

# Marketing Your Skills

## What is a skill?

A skill is an ability or talent you possess. You develop skills through many experiences, including your education and coursework, employment, community service and volunteer work and simply life experiences.

## Why are skills important to employers?

Employers hire job applicants who possess the skills necessary to perform job duties, work well with coworkers and supervisors and succeed in an organization.

## What are skills examples?

Check the list below to help you jumpstart a list of skills you have developed.

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Ability to multi-task                       | <input type="checkbox"/> Follow directions          | <input type="checkbox"/> Prioritize tasks         |
| <input type="checkbox"/> Ability to work independently and in groups | <input type="checkbox"/> Generate new ideas         | <input type="checkbox"/> Problem solving skills   |
| <input type="checkbox"/> Ability to delegate responsibilities        | <input type="checkbox"/> Interpersonal skills       | <input type="checkbox"/> Public speaking          |
| <input type="checkbox"/> Analytical skills                           | <input type="checkbox"/> Perform tasks efficiently  | <input type="checkbox"/> Research skills          |
| <input type="checkbox"/> Computer skills (list)                      | <input type="checkbox"/> Language skills (list)     | <input type="checkbox"/> Supervision experience   |
| <input type="checkbox"/> Conflict resolution/mediation skills        | <input type="checkbox"/> Listening skills           | <input type="checkbox"/> Take initiative          |
| <input type="checkbox"/> Creativity                                  | <input type="checkbox"/> Lead groups and by example | <input type="checkbox"/> Time management          |
| <input type="checkbox"/> Customer Service                            | <input type="checkbox"/> Meet deadlines             | <input type="checkbox"/> Work well under pressure |
| <input type="checkbox"/> Detail-oriented                             | <input type="checkbox"/> Management experience      | <input type="checkbox"/> Writing skills           |
| <input type="checkbox"/> Editing                                     | <input type="checkbox"/> Motivation skills          |   |
|  | <input type="checkbox"/> Organizational skills      |   |

## Where do I talk about my skills?

**1. On your résumé:** Create a skills section that clearly lists the skills this particular employer requests of candidates applying for the job. Many employers now use scanning software to scan your résumé for keywords before a person ever sees it. Use bullet points to list your skills. Organize them in order of importance to the job. Use descriptions to exemplify your expertise. Emphasize skills and keywords from the job posting to ensure your résumé makes the cut.

Example: Proven customer service experience (awarded Sales Associate of the Month)

**2. In your cover letter:** Mention specific skills the employer describes in the job posting. Reference how or where you developed the skill(s).

Example: Your job posting indicates a need for strong communication skills. In my current job, I am consistently recognized as an employee who demonstrates interpersonal skills when interacting with customers.

**3. During the interview:** Talk about skills you have used to complete particular tasks.

Example: “The customer I was assisting was angry because he was dissatisfied with his purchase. I used patience and positive customer service to address his concern. Following proper protocol, I apologized for his experience and immediately responded to the customer’s request to speak to a manager. The customer voiced his frustration to my manager about the product, but my manager complimented my professionalism in handling the situation.”

Courses, volunteering, campus activities and employment are all areas where you can develop new skill sets or improve the ones you currently have.