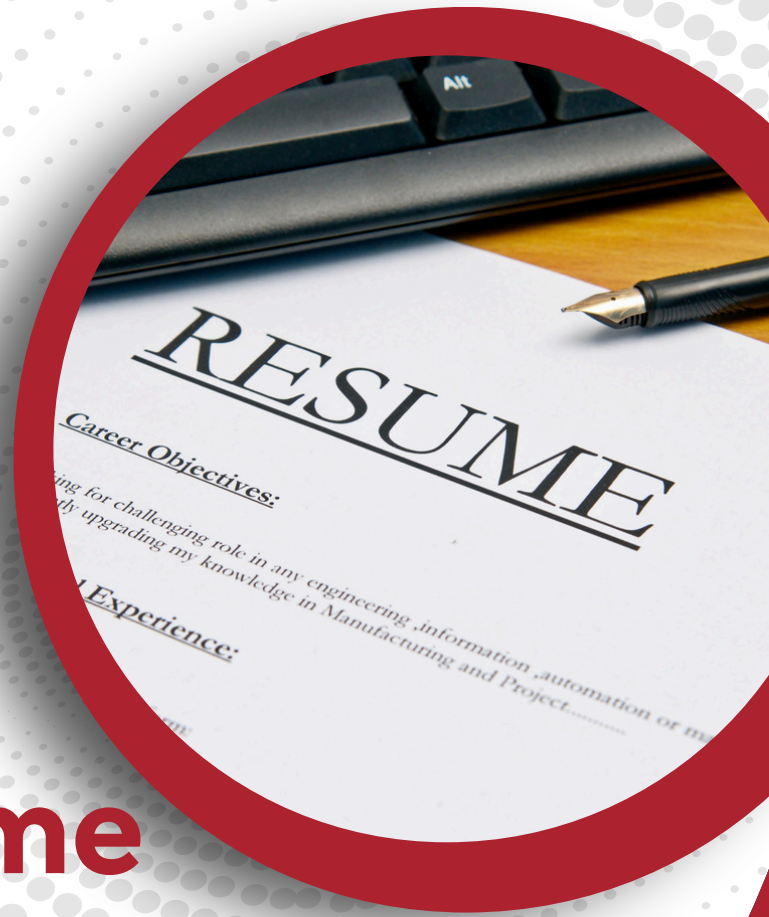


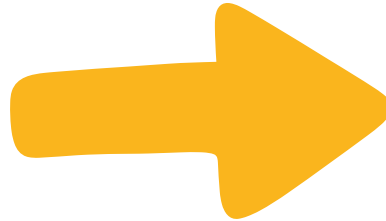


Creating Your Target Resume

Craft your Path to Success



Workshop Presenter



Renee Renken
Senior Director of Grants
Business and Career Services

www.ajcwheeling.com



Proud Provider at:

The American Job Center in Wheeling, one of over 3,000 federally funded American Job Centers in the nation, provides services for both job seekers and employers.

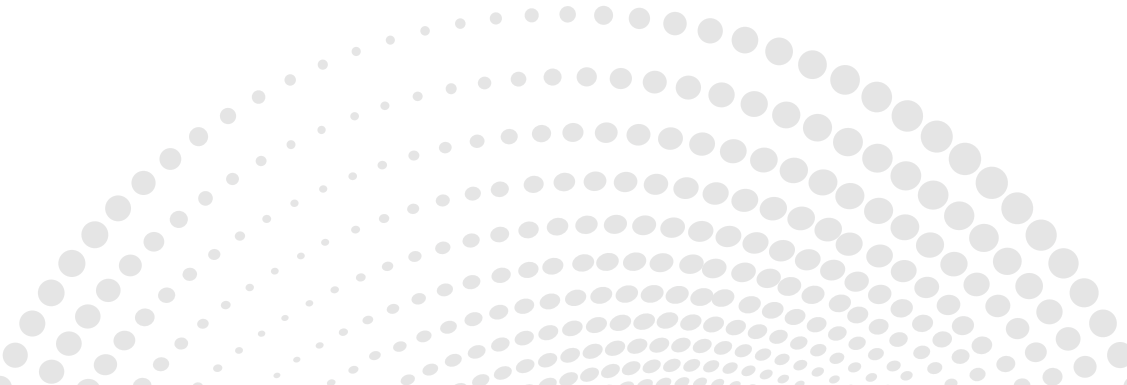
www.levelupajc.org

What you will Discover

- What is a Targeted Resume
- Why Target your Resume
- Elements of a Resume
- What is AI's Role in Resume Formatting
- ATS Tools and Functionality



Resume Facts

- HR spends about 6 seconds reviewing a resume
 - The more visible the company is, the more competition exists
 - 80% of jobs are never advertised online
 - 70% of large companies and 75% of recruiters use Applicant Tracking Systems (ATS)
- 

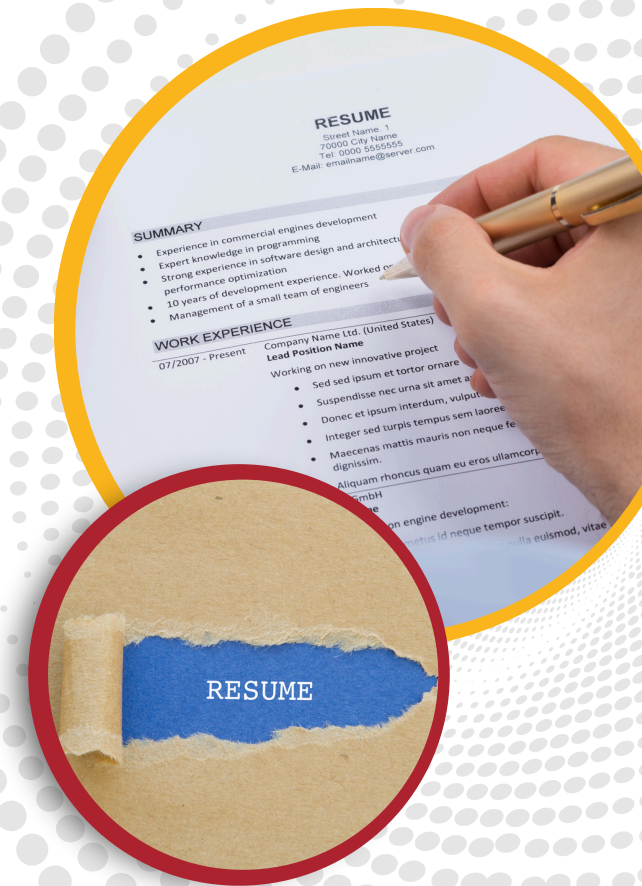
What is an ATS and how does it work?

- Used by employers to save time in hiring process
- Designed to filter out unqualified applicants
- Searches for keywords and qualifications that align with the job
- Ranks applications
- HR reviews top-ranking resumes



General Resume Formatting

- ✓ Keep it Clean and Simple
- ✓ Put your Most Important Points at the Top
- ✓ Use Reverse Chronological Order
- ✓ Use Standard Section Headings
- ✓ Avoid Text Boxes, Graphics, Columns & Headers
- ✓ Save and Submit as a PDF (When Allowed)
- ✓ Use Bullet Points and Not Paragraphs
- ✓ Optimize File Name
- ✓ Use Bold and Italics Strategically
- ✓ Keep Alignment and Spacing Consistent



What is a Targeted Resume?

A targeted resume is tailored with the specific requirements of a particular job. It highlights the skills, key words, experience, and achievements most relevant to the position you're seeking.



Tells the potential employer how you:

- Will meet their needs
- Provide the skills needed
- Have the required credentials

And, it can greatly improve your chances of passing an Applicant Tracking System

Why Target Your Resume?



Increased Relevance

Customize your resume to highlight the qualifications the employer is seeking to demonstrate that you're a strong fit for the position.



Stand Out to Recruiters

A tailored resume grabs the attention of hiring managers and recruiters, helping you differentiate yourself from other applicants.



Showcase Your Strengths

By emphasizing the skills and achievements most relevant to the role, you present a compelling case for why you're the best candidate.



Elements of a Targeted Resume

Keywords

- Use the job posting as your guide
- Find words or phrases that are of importance
- Tailor your resume to the posting language
- Use industry specific terms where appropriate

Formatting

- 1-2 pages in length
- Mixture of readability and information
- Each line should offer unique value and avoid repetition
- Quality more important than how much is listed
- Start each bullet with an action verb
- Arrange sections based on the significance to the employer
- Have different resume versions for different roles
- Showcase how you are prepared for the particular role

Summary Statement

- Create the biggest impact as quickly as possible
- Offers your sales proposition and what you can bring to the organization





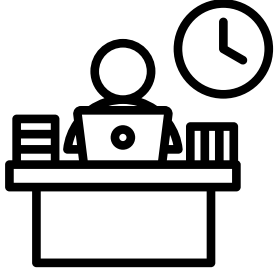
Skills Section

Does it Matter?

WHEN IT DOES	WHEN NOT NEEDED
You're Applying to ATS-Filtered Jobs	Your Skills Are Obvious in Your Experience
You're in a Technical or Specialized Role	You Fill It With Soft or Vague Skills
You're Early-Career or Changing Fields	You're Short on Space
You Have Certifications or Proficiencies Worth Highlighting	Role Doesn't Require Technical Proficiency

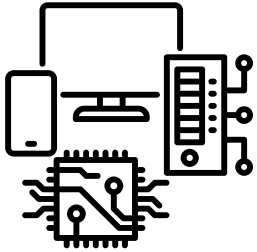
Skill Samples

General Office Resume



- Microsoft Office Suite (Word, Excel, Outlook)
- Calendar and Meeting Mangement
- Data Entry and File Organization
- Customer Service and Communication
- Document Preparation and Editing
- Google Workspace (Docs, Sheets, Drive)

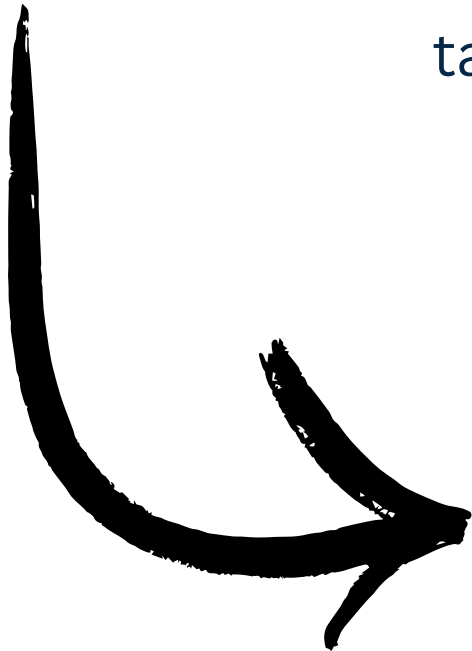
IT Resume



- Programming Languages: Python, JavaScript, SQL
- Tools & Platforms: Git, Docker, AWS, Linux
- Web Development: HTML, CSS, React, Node.js
- Database Management: MySQL, MongoDB
- Cybersecurity Awareness & Troubleshooting

AI's Role in Formatting a Resume

Artificial Intelligence (AI) has a growing role in the resume-formatting process, offering a variety of tools and functionalities that can help you create a better, more tailored resume.



- Automated formatting
- Error Detection
- Content Suggestions
- Time Efficiency

Tips for Using AI

Choose the Right AI Tool

General AI like Chat GPT. They are great for rewriting bullets, optimizing phrasing, or converting a resume into a different format.

Focus on Value-Add Statements

“Review my resume and identify which statements clearly show my value add to the organization. Suggest improvements for those that don’t.”

Ask for Role-Specific Tailoring

“Rewrite my resume bullets to focus on accomplishments instead of just job duties.”

Ask for Keyword Optimization

“What keywords should I use in my resume based on this [Job Listing?]” Use those keywords naturally in your experience and skills sections to pass ATS systems.



Transform Task

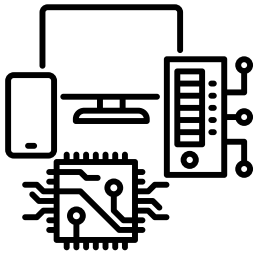


**Value-Driven Statement
Examples**



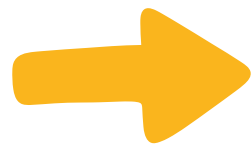
Scheduled meetings and managed calendars for department staff.

Coordinated scheduling and managed calendars for a department of 10 staff, ensuring timely meeting preparation and clear communication.



Installed software on employee computers

Installed and configured software and system updates across employee workstations in compliance with IT protocols.



Resource Links

- Resume writing assistance: <https://www.illinoisworknet.com/>
- Wordle Generator creates a visual representation of the most important words: <https://makewordcloud.com/wordle-generator>
- O*Net is used to identify additional skills that may enhance your credentials: <https://www.onetonline.org>
- Jobscan is a resume checker and job search tool used to measure the frequency of keyword matches: <https://www.jobscan.co/>
- The Professional Me is used to measure the frequency and percentage of keyword matches: <https://theprofessional.me/>
- ChatGPT is used to create a polished resume or create a resume from a job description: <https://chatgpt.com/>
- Copilot is used to create a polished resume or create a resume from a job description and much more: <https://copilot.microsoft.com/>

Strong Resumes SHOULD:

- Quickly show you're a match
- Highlight your most relevant skills, experiences and accomplishments
- Make it easy for the hiring manager to see your value at a glance
- Pass applicant tracking systems (ATS)
- Create a positive first impression



RECAP

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Click "Downloadable Resources"



Our agency is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. Funding for this program is made possible through a grant provided by the Chicago Cook Workforce Partnership. This workforce product was funded by a grant awarded by the U.S. Department of Labor's Employment and Training Administration. For more information, please visit ChiCookWorks.org/DOL-Funding.