How To Customize Your Resume For A Job Opening

You've spent days crafting the perfect resume. But employers aren't calling you for an interview. There could be a number of reasons for this, but one of the most common is failing to customize your resume to the specific job opening. In the modern job search, your resume needs to be tweaked and customized **every time** you apply for a different position. This is critical if you want your resume to catch the attention of applicant tracking systems and hiring managers and recruiters!

There are at least six different types of qualifications you should be considering when you read a job ad or position description. In order to tailor your resume for each specific role, read through the job description with a **highlighter** looking for specific keywords that describe what the employer is looking for.

Better yet, copy and paste the description into a word doc and **highlight** the key words you will need in your resume.

Skills – Competencies – Procedures - Tools

Knowledge – Expertise – Terminology – Language

Attitudes – Values –Passions – Enthusiasm - Interests

Traits – Talents – Natural Abilities – Personality

Education – Training – Certificates – Degrees

Experience – Work History

Now, the easiest process to make this work, is to keep your **Master resume** on your **desktop**. Whenever you need to customize it, make a copy, then adjust the copy to match the job you are applying to.

***Make sure you also **customize the document file name**. Include your name and the position name, exactly as it's listed in the description, on the file itself. You should also **place the exact name of the position as it's listed in the description at the top of your resume**, under your contact information and over your summary or profile.

This will help the H.R. director or hiring manager find you and remember you. You would be surprised how many resumes are simply named "resume". If a company is working with hundreds of resumes, that doesn't help.

The following pages have sample job descriptions, where the **keywords** have been **highlighted**. Use these examples to understand which words are important for you to pay attention to, and to incorporate into your resume. The more keywords that match up to your abilities, the better your chances of getting an interview. It may seem like a lot of work, at first, but as you get better at deciphering a job posting, it soon becomes second nature. It's a competitive world out there, to get calls, you need to be doing all you can to get recognized. This is just one of the many tools you should be using to get noticed!

Not only should you be using these keywords in your resume, but you will also need to be aware of them in an interview. If you put a skill on a resume, be prepared to speak about them in an interview. If you are not confident in that ability, don't put it on the resume.

Job Posting Examples

NOW HIRING! 3D ANIMATOR

Title: 3D Computer Animator
Status: Full Time
Date Posted: 4/11/2014
Job Location: Santa Monica, CA
Description:

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The Opportunity
- Do you **love cartoons**?
- Do you have an **eye for detail**?
- Do you long to **create realistic digital environments**?
- Does your personal touch produce the **highest quality artistic renderings**?
- Do you have a proven ability to **learn technology quickly** and **navigate programs with ease**?

LA3D is hiring an **energetic** 3D Computer Animator to join a **fast paced**, growing company in Southern California. Individuals in this position will be responsible for creating 3d animation characters, models and environments for commercials and advertisements.

Qualifications:

Qualified candidates should have **experience working with the most recent versions of Maya, Photoshop, and Z-Brush** in either a professional or educational setting. Qualified candidates will have experience with **modeling, rendering, texturing, and character creation** using 3D computer animation software. Experience with **Adobe Illustrator and InDesign** a plus. **Good communication** skills, **project management** skills, **problem solving skills**, and **critical thinking** skills a must! A high level of creativity and flexibility is also important! Candidates are expected to be **passionate**, **self-motivated** and be able to complete given tasks and assignments as directed and **within specified time constraints**. Qualified candidates are able to **work independently** and as **part of a group**. **Certificate or Associates Degree in 3D Animation a plus**. This position reports directly to the Director of the 3D Animation department of LA3D.

Interested candidates should submit their **resume and cover letter to the following:
LA3D
Bill James
Director of Commercial Animation
400 E. 17th Street

Santa Monica, CA 93454

NOW HIRING! COMPUTER SUPPORT TECHNICIAN

Title: Computer Support Technician
Status: Full Time
Job Location: San Luis Obispo, CA

Skills – Competencies – Procedures - Tools
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The Opportunity
- Did you take everything apart as a kid?
- Are you a **resourceful** solution seeker?
- Do you take a systematic approach to **problem solving**?
- Are you a **logical, analytical thinker** with a mind for tech?
- Do you **geek out** over **mother boards, hard drives and power supplies**?
- Does your personal touch produce the **highest quality service**?
- Are you **organized** and able to work on **multiple projects simultaneously**?
- Do you have a proven ability to **learn technology quickly** and **navigate programs with ease**?

Description:
All-Star Tech Support is hiring an **energetic** Information Technology Support staff member to join a **fast paced**, growing company on California's Central Coast. Individuals in this position will be expected to have a basic **knowledge of hard drives, mother boards, power supplies** and **common software systems** and perform necessary **maintenance** to support technology availability. Individuals in this position may be responsible for **troubleshooting** system issues and assisting company users to ensure proper system flow and use. IT staff will be directly responsible for required **updates** and **system maintenance** to all our 5 City clients.

Requirements:
Qualified candidates must have **good communication** skills, **problem solving skills**, and **critical thinking** skills! A high level of **patience**, **creativity**, and **flexibility** a must! Candidates must be well **organized** and be able to **work on several projects simultaneously**. Proficiency with **Microsoft Office** programs and **Microsoft Windows XP** a plus. Candidates are expected to be **passionate**, **motivated** and be able to complete given tasks and assignments as directed and **within specified time constraints**. Qualified candidates are able to **work independently** and as **part of a group**, and are expected to **take initiative** to address technical situations proactively. This position reports directly to the Director of the IT department of All Star Tech Support. **Associates Degree and A+ Certificate preferred**. Compensation based on experience.

NOW HIRING! PATIENT SERVICES SPECIALIST

Title: Patient Services Specialist
Status: Full Time
Job Location: San Luis Obispo, CA

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The Opportunity
- Are you a **perfectionist**?
- Are you **detailed** and **accurate**?
- Does your personal touch produce the **highest quality service**?
- Are you a **logical**, **analytical thinker** with an **eye for proofing numerical reports**?
- Do you take a **systematic approach** to **problem solving**?
- Do you have a proven ability to **learn technology quickly and navigate programs with ease**?
- Do you **take pride** in knowing that that your work makes a difference for patients?

Description:
Central Medical Services is hiring an **energetic** Office Support staff member to join a **fast paced**, growing company on California's Central Coast. Medical Billers at Central Med work directly with patients in the office. Duties include, but at not limited to, **patient scheduling**, **updating spreadsheets**, **development of reports**, **patient billing**, **procedural coding**, and **communicating directly with insurance companies**. This professional will also be required to **work directly with patients** and collection companies to **collect on past due account balances**.

Requirements:
Qualified candidates should have experience with **ICD-9** and **CPT Coding** and **general billing** practices. Familiarity and knowledge of **billing software** a plus! Qualified candidates will have strong **knowledge of medical terms** and **terminology** used in a medical office setting. **Good communication** skills, **organization** skills and **detailed accuracy** are critical! Proficiency with **Microsoft Word, Microsoft Office Excel**, and **Microsoft Windows XP** a plus. Candidates are expected to be **self-motivated** and be able to complete given tasks and assignments as directed and **within specified time constraints**. Qualified candidates are able to **work independently** and as **part of a group**. This position reports directly to the Office Manager at Central Medical Services. **Associates Degree in billing and coding preferred**. Compensation based on experience.
Interested candidates should submit their **resume and cover letter to the following:
Central Medical Services
Brenda James, Office Manager
400 E. High Street
San Luis Obispo, CA 93455

NOW HIRING!

WEBDESIGNER/WEBMASTER

Title: Web Design/Webmaster
Status: Full Time
Job Location: San Luis Obispo, CA

The Opportunity
- Do you **geek out** when others start talking **Adobe, Dreamweaver and Flash**?
- Do you have an interest in **creating new ideas through technology**?
- Do you take **initiative** to **work independently**, yet **work well with a team**?
- Are you **positive and energetic**?
- Do you thrive in a **complex, innovative environment**?
- Do you have a **talent for removing obstacles** from the process?

Description:
SLO Designs is hiring an **energetic** Web Designer to join a **fast paced**, growing company in Central California. Individuals in this position will be responsible for **designing** and **maintaining client's websites**, adding and **modifying web pages** on the site, **overseeing online traffic flow** to the websites, and **working creatively** with SLO Design staff to enhance the look and effectiveness of the client's online presence.

Requirements:
Qualified candidates should have experience working with the most recent versions of **Photoshop, Dreamweaver, Illustrator**, and **Flash** in either a professional or educational setting. Qualified candidates will have experience with **web scripting** and be able to **utilize web design software** to produce and publish effective **websites** and **web advertisements**. Experience with **Adobe software programs** are critical. **Good communication** skills, **project management** skills, **problem solving** skills are required. A **high level of creativity** and a high level of **flexibility** a must! Proficiency with Microsoft Word and **Microsoft Windows XP** a plus. Candidates are expected to be **passionate**, **self-motivated** and be able to complete given tasks and assignments as directed and **within specified time constraints**. Qualified candidates are able to **work independently** and as **part of a group**. This position reports directly to the Director of the Web Marketing at SLO Designs.

Interested candidates should submit their **resume and cover letter to the following:
Sam Kindle
Director of Web Marketing

400 E. High Street
San Luis Obispo, CA 93454

NOW HIRING! ADMINISTRATIVE ASSISTANT

Title: Administrative Assistant
Status: Full Time
Job Location: San Luis Obispo, CA

The Opportunity
- Do you thrive in a **fast-paced environment**?
- Can you meet simultaneous **deadlines**?
- Are you **highly responsible**?
- Do you **follow through** on commitments?
- Does your **desire to help others** make you a natural partner for an executive team?
- Can you **anticipate needs** and **ask questions** to help colleagues get what they need?
- Are you a **warm, outgoing person** who builds friendships and networks easily?
- Are you a highly **organized** professional who can **prioritize multiple requests**?
- Are you proficient with **Microsoft Word, Excel** and **PowerPoint**?

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Description:
Central Coast Insurance is looking for an **enthusiastic** Office Assistant is needed to help in a busy office. Responsibilities include **answering phones**, **scheduling appointments** with clients, **checking-in appointments**, and maintaining the **organization** of the front office. Other duties include **answering customer questions**, maintaining the reception area, maintaining office **inventory** and **equipment**, **filing and retrieving customer records**, and welcoming customers and visitors to the office. This is an extremely **fast-paced** environment so you must be **energetic**, **upbeat**, and capable of **multi-tasking** while maintaining a **positive, cheerful demeanor**.

Responsibilities and Qualifications:
· **Excellent telephone demeanor**
· Working knowledge of **Microsoft Office programs** (Word, Excel, Access, and Outlook)
· **QuickBooks** is a plus
· Ability to **book customer appointments**
· Strong **organizational and critical thinking skills**
· Ability to **work as part of a team**
· **Interpersonal skills, time management, attention to detail**, and **customer service** a must!
· **Professional dress is critical**!
·Strong **communication** skills (**written and oral**) are needed
· Able to **juggle, multitask** and **problem-solve**
· The ideal candidate will be **reliable** and able to **work independently** in a **fast-paced** environment

Interested candidates should submit their **resume and cover letter to the following:

Brianna Johnson
400 E. High Street
San Luis Obispo, CA 93454

In Conclusion

Your job is to make your resume match up as best you can with the job posting. Don't make stuff up, don't lie, make your resume an accurate reflection of what you can do for an employer. If you customize your resume for every job posting, you increase your odds of getting called for an interview, and that's the whole point of a resume, to get called for an interview.

There are 4 simple ways you can rearrange content so the most relevant information comes first.

1. Change the title or job target at the top of your resume.
2. Reorder the keywords.
3. Rearrange your bullet points.
4. Revise your career summary.