

How to tailor your job applications

- Remember that skills can come from anywhere, including volunteering, class assignments, extracurriculars, work experience, personal projects, etc.
 - In job ads, identify key words in the required skills and responsibilities section.
 - Use your experience as evidence to show that you have the skills needed. If you meet most of the requirements (about 70%), but not all, you can still apply!
-

Tailor your résumé:

- Consider adding a summary of qualifications to offer a “highlight reel” of your résumé, and tailor these 4-6 bullet points to the jobs you are applying to
 - Create a different version of your résumé for each job type you’re applying to (e.g. Data Analysis, Marketing, and Software Development all emphasize different skills)
 - What do you want the employer to read first? Order the sections of your résumé based on relevance to the job. You could use a “relevant experience” heading to group different experiences together near the top half of your résumé
 - Use the WHAT-HOW-WHY method to write effective bullet points (i.e., what you did, how you did it, and why it mattered – purpose, outcome, impact, quantification)
-

Tailor your cover letter:

- Catch the employer’s attention in the first paragraph – devote 1-3 sentences on how your skills/interest/values align with the organization. This shows you understand the job and have done your research (check out their website, social media, etc.)
 - Choose 2-3 key skills from the job description to focus on. Instead of *telling* them you have a skill, *show* them by highlighting specific examples from your experiences. Check out our cover letter template for more tips.
-

Visit [CareerHub](#) for more guidance and strategies for writing [Application Documents](#).