



Example of Matching a Resume to a Job Description and Job Advert

This document demonstrates how the resume has been matched up with the requirements in the Job Description and Job Advert.

Please note:

You are not just copying and pasting key words. It is important that the key skills, qualifications, and experiences remain true to who you are and what you have done in the past.

If there is anything missing from your Resume you can address this in your cover letter.

Example of Matching the Key Skills, Qualifications and Experiences from the job description and job advert for the Senior Marketing Manager role at Royal Jelly Health.

Key Skills from Job Description and Job Advert:

Strategic Leadership and Relationship Management:

- Ability to inspire and build trust with business owners, staff, and external agencies.

Multi-Channel Marketing Strategy:

- Develop innovative multi-channel marketing campaigns to drive growth and profitability.
- Design and implement marketing automations, including client retention systems.

Data-Driven Decision Making:

- Interpret marketing analytics and data to guide decision making.
- Utilize insights to optimize marketing campaigns.

Project Management and Prioritization:

- Manage multiple projects with key-task prioritization for delivering effective solutions.

Team Leadership and Development:

- Lead a team of staff to create and sell picnic baskets and related goods.
- Provide mentorship and training to team members.

These have been matched in Dave B Grizzly's resume with the following:

- Coaching and mentoring passionate SME business owners to develop strategies, systems, and campaigns.
- Developing multichannel sales, marketing, and branding campaigns.



- Interpret marketing analytics and data.
- Project management with key-task prioritization.
- Excellent Leadership and Relationship Management.
- Manage communication between business owners and external agencies.

Qualifications from Job Description and Job Advert:

- Minimum of 8-10 years of experience in marketing roles, with at least 5 years in a leadership position.
- Bachelor's degree in Marketing, Business Administration, or related field (Master's degree preferred).

These have been matched in Dave B Grizzly's resume with the following:

- Strategic sales and marketing specialist with over 12 years of experience.
- Bachelor's degree in a related field (Strategic Business Management, Strategic Marketing).

Required Work Experiences from Job Description and Job Advert:

- Proven track record of developing and executing successful high-end multi-channel marketing campaigns.

These have been matched in Dave B Grizzly's resume with the previous work experience roles detailing how long he worked in these roles and what he did that was relevant to Marketing:

Eg

Sales & Marketing Manager (Self-employed) May 2021 - July 2023

Coaching and mentoring passionate SME business owners to develop strategies, systems and campaigns that improve sales. Etc.

And

Founder / Managing Director 2011 - 2020 The Great British Chilly Bin Company (UK)

Chilly Bin business, managing four staff, creating chilly bins and related products to sell to local businesses. Etc.

Previous roles will demonstrate with examples the Key Skills required.

These demonstrate a strong alignment between Dave B Grizzly's Key Skills, Qualifications and Experiences required for the Senior Marketing Manager role at Royal Jelly Health.