

# CREATING THE RIGHT RESUME FOR THE RIGHT JOB

So you've recently started searching for jobs in your field and have discovered an opening that matches your qualifications and career goals to a tee. The only problem is that you're not sure how to create a specific resume for this job.

Don't be discouraged if you feel this way. In all honesty, you are probably already one step ahead of those who believe that updating a resume is accomplished by adding the most recent employment/school/skill information where appropriate, saving the changes, and sending it on its way. Of course, you'll need to dig deeper to create a great job-specific resume. So let's look at a few ways you can get this done.

## Study the Job Posting for Keywords

One great way to make the prospective employer feel that you are truly qualified for the position is by studying their job posting. By doing this you can find company-specific skills, job titles, jargon, certifications, and other keywords to be included in your resume.

For example, if you are applying for a position in healthcare, you might notice words like "imaging" and "pharma" show up in the job posting. It is a good idea to add these and other relevant words to your resume because they apply widely to the field. Likewise, if you're in marketing, you might find words like "branding," "campaigns," and "trade shows" within the posting. These are also relevant and can be included to populate your resume with great keywords.

## Visit the Company's Website

Once you've studied the job posting for relevant keywords to use in your resume, it is a good idea to visit the company's website. There you can learn even more about how the company's goals can fit in with your specific career goals.

Some important information to look for on the website includes the company's values, mission statement, and even their organizational culture. This information can help you better describe who you are, what you're looking for, and how you think you can enhance their business with your skills and personality.

## Strategically Combine Action Words and Keywords

Using action words in your job-specific resume is just as important as incorporating the keywords you've found through the job posting and website. In fact, the action words and keywords work together in your resume to create a picture of the type of employee you are likely to be.

For example, if you were responsible for the success of a major ad campaign at your previous employer then try to describe it by saying that you "developed and executed an intense 9-month ad campaign with the marketing team that resulted in a \$1.2 million year-end profit increase." The action words in this example were "developed" and "executed" and the keywords were "ad campaign" and "marketing team." Using these action words along with others like created, planned, organized, recommended, advised, and trained – and of course your relevant keywords – will help you write a great job-specific resume.

Creating the right resume for the right job can result in you securing the position of your dreams. So take your time, do your research, and most importantly, have a good time writing a great job-specific resume.

*Original Article by [www.net-temps.com](http://www.net-temps.com)*