

She's on the Money.



Career ● Pivot Guide



So, you've listened to our podcast, and you've been thinking about changing jobs.
Maybe even changing industries. And your first thought was,

“I CAN'T APPLY FOR THAT — I DON'T
HAVE THE EXPERIENCE.”

But here's the thing: **you probably do.** You've never had to talk about it like this before.

This is your cheat sheet for making your skills make sense on paper, even if your résumé is screaming
“hospitality” and the job ad is yelling “tech start-up.”

LET'S BREAK IT DOWN.

Résumé Tips

1. FOCUS ON RESULTS, NOT RESPONSIBILITIES

If your résumé says "managed social media" or "customer service duties," try this instead:

- "Grew Instagram audience by 40% in 6 months through organic content strategy"
- "Resolved 30+ customer enquiries daily with a 95% satisfaction rate, leading to a 15% lift in repeat business"

Show the result. Show the win. Show them why it mattered.

2. TRANSLATE YOUR EXPERIENCE

Don't gatekeep your own career. You've got transferable kills, you just haven't labelled them yet.

EXAMPLES :

- Ran a uni fundraiser? You know how to manage projects, deal with stakeholders, and handle money.
- Worked in retail? You're a communication queen, conflict ninja, and people-reader.
- Started a baking side hustle? That's product dev, marketing, logistics, and customer service.

3. QUANTIFY EVERYTHING

Numbers are key. Big or small, they make your experience feel real. So how do you do it?

HERE'S WHERE TO LOOK:

- **Volume** – How many customers did you help a day? How many emails did you respond to?

"Served an average of 40+ customers per shift"

"Responded to 100+ inbox enquiries weekly"

- **Time** – Did you help make things faster? Save time? Work under time pressure?
"Reduced response time by half through streamlined client comms"
"Delivered 20+ event briefs under 48-hour deadlines"
- **Money** – Did you handle payments, budgets, or pricing? Did you help save costs?
"Processed \$10K+ in daily transactions"
"Reduced supply costs by 15% through vendor negotiation"
- **Growth or improvement** – Did something get better because of what you did?
"Increased newsletter open rates from 20% to 36% through A/B testing"
"Helped grow community page followers from 800 to 3,000 in under 6 months"
- **Scale** – Who were you supporting? What size team? How many people relied on you?
"Coordinated internal comms for a team of 15 across 3 departments"
"Supported onboarding for 50+ new employees in under 12 months"

4. TAILOR IT, EVERY TIME

There is no "one perfect résumé." You tweak it every time. For real. Every time.

- Match the tone of the company.
- Use their words.
- Prioritise what they're actually asking for.

Creative brand? Let your personality shine.

Corporate firm? Keep it clean but still strong. (You can do both.)

Cover Letter Tips

This is not a paragraph version of your résumé. This is where you make them feel something. This is your pitch.

1. START WITH A HOOK

No more: "I'm writing to apply..."

We're starting like this:

- *"As someone who's spent the last five years making complex systems run smoother, I am very excited about the chance to help your team deliver even bigger projects."*
- *"The first thing I noticed about your company was your obsession with customer experience. And I knew immediately that was somewhere I wanted to be."*

Grab their attention from line one. Make them want to keep reading.

2. SHOW THEM YOU GET IT

Reference a campaign, a value, a product—anything that shows **you actually know the company and you want this job specifically**. Not that it's a template you're sending out to 100 companies.

3. BRIDGE THE GAP

Especially if you're pivoting.

- *"Spending years on the retail floor taught me exactly how customers think, what grabs their attention and what builds loyalty. And that instinct is what I'm now excited to bring to your marketing role."*

Don't make them guess why you're a fit. Connect the dots for them.

4. SPEAK WITH CONFIDENCE

This is not the time to shrink yourself.

🔴 **No:**

- "I believe I could be a good fit..."
- "I would really appreciate the opportunity for an interview..."

✅ **Yes:**

- "I'm really excited to bring my leadership skills, creative thinking and drive for operational excellence to help [company name] scale sustainably through its next chapter."

Own it. Fully.



Final Words

You're not underqualified. **You're ready.**

You've already built the skills. You've already done the hard things. Now it's just about knowing how to talk about it.

You don't need to tick every single box to apply.

If a man with 60% of the criteria would put his hand up? So should you.

You're not starting over. You're building forward.

And I'm so proud of you for even thinking about taking this next step.

You've absolutely got this.