



How Do I Tailor My Job Application?

If you're on the job hunt, you've likely heard that you need to tailor your resume and application materials. But what does this mean, and how do you do it? Take a look at these tips to help give your application a leg up on the competition.

Research the Company and Position

- Review the job posting for the position you're applying to. Jot down or highlight key words and phrases found in the posting.
- Review the company's website to better understand its mission, vision, values, and culture. Write down the themes you discover when exploring their website.
- If the company has social media accounts, check them out to better understand the culture and day-to-day experiences of the company.

Compare Your Skills

- Review your own personal list of skills and experience, and compare them with what you identified in the job posting, website, and social media. Assess whether there is enough overlap between your traits and what the job posting is seeking to be a good fit.

- Use your relevant skills and experience throughout your resume, cover letter, and other application materials (if applicable) to demonstrate alignment between you and the role and company you are applying to.
- Arrange the content on your resume so that the most pertinent information is toward the top. You can rearrange skills, education, work experience, and other resume information so that the reader sees the most applicable sections first. If you use bullet points to further delve into your experience, arrange the bullets so they list the most relevant information first.

Review Your Materials

- Now that you have made alterations to your application materials, proofread to ensure that everything is still grammatically and technically accurate.
- Ask a friend or colleague to review your materials. Can they tell from your resume alone why you'd be a good fit and why you're applying? If not, make more adjustments to clarify why you are an exceptional candidate.

Save for Later

- Save each resume and additional application materials as you create them. This will help you accurately review the documents you submitted and ensure that you are able to bring copies of the right documents to an interview.
- Create individual folders for each role to which you apply to make it easy to find the proper application materials and job posting in case you need to review them.

It is a lot of work, but tailored applications result in significantly higher call-backs. It's worth the time to customize each one. Just remember, you don't have to start from scratch each time; just adjust and rearrange applicable areas to make your materials more relatable.

If you'd like help reviewing a job posting and tailoring your application, please drop by the Career Action Center. We are here to help!

Career Action Center: Mountlake Terrace Hall 130 | Open M-Th, 8-5; F, 8-3

Resource Room: Mountlake Terrace Hall 138 | Open M-Th, 9-4; F, 9-3

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