

RECRUITER SECRETS

THE JOB SEARCH INSIDER TOOLKIT

A practical recruiter-built system for positioning, applications, interviews, and offers

CREATED BY SUE

CAREER STRATEGY | RECRUITING INSIGHT | ACTIONABLE TOOLS

How Recruiters Actually Evaluate Candidates

Understanding the funnel helps you improve the right part of your search instead of changing everything at once.

A typical hiring funnel has several decision points. Your job is to make the next decision easy: "Yes, this person is worth the next conversation."

STAGE	WHAT THE TEAM IS ASKING	YOUR JOB
Application review	Does this person appear to match the core requirements?	Make relevance obvious in the top half of your resume.
Recruiter screen	Do the skills, motivation, compensation, location and timing align?	Tell a concise, credible career story.
Hiring manager	Can this person solve the problems this team actually has?	Connect achievements directly to the role.
Interview loop	Can they demonstrate the behaviors and depth we need?	Use specific examples with outcomes and reflection.
Offer decision	Are they the strongest acceptable choice, and can we close them?	Clarify fit, ask smart questions, negotiate professionally.

RECRUITER SECRET: A resume does not need to tell your whole story. It needs to make the right story easy to find. Save the full detail for interviews, LinkedIn, and your achievement bank.

Common reasons strong candidates get filtered out:

- The resume describes responsibilities but not impact.
- The title is relevant, but the keywords or skills are buried.
- The candidate appears too broad and the target role is unclear.
- The application answers conflict with the resume.
- The candidate meets many requirements but misses a true non-negotiable.
- The resume is hard to scan, overly dense, or filled with generic language.
- Another candidate demonstrates stronger evidence for the same requirement.

Choose Your Target Before You Apply

A focused search gives your resume, LinkedIn profile, networking, and interview story one clear direction.

Complete one target statement per job family. If you are pursuing two very different job families, create separate resume versions instead of forcing one resume to serve both.

Primary target role/title:

Secondary titles that mean roughly the same thing:

Top 5 industries or company types I am targeting:

Location / remote / hybrid constraints:

Compensation floor and preferred range:

Top 5 skills I want to be hired for:

3 problems I can reliably solve for an employer:

Target-role positioning statement

I am a [profession/level] with strength in [skill 1], [skill 2], and [skill 3]. I have experience delivering [business outcome] in [environment/industry]. I am targeting [role type] opportunities where I can help [team/company outcome].

EXAMPLE: I am a senior recruiter with strength in full-cycle recruiting, stakeholder partnership, and recruiting operations. I have experience supporting high-volume, corporate, healthcare, and technical hiring environments. I am targeting senior recruiter or talent acquisition partner roles where I can improve pipeline quality, candidate experience, and hiring execution.