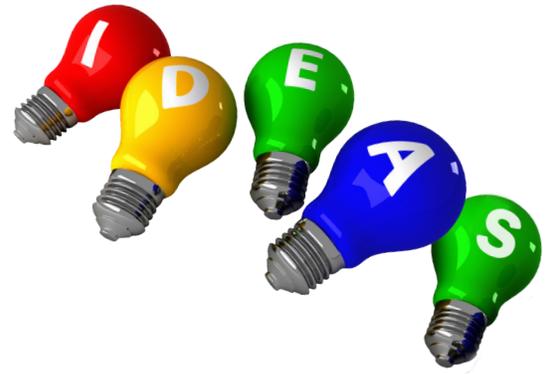# 10 STEPS TO Targeting a Resume or CV

1. **Find and review a specific posting.** It's best to target your resume or Curriculum Vitae (CV) to a specific research posting or faculty position. Consider printing a copy of the posting or job description to refer to as you develop a customized resume/CV.

2. **Highlight relevant key words, concepts, or themes.** Use highlighters, post-its, and/or flags to mark key items from the posting to be showcased in your resume/CV. Prompted by these highlights, reflect on the knowledge, skills, and abilities you could bring to this position. Identify specifically how you have demonstrated these important characteristics (e.g., through special research projects at work or in school).

3. **Work from your master resume/CV.** Keep a running list of your publications, presentations, teaching/work experiences, professional affiliations, licenses/certifications, fellowships, research grants, and other relevant accomplishments. This master document will help minimize the time it takes to prepare your targeted resume/CV (e.g., you won't have to go searching for details about a specific program or project).

4. **Save with new file name.** This important step will ensure any changes you make aren't saved on your master version; rather, you'll have a new file to adjust content within. Save with the date, posting, and/or employer name to differentiate this new, targeted version from your master. Use a name that will also have meaning to the potential employer (i.e., be sure to include your own name, too!)

5. **Decide on relevant sections.** Look for clues in the posting and create section titles that align to information the posting is asking for (e.g., research experience).

6. **Cluster similar items in relevant sections.** The new sections that you've identified may not align to the sections within your master resume/CV. Within your targeted document, identify relevant content and move to appropriate new sections.

7. **Delete irrelevant sections/content.** Your goal is to provide a comprehensive document demonstrating your experience and fit for the position. Although you want to be thorough, irrelevant details detract from relevant ones. Go through your document line by line reflecting on whether each component will positively influence the hiring decision. If you can't make a case for including something, take it out. This is especially true for short, targeted resumes. However, if you can condense CV content without losing continuity and credibility, this step can help ensure your most relevant content gets noticed.

8. **Adjust/customize content.** Use terminology and keywords that align to the posting – this will help strengthen the link between you and the position.

9. **Add in design elements.** Using textboxes, colour, emphasis through bolding or italics, and/or a variety of font types can add interest to your resume or CV; however, avoid overuse of such features. Opt for a clean presentation, free from visual clutter, using one or two design items to create interest and make your CV stand out from the rest. To ensure a consistent "brand," create a design template that can also be used on other job search tools (e.g., cover letter, thank you letters).

10. **Carefully proofread and review.** Producing an error-free document is imperative so consider reviewing a printed document or asking a friend for a "second set of eyes." As the writer, you may have missed errors that would be obvious to others; your peer reviewer can also confirm whether or not your document flows, makes sense, and offers compelling support that you're the best fit for the posting.

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