled	Computed	Engineered	Operated	Remodeled	Upgraded
Built	Designed	Fabricated	Overhauled	Repaired	Generated
Calculated	Devised	Maintained	Programmed	Solved	

TEACHING SKILLS

Adapted	Coached	Developed	Evaluated	Guided	Persuaded
Advised	Communicated	Enabled	Explained	Informed	Stimulated
Clarified	Coordinated	Encouraged	Facilitated	Instructed	Trained

FINANCIAL SKILLS

Administered	Appraised	Budgeted	Developed	Marketed	Researched
Allocated	Audited	Calculated	Forecasted	Planned	Validated
Analyzed	Balanced	Computed	Managed	Projected	

CREATIVE SKILLS

Acted	Designed	Fashioned	Instituted	Originated	Shaped
Improved	Developed	Founded	Integrated	Performed	Revitalized
Created	Directed	Illustrated	Introduced	Planned	Reduced
Customized	Established	Initiated	Invented	Transformed	Pioneered

HELPING SKILLS

Assessed	Coached	Diagnosed	Facilitated	Motivated	Rehabilitated
Assisted	Counseled	Educated	Familiarized	Referred	Represented
Clarified	Demonstrated	Expedited	Guided		

CLERICAL or DETAIL SKILLS

Approved	Collected	Screened	Operated	Purchased	Specified
Arranged	Compiled	Implemented	Organized	Recorded	Monitored
Catalogued	Dispatched	Inspected	Prepared	Retrieved	Processed
Classified	Executed	Monitored	Processed		

Summary Statement

Your **Summary** statement is the **first** thing a potential employer sees. It's essential that it connects you to the job posting. The summary statement highlights the **top three skills** you bring to the position and matches some of the top requirements desired. An employer that recognizes you have some of the top essential skills will be motivated to review what you identify in your **Skills and Qualifications** section.

3 Steps to Creating an Effective Summary Statement

First: Include the exact title of the position you are applying for

Second: Identify a label of "you" that is consistent with the position you desire

Third: Highlight the top 3 skills/assets you bring to the position that match the requirements identified in the job posting

Job Title: Office Manager

Full-time Office Manager needed for local non-profit organization. Experience with QuickBooks, Microsoft Word, and Excel. Publisher experience a plus. Must be organized, flexible, and love animals. Job Duties include answering phones, filing, and general accounting including: account reconciliations, accounts payable, accounts receivables, preparing deposits and running weekly reports. Designing and distributing weekly newsletters, event fliers and signs to internal and external stakeholders. Correspond with customers and vendors. Other tasks as assigned.

- Must have 3 years of professional level office experience
 - High School Diploma/GED required - Associate's Degree or Bachelor's Degree a plus
 - Proficient in a variety of computer skills and software applications
 - Business appropriate attire required
 - Employer conducts: Drug screen, Reference and Background check
-

Example Summary and Example Skills and Qualifications

Summary

Creative administrative professional desires a challenging **Office Manager** position for an organization that values: over 10 years executive level office management experience; strong computer proficiency including Microsoft Office Suite, Publisher, and QuickBooks; and extensive business accounting experience and financial report creation.

Skills and Qualifications

- Excellent communications skills - over the phone, in person and in writing
- Superior relationship building abilities with colleagues, vendors and external customers
- Extensive experience managing accounts reconciliation, including account payables and receivables
- Strong problem solving and critical thinking abilities
- Keen focus on program outcomes and performance expectations
- Excellent time management and organizational skills
- Dedicated to animal well-being and good cause organizations
- Bilingual - able to communicate effectively in both English and Spanish

Accomplishment Statement

When it comes to accomplishments, numbers talk. Validate your accomplishments with dollars, percentages, and other values to show measurable results. Accomplishment statements reveal what someone completed or achieved as opposed to simply what they were responsible for. *Consider this:* The one thing that separates a so-so resume from a great one is the effective use of accomplishment statements.

Step #1 Describe a simple work duty, such as:

“Trained new employees”

Step #2 Enhance your statement by adding the results of the action taken:

“Trained new employees resulting in increased customer satisfaction”

Step #3 Quantify the results of the activity or the work effort:

“Trained 15 new employees over a 12 month period resulting in increased customer satisfaction by 120%”

Accomplishment statements should be brief, specific, and results oriented. Begin each statement with an action verb. Use quantitative or qualitative measures wherever possible.

In general, consider an activity to be an accomplishment if any of the following occurred:

- Your performance exceeded past performances
- Equal results were achieved with fewer resources
- Things were made easier, simpler, or were done more quickly
- Something new was achieved

Work statements that can be turned into accomplishment statements by quantifying the results of the activities:

- Reduced costs, processing errors (resulting in increased quality, sales, etc.)
 - Implemented a stronger advertising campaign that dramatically improved customer base
 - Created and implemented programs to teach individuals to canoe, windsurf, and sail
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OCCUPATIONAL EXAMPLES

A production/assembler shows reduced costs and improved performance:

“Initiated advanced assembly procedures to increase production 10% by reducing turnaround time from 5 to 4 days.”

A welder relays his dedication to quality:

“Achieved a record of zero defects in all pipe-welding and ductwork jobs.”

An engineer shows how she contributed to the bottom line:

“Drove \$1.2 million revenue increase by deploying 200-plus software suites for company’s leading product line.”

A minister demonstrates how he increased church participation:

“Helped grow membership from 175 to 249 in one year through active involvement in community events.”