



TAILORING YOUR RESUME AND COVER LETTER

WACKERLE CENTER FOR CAREER, LEADERSHIP AND FELLOWSHIPS



THE DIFFERENCE

**BETWEEN GETTING THE INTERVIEW
AND BEING PASSED OVER**

Why do corporations spend millions of dollars and countless hours creating marketing materials to spread their companies vision, mission and reputation online and in print? They want you to identify their business' brand with little to no effort. Similarly, you must invest in your brand identity to be successful in your professional life. Creating your best image and personal brand starts with your resume and cover letter. These documents open the door and are the first impression for hiring managers.

WHAT TO DO FIRST

REVIEW THE JOB DESCRIPTION AND IDENTIFY KEYWORDS

Wording used to describe the
business and position

Skills required

Types of experience the
employer is looking for

Complete a STAR Summary

STAR

WHAT IS STAR?

A technique to help you identify ways to include skills in your resume, cover letter and within interview questions.

- **SITUATION:** Problem you are facing
- **TASK:** Your responsibilities or goals
- **ACTION:** How you solved the problem
- **RESULT:** Outcome of your action and how did it benefit the organization? Can it be quantified?

STAR SUMMARY

Take out a sheet of paper and write down as many keywords as you can think of for the position you are preparing to apply for. From that list, select 5-10 that you identify to be the critical skills for success for that position. Using those 5-10 (or more) skills, create your STAR Summary.

SKILL	SITUATION	TASK	ACTION	RESULTS
Initiative	Pizza sales down	Increase sales	Create marketing campaign	Sales increased 5%

INTERVIEW QUESTION

"TELL ME ABOUT A TIME WHEN YOU SHOWED INITIATIVE?"

Pizza sales were down at the local pizza parlor I worked at during undergrad. I approached my manager with an idea to increase sales to peers on my campus. She agreed to allow me to lead a small team to try the idea. We worked with the college newspaper to structure a new marketing campaign and created a discount for college students. After implementing, we saw an increase in pizza sales by 5% in three months.

BULLET POINT FOR RESUME

- Lead team to implement new marketing campaign increasing sales 5%

NEED HELP

WACKERLE IS AVAILABLE

Virtually through Zoom

Phone

1:1 appointments

email:
wackerle@monmouthcollege.edu
call:
309-457-2115

WHAT TO DO NEXT

INCORPORATE INTO YOUR RESUME AND COVER LETTER

It's time to tailor. Look for opportunities to use the keywords throughout your resume.

Do the same in your cover letter - look for opportunities to use keyword language in how you articulate your experience, skills, strengths, passions and goals.

YOU CAN USE THE SAME KEYWORD MORE THAN ONCE

- In your summary statement
- In your experience section
- In your skills section