

Steps to Tailoring Your CV

To be competitive in today's job market, your CV must not only be well written, but tailored to each position you apply to. Tailoring your foundation CV for the positions you target will have a major impact on your results!

Why Tailoring Works

In addition to sending the message that you are a great fit for a position, a tailored CV also helps with Applicant Tracking Software (ATS). Many companies rely on an ATS or on online job boards, which use matching technology to compare an applicant's CV to a job posting.

Tailoring Your CV Sections

When tailoring your CV, focus on three key areas: Objective Title / Branding Statement, Professional Summary, and Skill Set. If you are highly interested in a role, you may want to focus on the accomplishments related to the position as well.

OBJECTIVE TITLE / BRANDING STATEMENT You can either a) put the title from the job posting at the top of your own CV or b) update the title of your CV to closely match the title of the job posting and required skills. For instance, if you are an executive assistant or administrative professional looking at a job titled "Assistant to the Director of HR" you could simply put that exact title, or "Executive Assistant" at the top of your CV. You can also show field and industry expertise on your title in the CV such as "High-Tech Sales Executive."

PROFESSIONAL SUMMARY STATEMENT A professional summary demonstrates your unique value to a potential employer. You want to show you have as much of the desired experience and skills as possible. Review the job posting of interest and highlight any key phrases. Next, weave these key phrases into the professional summary section of your CV. Don't make this section too bulky, but make sure to show off your top qualification.

SKILL SET Present your specific strengths and expertise in an easy to read format using industry-related "buzz words" and key words from the job description. You can also prioritise the list while adding and removing items to ensure your CV appears as relevant as possible to the job you apply to.

SAMPLE JOB POSTING Notice the key words and phrases highlighted so they can be incorporated into the CV. If the job description is long, you can also try TagCrowd.com, which creates a keyword cloud from the most commonly used phrases in the description.

Job Title: Director of Manufacturing Operations

Our company is a leader in the semiconductor industry. This position directs all manufacturing functions for an assigned group of products in order to optimise cost, quality and delivery objectives. Seeking a candidate with a strong bottom-line focus.

Responsibilities:

- » Plan and direct manufacturing resources to ensure that profit and strategic plans are met or exceeded
- » Ensure quality systems are followed and continuous improvement
- » Manage suppliers in high-volume manufacturing environment
- » The position requires the management skills and leadership to manage a cross-functional team

Requirements:

- » 10+ years of experience in manufacturing operations, including 5+ years in a leadership role
- » Previous experience and knowledge in Product Engineering, Test Engineering, Package & Assembly Engineering, Failure Analysis & Reliability Engineering, and Logistics
- » International operations and supplier experience within Asia

SAMPLE CV TAILORED TO FIT JOB POSTING Once you've identified the keywords in the job description, you can apply them to the CV:

Director of Manufacturing Operations

Manufacturing operations leader with over 10 years of experience in the semiconductor industry, providing strong strategic business sense and bottom-line focus. Develops and manages global manufacturing strategies to achieve customer, quality, profitability and delivery objectives, focusing on quality systems and continuous improvement.

- » Experienced leading operations with customers in North America, Europe, and Asia. Strong partnerships with offshore suppliers in Japan, Korea, Taiwan, Singapore, Indonesia, and Philippines.
- » Knowledgeable in all aspects of manufacturing operations, including product engineering, test engineering, package and assembly engineering, failure analysis and reliability engineering, logistics, and document control.
- » Hires, manages, and motivates cross-functional teams and manufacturing resources to execute strategic plans.

Core Competencies

- » Manufacturing Operations
- » Supply Chain Management
- » Contract Manufacturing
- » Strategic Planning
- » High-Volume Manufacturing
- » Product Engineering
- » Continuous Improvement
- » Supplier Management
- » Semiconductor Industry
- » International Operations
- » Cost Reduction
- » Cross-Functional Team Leadership

Tailor Your CV Checklist

Use this handy checklist to tailor your CV for each position you apply to.

- ☒ Review the company, position, and industry.
- ☒ Decide how you are going to sell yourself - what are they really looking for?
- ☒ Look at the job posting of interest and highlight key words and phrases.
- ☒ Tailor the Job Title to match the title of the job posting.
- ☒ Tailor the Professional Summary section by weaving in the highlighted key phrases into this small paragraph - but be sure not to make this section too long.

- ✔ Tailor the Skill Set by adding in field and industry-related "buzz words" as well as the key words from the job posting of interest.
- ✔ Review the entire CV to see if there are other skills, responsibilities, or achievements that should be highlighted or prioritised to show you are a great match for the job.
- ✔ As an extra level of review, you can put your new CV into a word cloud generator to see if the CV's keyword cloud matches that of the job description.

NEXT STEPS

- » Find a job posting of interest and analyse the role, highlighting the main keywords and phrases.
- » Create a copy of your CV for the job and apply these tailoring principles to effectively update your CV.
- » After sending the CV, be sure to use your network to increase your chances for an interview