Marketing Your Resume to Employers

Hiring managers get flooded with resumes for job openings. How can you ensure your resume will be looked at? Take some advice from hiring managers:

- **Do the basics**
  - Proofread for spelling, grammar, and tone. (Ask friends to proofread, too.)
  - Use a simple, easy-to-read typeface.
  - Follow instructions in the job posting. If the employer asks for information—such as references or writing samples—provide it.
  - If you're applying by e-mail, your cover letter should be contained in the e-mail. If you're applying online and there's no space indicated for a cover letter, put your cover letter in the comments section.
  - Don't let the informality of e-mail and text correspondence seep into your communications—whether e-mailed, online, or written—with potential employers.
- **Organize your resume for the employer**—Organize your resume information in a logical fashion. Keep descriptions clear and to the point. As possible, tailor your resume to the job and employer, emphasizing skills, experiences, abilities, and qualifications that match the job description.
- **Customize your response**—Address the hiring manager directly, if possible, and include the name of the company and the position for which it is hiring in your cover letter/e-mail response.
- **Make it easy for the hiring manager**—Use your name and the word "resume" in the e-mail subject line so it's easy to identify.
- **Focus on the skills and abilities you can bring to the employer, not what you want from the job**—In your cover letter, answer the questions: What can you do to make the hiring manager's life easier? What can you do to help the company? This is your opportunity to market yourself and stand out from the other candidates. Your resume should support that.
- **Be professional**—Use a professional-sounding e-mail address or voice mail/answering machine message.

Courtesy of the National Association of Colleges and Employers.