Here’s the bullet-point summary in your preferred style:

* A generic resume is like a generic shoe ad—if it doesn’t meet the specific needs of the audience, it misses the mark
* Tailoring your resume for each job application significantly boosts your chances; 83% of recruiters prefer customized resumes
* Same job titles can require different skills depending on the company—customization is still necessary
* Recruiters spend only ~7.4 seconds reviewing a resume, so yours needs to grab attention quickly
* Focus on three main areas when crafting your resume:
  + **Content**
    - Use measurable results (e.g., “Increased sales by 30%” instead of just “Increased sales”)
    - Highlight **transferable skills** relevant to the new role
    - Use **action verbs** and precise language (“Designed and built” vs. “Made a dashboard”)
    - Add **specific context** to vague claims (“Mentored junior staff” vs. just “Team player”)
  + **Structure**
    - Keep it **concise**: 1 page is ideal, 2 max
    - Use **bullet points** and **keywords** from the job description to make scanning easier
    - Make it **scannable** using logical formatting—section titles, indentation, bolding, etc.
  + **Personalization**
    - Pull **keywords and phrases** directly from the job description
    - **Connect your experience** to the role by aligning bullet points with listed responsibilities
    - Trim irrelevant experiences; focus on what's most applicable to the job
* The resume is a marketing tool—prioritize clarity, relevance, and brevity to make a strong first impression

**Craft a resume that gets you noticed**



Your resume isn’t just a laundry list of jobs and responsibilities – it’s a powerful marketing tool, and the product is YOU! To make a strong impression that clearly demonstrates your value, your resume needs to effectively communicate your skills and experiences in a way that resonates with an employer’s needs. The following best practices will help you craft a compelling resume that gets noticed, increasing your chances of being invited to interview.

**Use the X-Y-Z formula**

To make your achievements stand out, use the X-Y-Z formula. This technique helps you structure your accomplishments to clearly showcase your impact. Here’s how it breaks down:

* **X stands for your Accomplishment or Action:** What did you specifically do? What was the task or project?
* **Y stands for the Quantifiable Result:** What was the measurable outcome of your action? Use numbers, percentages, or concrete data to show the impact.
* **Z stands for the Method or Skills Used:** How did you achieve this result? What specific skills or steps did you take?

By framing your experiences this way, you provide employers with evidence of your capabilities that makes your resume stand out. Here are a couple examples of the X-Y-Z formula in action:

* *“Resolved software and hardware issues (X) resulting in a 94% first-call positive rate over the previous 2 quarters (Y) by providing technical assistance over the phone and through email (Z).“*
* *“Helped grants team (X) secure a $10,000 grant award funding a local youth sports program (Y) by researching and editing proposals and progress reports (Z).”*

**Demonstrate your transferable skills**

You’ve already identified some of your transferable skills. When mentioning them in your resume, provide a concrete example from your experience that proves your proficiency in that skill. Examples:

* *“Organized and mentored college leadership teams to deliver 5 panel sessions presenting campus life and internship opportunities to incoming students, resulting in a 35% increase in first-week club and internship sign-ups from previous year.” (i.e., demonstrates project management**and collaboration skills)*
* *“Organized and supervised 15 volunteers for a local community cleanup initiative, successfully clearing litter from 2 miles of highway.” (i.e., demonstrates leadership and organization skills)*

**Adopt industry examples and standards**

Review resumes of professionals in your target field to understand commonly used language for representing experience and skills, and use some of the same language in your resume. You can find examples of resumes on job sites, like [Career Builder](https://www.careerbuilder.com/)

,  [Glassdoor](https://www.glassdoor.com/index.htm), or [LinkedIn](https://www.linkedin.com/)

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**Build a base resume, tailor for impact**

Develop a comprehensive **"base" resume** in your job search portfolio. This document should include all your experiences, skills, projects, and accomplishments. Then, for each specific job you apply for, use this foundation to create a different, tailored version of your resume. This approach can save you lots of time and boosts your chances of impressing recruiters.

**Continuously document your achievements**

To ensure your base resume is always packed with impactful content, make it a habit to continuously document your achievements. Maintain an ongoing record of your accomplishments, quantifiable results, and any recognition you’ve received. This practice makes it easy to incorporate fresh, compelling details into your resume whenever you update it or tailor it for a new opportunity.

**In summary: Crafting a resume that gets results**

By thoughtfully applying these resume writing best practices, you're doing more than just listing experiences – you’re strategically presenting yourself as an ideal candidate. Remember to:

* Quantify your impact using the X-Y-Z formula
* Showcase your transferable skills
* Align with industry expectations
* Build a comprehensive base resume and tailor it for each application
* Continuously document your achievements

This strategic approach can help you make a memorable first impression, clearly articulate your value, and significantly boost your resume's chances of getting noticed.

**Updating Your Resume Using AI:**

* Your resume needs to showcase relevant skills with measurable results, be professional and easy to read, and be tailored for each specific job
* Tailoring resumes is essential but updating them can be time-consuming
* AI tools like Gemini can streamline both enhancing your core resume and tailoring it for unique job opportunities
* Example: Sage, a coffee shop barista and head server, wants to transition into project management using skills from a Google Project Management certificate
* Sage’s existing resume is clear but doesn’t highlight project management skills well or use an ideal format
* Sage has identified transferable skills and created a career identity statement as a foundation
* Using Gemini, she can get actionable feedback on resume content and structure by providing her career identity statement for context
* Gemini suggests ways to pivot the resume from customer service focus to project management, aligning with her career identity and emphasizing transferable skills with examples
* Sage updates her resume to include a skills summary and quantifiable achievements, making it more relevant to project management roles
* This updated resume is still generic and must be tailored for each specific job due to varying keywords and requirements
* To tailor, Sage can prompt Gemini with a job description and her resume, asking for suggestions to align better with that role
* Gemini breaks down how to customize the resume to highlight relevant experience and skills for the specific job
* AI-generated content is a powerful starting point but should be reviewed, personalized, truthful, and reflect your authentic professional identity
* Pro tip: label each tailored resume version by company name and save them in your job search portfolio for quick reference and updating
* Using AI assistance for resume updates can save time and improve effectiveness—now it’s your turn to apply these strategies and see the difference