

Marketing Your Resume in Today's Market

I've been reading resumes for years. As I coach folks on their resumes, I talk about targeting the resume to the job description. This is because the resume is your marketing tool to attract the attention of the HR rep, the recruiter or the hiring manager. Each have the goal of finding talent that matches the needs of the job, the team and the company. The only way to attract their attention is by creating a resume that show you do indeed match those need.

The year 2019 promises to be a challenging year in Human Resources. The job market is tight as many employers are not finding the talent with the skills that they require in this changing, if not volatile work environment. Just check out the business journals or newsfeeds and you will come across articles that address this issue.

Folks are "walking on glass" around issues of race, gender and all the other social issues that are front and center in our cultural discussion. These issues are not new to those in the military. I attended many training sessions during my military career that coached us on diversity, even if that word wasn't used at that time. I facilitated such sessions in my civilian career as a director of HR.

You can use these issues to your advantage by highlighting on your resume your experience in leading in a diverse and inclusive environment. President Harry Truman bucked history in post-World War II by integrating the military. The women were admitted into the academies in the 1970s. The military of today reflects the diversity of the American culture with accomplished people in all levels, both officer and enlisted, in all services.

The point is to sell yourself on the ability to recognize the value of the skills of all when building teams. Discuss how you've used the complementary diverse skills that were unified in collaborative efforts to complete the goal. Focus on examples that highlight the results of you building diverse teams.

Your goal in resume writing is to address the skills identified in the job description with examples of how you accomplished these or similar tasks in your work experiences. Capture the interest of the reader so that your resume makes it to the "yes" pile for an interview. That is the sole goal of the resume.

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