

Resume Advanced Worksheet

Did you find this worksheet helpful? Check out the Career Guide for more info:

<https://www.wcu.edu/WebFiles/CCPD-professional-handbook.pdf> or access CCPD's Canvas Career Collection, located on your WCU Canvas Dashboard

Tailoring your Resume

Tailoring your resume to each job opportunity is vital if you want to stand out as a competitive applicant. Many employers will use an Automatic Tracking System or Application Tracking System (ATS), which are computer programs that “read” your resume by scanning keywords and then rank the resumes. Those with the highest scores are paid more direct attention and are more likely to be looked at by human resource professionals themselves.

How to tailor your resume:

1. **Read the job ad.** Use the job description as a guide as you construct your resume.
2. **Highlight your relevant accomplishments, skills, and experiences.** Highlight skills and experiences that matches the job ad.
3. **Match your information to the job posting.** Customize your resume to include those relevant accomplishments, skills, and experiences.

For example:

If you were interested in applying for the job description below, what phrases and skill sets would you highlight on your resume? Highlight or circle the skill sets you would feature on your resume if you were applying for this position.

Program Coordinator

This position will involve managing and supporting external communication, managing internal communication and documentation for disaster relief programs including personnel, budgets, and products/outcomes, event planning and coordination, and supporting recruitment efforts. The Coordinator is also expected to have frequent interactions with a variety of stakeholders and upper administrators. Primary responsibilities of the Program Coordinator include administrative management of the office and overall coordination of daily activities in support of the office's success.

Required Qualifications:

- Bachelor's degree
- Excellent time management and organizational skills
- Excellent written, verbal, and visual communication skills
- Experience with event planning
- Demonstrated proficiency with Microsoft Office Suite; Wordpress (or other CMS), Social Media (Twitter, Facebook, Flickr)
- Demonstrated ability to work both independently and as part of a team
- Experience with scientific communication or related communication focus
- Experience managing budgets, including purchasing and invoicing

Now you try:

1. Pull up a job ad or program description of something you want to apply for soon. You can search on JobCat, Indeed, or for student positions on jobs.wcu.edu, etc.
2. Copy/ paste the job ad into a new Word document. Highlight things that stand out to you that you could include on your resume such as skills, qualifications, action verbs, etc. Notice the keywords that are mentioned more than once, especially. You can use a word cloud generator to get a better idea of the keywords that are most used in the job ad.
3. Go back to your resume and tweak your bullet points or other sections of your resume to reflect what's in the job ad. Show future employers that you can pay attention to details by matching phrases and verbs used in their job description as they apply to you!

STAR Method:

Students should use the STAR method to describe the context of their work, their actions, and how their actions had a positive impact on the organization/ position.

Situation: What was the situation, problem, or conflict you were facing?

Task: What were you tasked with? What were your responsibilities or goals?

Action: What action did you take? What did you do to solve this problem? (start with action verbs)

Result: What was the result or outcome of your action? How did it benefit the organization? Can this result be quantified?

Now you try...

Pick an experience from your resume and jot down notes using the STAR method:

Situation:

Task:

Action:

Result:

Write a bullet point indicating the result/ outcomes of your efforts using the formula: *action verb + what you did + how/you did it + outcome*. Highlighting your outcomes will make you stand out from the crowd and further impress your audience with not only what and how you did something, but the results of your efforts as well.

Resume checklist:

- There are no grammatical or spelling errors.
- All sections are in reverse chronological order (current experiences first).
- Formatting is clear, concise, and consistent.
- You've tailored your resume to the job description as much as possible.
- You've had at least two people you know and trust review it.
- You have saved your document as a PDF and named it appropriately:
E.g.: Last Name_Resume_Employer