



Oliwia

Global Executive Recruiter

Using effective keywords

The hype on using #keywords in resumes is high these days. Some people may get frustrated with the growing demands of the digitalized and AI-enabled recruitment processes, while others will embrace it as another way to personalize your resume and make sure it's tailor-made for the role of your aspirations. So, how should you tackle the burning #keyword problem?

Define your personal brand

Before getting engaged into any recruitment process, spend some time defining your personal brand. While there are dozens of candidates with similar skills to yours, there are certainly some specific traits differentiating you from the others. Try to define your strong side, focusing on the values and qualities you bring to the teams you are working with. How would your colleagues describe you (even if you are not in the room)? Note down at least three keywords, which describe your assets best. Whether that's about you being a phenomenal expert in C# or being a terrific organizer, make sure you know your personal brand and showcase it in the resume you are creating.

Mirror the job description

The job description is the best tool a job applicant can have in hand. The requirements section will give you great knowledge about the skills and qualities desired for the role. Focus on those criteria, which you already meet, or which are your definite strong side. Now, look at the language the job poster is using. Try to note down the frequent word repetitions or some significant statements. Are they similar to the way you describe your own capabilities? If not, try to describe your skills and strong sides using some of the language you have found in the job description. Be mindful not to repeat any wording in full, but make sure to mirror the language of the company you are aspiring to join.

Do your research on company's purpose and values

The greatest skill match won't land you the job, if your personal values are not in line with the company's mission and purpose. Do your research on the company and what they have to say specifically about their values. Review their purpose statement and key values list, if that is available on their website. Note down the key values and the most important keywords from the purpose statement. Now, try to think how to incorporate them into your resume. Have you managed a project, where you have strongly committed to any of these values? Is there any way you could showcase your working style as a match to the company's culture? Try to think of some good examples but remember to stay true to yourself. Any statement from the resume may be verified during the recruitment process, so better not try to alter the reality!

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