Know Your Audience Guide

Student Name:

Major/Field of Study:

Use this guide to know what your potential employer is looking for and tailor your résumé to your job application.

Who is your résumé's audience?

What Does Your Audience Need/Want?

Company Name:

Position Sought:

Location:

Salary:

Actually Applying?   Y   /   N

Required/Preferred Qualifications:
Ex. Education, certification, software competencies, soft skills, etc.

Job Description:

Company Mission Statement:

Company Values:

Field/Organization's Current Challenges, Successes, Cultures, Goals & Other Important Information:

Top 5 Skills/Attributes Needed for the Position?

Ex. Organizational skills, self-starter, communication skills, specific technical competencies, etc.