

International | Canadore Pathways to Success

Tailoring Your Resume

Applications, Resumes, Interviews, and Following Up

What Does Tailoring Your Resume Mean?



Tailoring means adjusting your resume and your cover letter to better highlight the skills, experience, and certifications that are most relevant to the role.

To Tailor you must have:

- A basic resume to adjust
- A job role in mind which you understand the requirements.
- Experience, certifications, or skills that connect with what the job role is looking for.

Simon Belfast	
123-456-7890 SimonBelfastEmail@email.ca LinkedIn	
Business student with customer service, event support, and administrative experience. Skilled in communication, teamwork, Microsoft 365, and supporting students in busy service environments. Interested in student support, office administration, and customer service roles.	
Education	
Diploma Of Business Canadore College, Entrepreneurship Academy	North Bay, ON September 2025-Present
• Relevant coursework includes business communication, marketing, accounting, and organizational behaviour.	

Key Point:

Tailoring is about selecting your best traits and showcasing them on the resume in a way that connects to the job role

How do you Tailor Your Resume



To Tailor a resume, we identify which of our traits and experiences fit what the employer is looking for and adjust our resume to highlight those first.

To Tailor your Resume:

- Think about choosing different experience or skills to highlight.
 - Change the order in which your education, experience, or skills might appear
- Cut some sections out entirely.
- Adjust your professional summary to reflect which skills are important to the role.
- Choose to go more in detail about sections or experience which is more relevant.

Interested in student support, office administration, and customer service roles.

Education

Diploma Of Business North Bay, ON
Canadore College, Entrepreneurship September 2025 - Present
Academy

- Relevant coursework includes business communication, marketing, accounting, and organizational behaviour.
- Developed skills in teamwork, written communication, presentations, and basic business planning.

Experience

Customer Service Associate North Bay, ON
Fresh Store Grocery May 2026 - Present

- Assisted customers with questions, purchases, and product locations in a busy retail environment.
- Operated the cash register and handled transactions accurately.
- Communicated with supervisors and team members to complete daily tasks.

Volunteer Experience, Projects, and Community Involvement

Event Support Volunteer North Bay, ON
Canadore Volunteer Support September 2025 - Present

- Helped set up and clean up student events, workshops, and cultural activities.
- Greeted students, answered basic questions, and directed participants to event areas.

Group Project Leader North Bay, ON
Canadore College January 2026 - May 2026

- Coordinated a class business project with four group members.
- Presented project findings clearly to classmates and instructor.

Skills & Certifications

Microsoft 365 Suite Obtained March 2025

- Experience using Microsoft Word, PowerPoint, Outlook, and Excel for school projects, communication, and basic data organization.

Standard First Aid and CPR-C First Aid Training Org
Obtained April 2026

- Completed training in basic first aid, CPR, and emergency response procedures.

Example: Highlighting Skills



Example from a job posting

- Strong written and verbal communication skills with the ability to prepare to student inquiries.
- Experience or interest in content marketing, communications, social media, digital content, or promotional writing.
- Ability to support the development and promotion of clear, cohesive, and engaging student-facing communications.
- Strong customer service skills.
- Ability to work independently, take initiative, and contribute beyond assigned tasks.
- Strong organizational and time-management skills.
- High level of resourcefulness.
- Sound judgement, problem-solving skills.
- Ability to work collaboratively while also managing independent responsibilities.
- Comfortable engaging with students in a front-facing environment and assisting with

Values: Communication, professionalism and reliability, customer service, enthusiasm.

Notes Microsoft 365 Use

How can we reflect those with Simon's Resume?

Interested in student support, office administration, and customer service roles.

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Canadore College

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Determine What is Most Relevant



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This is where the green/yellow highlighting works best.
Green = stronger relevance. Yellow = less relevant or may need to be reduced/reworded.

Examples:

Shows customer service and prioritization.

Operating a cash register is less relevant.
Think about rewording.

Event support is a big part of the role.

Job Description Mentions Office 365 as a part of the role and experience.

Re-wording Key Sections



Current:

“Helped set up and clean up student events, workshops, and cultural activities.”



“Greeted students, answered basic questions, and directed participants to event areas.”



“Assisted customers with questions, purchases, and product locations in a busy retail environment.”



Tailored:

“Served as a first point of contact at student events, answering routine questions and referring students to the appropriate staff member or event area.”

“Prepared rooms and materials for student workshops and cultural events and supported attendee flow throughout delivery.”

“Assisted customers in a busy retail environment by explaining options, responding to routine concerns, and escalating questions requiring additional support.”

That connects Simon’s real experience to the International Student Navigator role without inflating his real experience or falsifying information.

Using Keywords for ATS



ISN Relevant Keywords:

- Student-facing / front-line support
Customer service
- Email support / written responses / inquiries
Student engagement
- Events / cultural celebrations / information
booths / outreach
- Communications / content marketing / social
media / digital content / promotional writing
- Microsoft 365 / Outlook / Word
- Independent work / initiative / resourcefulness
- Teamwork / collaboration
- Organization / time management
- Professionalism / empathy / discretion /
confidential information

Employers often repeat important words in the job posting. These words can help you decide what to highlight in your resume.

Resume experience:

Greeted students, answered questions, and directed participants during events.

Better tailored wording:

Served as a first point of contact at student events, answering routine questions and referring students to the appropriate staff member or event area.

Tailored Resume



Tailored Resume Example:

What did we do?

- Explained in more detail our experience supporting events
- Condensed less relevant details such as education and work experience.
- Added Customer service to skills and explained in more detail
- Moved sections around to emphasize our most relevant features.
- Tried to maintain one-page limit and keep information concise and relevant.



Business student with experience in customer service, student event support, and administrative communication. Skilled in Microsoft 365, teamwork, organization, and supporting students in busy front-facing environments.

Education

Diploma Of Business

Canadore College, Entrepreneurship Academy

North Bay, ON
September 2025 - Present

- Developed skills in teamwork, written communication, presentations, and basic business planning.

Volunteer Experience, Projects, and Community Involvement

Event Support Volunteer

Canadore Volunteer Support

North Bay, ON
September 2025 - Present

- Supported setup, delivery, and cleanup for student events, workshops, and cultural activities.
- Engaged with students in a front-facing environment by answering questions and directing participants to event areas.
- Assisted staff and volunteers with event organization, student participation, and general event support.
- Demonstrated professionalism, teamwork, and reliability while supporting student-facing activities.

Skills & Certifications

Microsoft 365 Suite

Obtained March 2025

- Experience using Microsoft Word, PowerPoint, Outlook, and Excel for school projects, communication, and basic data organization.

Customer Service and Student-Facing Communication

- Experience answering questions, providing directions, supporting participants, and communicating professionally in customer and student-facing environments.
- Experience supporting student events, workshops, cultural activities, setup, cleanup, and participant assistance.

Experience

Customer Service Associate

Fresh Store Grocery

North Bay, ON
May 2026 - Present

- Assisted customers with questions, purchases, and product locations in a busy front-facing environment.
- Communicated clearly with supervisors and team members to complete daily tasks accurately and on time.

What to Avoid When Tailoring



Tailoring should make your real experience clearer, not create a false picture of your skills.

When tailoring your resume or cover letter, avoid:

- Adding skills, jobs, certifications, or experience you do not have
- Copying large parts of the job posting directly into your resume
- Using keywords you cannot explain in an interview
- Exaggerating your role or responsibilities
- Removing important information just because it does not match perfectly
- Making the resume too long or unfocused
- Applying without checking whether the job fits your schedule, eligibility, and transportation

Key Point:

Tailoring means presenting your real experience in the strongest and most relevant way. It does not mean making things up or trying to trick the employer.



What Should You Do Next?

Before the next video, choose a job you want to apply for, try tailoring your resume using these tips, see how you do.

Next Video: Creating Cover Letters

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