

# Steps to Tailoring your New CV

To be competitive in today's job market, your CV must not only be well written, but tailored to each position you apply to.

Tailoring your foundation CV for the positions you target will have a major impact on your results.

## Why Tailoring Works

When you tailor your CV, you're not just showing that you're a perfect fit for the job. You're also increasing your chances of getting past Applicant Tracking Software (ATS) systems. Many companies and online job boards use these systems to compare your CV to the job posting, making a tailored CV a powerful tool in your job search.

Focus on three key areas:

- ➡ Title/Branding Statement
- ➡ Summary
- ➡ Core Expertise/Skills List

## Tailor Your CV Checklist

You can use this handy checklist to tailor your CV for each position you apply to.

- ✓ Review the company, position and industry
- ✓ Decide how you will sell yourself - what are they looking for?
- ✓ Look at the job posting and highlight keywords and phrases
- ✓ Tailor the job title to match the title of the job posting
- ✓ Tailor the professional summary section by weaving in the highlighted key phrases into this small paragraph - but be sure not to make this section too long
- ✓ Tailor the skills section by adding in field and industry related keywords and highlighted keywords from the job posting
- ✓ Review the entire CV to see if there are other skills, responsibilities or achievements that should be highlighted or prioritised to show you are a great match for the job
- ✓ As an extra level of review, you can put your new CV into a word cloud generator to see if the CV's keyword cloud matches that of the job description
- ✓ Follow all instructions relating to the job ad, if the recruiter asks for a PDF, submit the document as a PDF, otherwise always use MS Word.
- ✓ Conduct a thorough proof read. Check for typos and read your document a few times before you submit to the job ad



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## Title

- Put the title from the job posting at the top of your CV
- Alternatively, update your CV's title to closely align with the job posting's title and the required skills. For instance, if you are an Executive Assistant or administrative professional applying for a role named "Assistant to the Director of HR," you could use that specific title or simply Executive Assistant at the beginning of your CV.
- You can also display your field and industry expertise in your title, for example, High Tech Sales Executive.



## Summary Statement

- This showcases your distinctive value to a prospective employer. You must demonstrate that you possess the necessary experience and skills outlined in the job posting.
- Review the job description carefully and identify key phrases to incorporate into the professional summary section of your resume.
- Keep this section concise while emphasising your top qualifications.



## Core Expertise/Skills List

- Highlight your unique strengths and expertise in a clear format by incorporating industry-related keywords from the job description.
- Customise your list by adding and removing items to ensure your CV aligns closely with the job you are applying for.



## Job Posting

- Integrate essential words and phrases from the job listing into your CV. For lengthy job descriptions, consider using a word cloud generator. This tool generates a visual representation of the most frequently used phrases in the description.
- Additionally, ChatGPT can assist in identifying the most crucial keywords to include on your CV.

