**Description**

Introducing, a new, innovative application technique to change the way you apply to every position from here on in. Write a one-page Cut the Crap (CTC) **Job Description Profile (JD Profile)** for each specific position. The **JD Profile** is going to compare your background, skills, and experience (from your résumé) to the exact job in a very compelling way. It is the single most critical document that will determine your job search success. Why? It will very quickly and effectively inform the hiring manager why you are the best candidate for their position.

The **JD Profile** is a one-page document with a simple table of Column A on the left and Column B on the right. Do you remember, as a child, when a random list of items was on the left side of the page and another random list was on the right? You were asked to draw lines between the matching items. That’s what we’re doing here. Your résumé is not organized to match the hiring manager’s job description list. Therefore, you are going to provide the right elements of your background as the “answer" to their "question.”

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| Job Title, #:  | Your Name:  |
| ***Job Specifications from JD*** | ***Your Qualifications, Experience*** |
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You will fill **Column A** of your **JD Profile** with the contents of the job description in an abbreviated format. Bullet-point phrases or short sentences are fine. Group various requirements together, as appropriate. As an example, you can put all of the education specifications in one row. If you don’t have the job description, create the information as best you possibly can. A hiring manager won’t mind if you take a guess at his job requirements. If you had any type of information-gathering meeting with the recruiter or hiring manager, be sure to ask clarifying questions about the job description or secure the job responsibilities if a job description doesn’t exist.

**Column B** of your **JD Profile** is the most important. In each row and next to each job description skill or requirement, you will put concise and relevant information that shows your qualifications. If they ask for “8-10 years in outside sales,” your column B may say “12 years in outside sales: 5 with IBM, 7 with Kodak, exceeding goals 11 out of the 12 years.” The key is to answer their requirements and add more information than requested on their job description. You are sourcing the content for column B of your JD Profile from your résumé or from recalling key experiences in your background. Here is your chance to draw out relevant experiences from your résumé and match them with the hiring manager’s needs. Always be truthful.

There may be 8-10 rows in your table, and you need an answer for each one. In some cases, you do not have that experience or skill set. Do not lie or fill it with “fluff.” Simply say, “Gap area and eager to learn,” or, “No experience but will learn on the job.” It’s good to be humble.

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| **<Title>**Position ####### | **Mark L. Delany, Candidate** |
| ***Job Specifications from JD***  | ***Qualifications, Experience*** |
| Business Strategy and Business Investigations Expertise | * Business Strategist during the past 12+ years
* Leadership and problem solving abilities delivered results within multiple groups
* My attention to detail lead to the attainment of my organization’s overarching goals.
* Excellent financial modeling and merger/acquisitions skills
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| Project Management and Cross Team Collaboration Excellence | * Leading and managing many concurrent projects involving multiple stakeholders.
* My core strengths are ensuring collaborative buy-in from team members on project vision, attaining goals and objectives, and meeting the success criteria in a timely and organized fashion.
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| Highly Motivated and Results Driven  | * Received Gold Star and other forms of recognition in last 5 years.
* MBA, Complex Problem Solving training and Dale Carnegie workshops
* Constant themes of my career have been focus, drive and results.
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| Global customer experience; experience working with international customers and building global strategies | * Proficient in Spanish
* 10+ years living and traveling internationally.
* Sensitive to and understanding of cultural communication differences.
* Built a China Strategy for <company>, resulting in a X% increase in revenue year-over-year and Y% increase in volume.
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| Fluency in Microsoft Outlook, Excel, and PowerPoint (pivot tables) and Salesforce.com or other customer relationship management (CRM) system. | * Fluency in Outlook, Word and PowerPoint.
* Registering for a class right now on Advanced Excel to become fluent in pivot tables.
* Heavy user of Salesforce.com currently and able to learn other CRM solutions.
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| **Sales Support**Job #178378 | **Susan Williams** |
| ***Job Specifications***  | ***Qualifications, Experience*** |
| Customer Service Oriented | * Career of customer service intensive roles.
* Passionate about taking care of clients, meeting their needs, and building customer loyalty.
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| Excellent interpersonal, written and verbal communication and team skills. | * 3 years designing and implementing client specific programs at <Company>.
* Active listening to client needs and finding the appropriate products to meet their needs.
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| Effective time management and organizational skills in order to independently prioritize workload and meet deadlines. | * As part of the <Company> online team, simultaneously handled multiple online chats and answered emails from clients in a high volume call/chat environment.
* Consistently serviced multiple clients at the same time.
* Create and manage execution of wholesale purchase orders, customer orders, inventory and accounting functions.
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| Comfort working with worldwide customers. | * Proficient in Spanish
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| Proficiency in Microsoft Outlook, Excel, and PowerPoint and Salesforce.com or other customer relationship management (CRM) system. | * Proficient in Outlook, Excel and PowerPoint. Quick study in developing proficiency in other productivity programs.
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| Ability and interest in assuming increasing responsibility for account management over time.A strong desire to work within a dynamic, rapidly-growing industry. | * Assumed client and management responsibility of studio during owner’s battle with cancer.
* Considered by peers as ‘go to’ for answers on dealing with challenging orders, or order processing procedures.
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| ***Job Specifications******<Title, Job ####>*** | ***Candidate: Joanna Drewman*** |
| **Strategy and Planning:** * Develop, implement and manage acquisition strategies
* Plan, execute and measure e-mail campaigns to house/opt-in and purchased prospect list using CRM marketing system
* Develop and manage creative campaign copy, partnering with agency and trade marketing partner
 | * Planned business strategy to launch new medical nutritional product to U.S. market. <Company>
* Collaborated with global suppliers and logistics officers to determine distribution.
* Designed and implemented web based record management system to improve physicians billing process. Increased revenue by 3%. <Company>
* Implemented SFA system with IT.
* Created direct-marketing mail programs from database analysis.
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| **Project Management:*** Manage review cycles with stakeholders
* Manage project and content localization
* Plan, execute and measure online display advertising, PPC and SEO campaigns
* Monitor campaign performance and recommend strategies for improvement
* Monitor and report on budget vs. actual expenses; Manage the marketing budget
 | * Created pricing strategy and 5-year forecast. <Company>
* Led qualitative research project --Wrote interview scripts and marketing collateral. Segmented interviews based on 3 types of clinicians. Identified early adopters.
* Selected Channel Opportunities --Analyzed data to identify high-growth channels.
* Produced divisions’ annual budgets. Managed budgets for $1 MM NIH federal research grant and pharmaceutical trials.
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| **Marketing Relationships:** * Work with website team to ensure lead generation
* Collaborate with telesales to devise and implement lead generation outreach plans
* Coordinate with key business stakeholders and segment managers to align marketing activities to sales and fulfillment processes
* Prepare and present monthly, bi-yearly reviews of customer marketing activities
 | * Interdepartmental collaboration on large team projects with marketing, business development, editorial, and engineering departments.
* Conducted post mortems to identify ways to improve customer satisfaction.
* Trained Account Managers on lead generation tools and plan new campaigns
* Formal presentation of business case
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| **Requirements:** * 5 years online marketing experience
* Experience with internet marketing and tracking and lead generation programs
* Vendor/agency management experience
* Excellent quantitative and analytic skills
 | * Almost 3 years of intense projects, creating and implementing online campaigns. Can ramp up quickly.
* Managed lead generation direct marketing campaigns
* MBA: Studied marketing, financial analysis statistical modeling classes
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