

Targeted Resume Explained

Targeted resumes are different from general resumes in the way that they should effectively highlight your most relevant and impressive experiences in relation to the employer's needs. Targeting your resume before submitting it to an employer not only builds your credibility, it also helps demonstrate the strength of your candidacy to the employer. The better you are able to target your resume, the higher your chances will be of securing an interview with the employer.

An Example Targeted Resume

Patrick O'Sullivan
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EDUCATION

Hamilton College, Clinton, NY
Bachelor of Arts, May 20XX; Concentrations in English Literature and Hispanic Studies ①
Cumulative GPA 3.66
Academic Year in Spain, 20XX-20XX ②

Acalanes High School, Lafayette, CA, June 20XX

HONORS

Phi Sigma Iota, International Foreign Language Honor Society, Inducted 20XX.
Hamilton College English Department, Recipient of the Dwight N. Lindley Writing Prize, 20XX.

③ PUBLISHING EXPERIENCE

Hamilton College Red Weather Literary Magazine, Clinton, NY September 20XX-Present
Head Fiction Editor. Managed team of 5 editors to review 250+ submissions to Hamilton College's literary magazine. Made final edits to selected works. Assisted in development of magazine theme and layout.

McGraw-Hill Higher Education, San Francisco, CA May 20 XX – August 20XX
Editorial, Design and Production Intern HSSL. Tested content of eBooks and online assessments through multiple stages of revision for higher education textbooks in the humanities, social sciences, and languages. Proofread ④ books being converted to an eBook format and updated art logs for reprints of textbooks.

⑤ **Cambridge University Press – Iberia**, Madrid, Spain October 20XX – March 20XX
Editorial Intern. Edited newly designed Internet exercises and English textbooks for Spanish speakers. Worked with proofs to prepare book reprints for changes in Spanish educational standards. Investigated which publishing companies' English textbooks various public elementary schools throughout Spain use and performed market research on the content of those books.

Diablo Magazine, Walnut Creek, CA May 20XX – August 20XX
Editorial Intern. Wrote 4 articles on local events and restaurants for print magazine and website. Researched and investigated possible editorial content and checked facts in articles to be published.

⑦ OTHER EXPERIENCE:

Hamilton College Alumni Office, Clinton, NY September 20XX - Present
Fund Caller. Contacted Hamilton College alumni to raise money for the annual fund. Answered questions alumni had about events and happenings at the college.

Hamilton College Office of Residential Life, Clinton, NY September 20XX- May 20XX
Resident Advisor. Advised 23 first year students in all areas including communal living and academics. Worked to create a comfortable living environment for fellow students.

Grassroots Campaigns, Incorporated, Berkeley, CA May – August 20XX
Canvasser. Fundraised for Equality California to create a ballot initiative to restore gay marriage to the state.

⑨ ACTIVITIES

Hamilton College Choir Member 20XX-present
Music Department Voice Lessons Participant 20XX-present
Hamilton College WHCL Radio, Disc Jockey 20XX-20XX

⑩ SKILLS

MS Word, PowerPoint, Excel, Mac OSX; ACTFL certified advanced in oral and written Spanish.

Target Field: Publishing

- ① Majors are ordered according to their relevance to target field
- ② Include only relevant bullet points in academic entries
- ③ The most topically relevant experience is isolated and sequenced first. The section title should reflect its content.
- ④ Descriptions emphasize skills and language that are relevant to the field (ie. Made edits, proofread books).
- ⑤ Employer name is in bold, as it is the most important info in the header.
- ⑥ Use targeted action verbs that communicate a skill that is core to the field.
- ⑦ Highlight transferrable skills.
- ⑧ If two experiences are concurrent, list the one that is more relevant to the target field first.
- ⑨ List topically unrelated experiences to demonstrate positive traits, space permitted.
- ⑩ List pertinent skills not mentioned in the above bullets.

Make an appointment with a Peer Advisor or Career Counselor to help you appropriately target your resume!