

Tailoring Your CV and Matching Keywords

Customize for Each Position

One of the most critical steps is tailoring your CV to each specific job description. Highlight the skills and experiences that directly align with the requirements of the position. This shows the employer that you've taken the time to understand their needs.

Identify Key Terms

Carefully review the job description and identify key skills and keywords. Incorporate these terms throughout your CV, especially in your skills section and when describing your accomplishments.

Optimize for ATS

Many companies use applicant tracking systems (ATS) to screen applications, and these systems often rely on keyword matching. Use the skills matching worksheet in the next section to help you with this process.

Doing so will set you apart from other candidates.





Skills Matching Worksheet

Use this worksheet to match your skills to the job requirements:

| Job Requirement | My Relevant Experience | Example to Share |
|-----------------|------------------------|--------------------|
| [Requirement 1] | [Your experience] | [Specific example] |
| [Requirement 2] | [Your experience] | [Specific example] |
| [Requirement 3] | [Your experience] | [Specific example] |
| [Requirement 4] | [Your experience] | [Specific example] |
| [Requirement 5] | [Your experience] | [Specific example] |

This table will help you articulate the requirements necessary to be the right candidate for the job. The next step is to demonstrate your abilities to the employer.

Polishing Your CV: Grammar, Action Verbs, and Quantification

Before submitting your application, carefully proofread your CV for spelling and grammar errors. Even minor mistakes can create a negative impression and suggest a lack of attention to detail. Consider asking a friend or colleague to review your CV as well.

Use strong action verbs to describe your achievements and responsibilities. Instead of writing "Responsible for managing social media accounts," try "Managed social media accounts, increasing follower engagement by 20%." Action verbs make your accomplishments more impactful and demonstrate your skills in a tangible way.

Quantify your achievements whenever possible by including numbers and metrics. For example, "Increased sales by 15%," or "Reduced project costs by 10%."

Quantifiable results provide concrete evidence of your contributions and make your CV more compelling.





CV Length, Contact Information, and Research

Keep your CV concise and focused, ideally no more than one to two pages. Employers often have limited time to review applications, so it's essential to present your most relevant qualifications in a clear and easy-to-read format.

Double-check that your contact information is accurate and up-to-date. Include your phone number, email address, and a link to your LinkedIn profile (if applicable). Make sure your email address sounds professional. A funny name might make it past the ATS, but it might look unprofessional to a recruiter.

Thoroughly research the company before submitting your application. Understand their mission, values, products, and services. Review their website, social media profiles, and recent news articles. This research will help you tailor your CV and cover letter to the company's specific needs.



Preparing for the Interview: Common Questions

While this is a submission checklist, preparing for an interview will increase your confidence while filling out the application. Take the time to anticipate common interview questions and prepare thoughtful answers. Some typical questions include: "Tell me about yourself," "Why are you interested in this position?" "What are your strengths and weaknesses?" and "Where do you see yourself in five years?"

Practice your answers out loud, either on your own or with a friend or family member. This will help you feel more comfortable and confident during the actual interview. Use the STAR method (Situation, Task, Action, Result) to structure your answers and provide specific examples of your skills and experiences.

Thinking about this process will help you demonstrate some of these traits on your application.



Additional Tips for a Strong Application

Compelling Cover Letter

Write a compelling cover letter that highlights your skills and experiences and explains why you are a good fit for the position.

Careful Proofreading

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Proofread all application materials carefully for errors in grammar and spelling.

Follow Instructions

Follow the application instructions closely to ensure your application is considered.

Professional Communication

Be professional in your communication with the employer.

Patience and Persistence

Be patient and persistent in your job search.



Final Thoughts and Recommendations

By following these steps, you can increase your chances of submitting a strong application and landing your dream job.

Remember to tailor your CV to each specific position, proofread carefully, quantify your achievements, research the company, and prepare for potential interview questions. Good luck with your job search!

If you take all the points in the application to heart, you could be on your way to finding a job you love.