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Insurance-Specific Résumés

Tailoring a Résumé for a Role in Canada's Property & Casualty Insurance Sector

The property and casualty (P&C) insurance industry offers a wide variety of career paths, employers, and opportunities. Because of this diversity, it is especially important to create a targeted résumé that showcases your skills, experience, and accomplishments in a way that highlights its relevance and transferability to the insurance sector.

The following tips and suggestions can help you build an effective insurance-focused résumé.

1. Be Sure You Have a Clear Job Goal and Understanding of the Role

Your career objective or professional summary should clearly communicate the type of role you are pursuing within the insurance industry.

If you are exploring more than one career path, you may need more than one version of your résumé tailored to different opportunities.

If you have not yet determined which area of the industry may be the best fit, explore the Career Connections website in more detail. You can learn about various career paths by:

- Taking the career quiz
- Reviewing career profiles
- Watching industry videos
- Exploring educational resources about insurance

Having a clear career goal will focus your résumé on selling your skillset and help employers understand where you may fit within their organization.

2. Highlight Your Experience as It Relates to Your Career Goal

Don't simply list your responsibilities. Demonstrate how your past experience as a student, recent graduate, career changer, or experienced professional has helped you develop skills that are valuable in the insurance industry.

Identify the top five skills or qualifications listed in job postings for your target role. Then tailor your résumé to show how your experiences align with those requirements.

Think about transferable skills such as:

- Customer service
- Communication
- Problem solving
- Attention to detail
- Analytical thinking
- Relationship building
- Organization and time management
- Teamwork

Research the company and role you are applying for to better understand what the employer values. The more clearly you connect your experience to their needs, the stronger your application will be.

Don't leave employers guessing. Help them see the connection between what you have done and where you want to go.

3. Showcase Your Experience Through Impact and Results

Insurance employers want to understand not only what you did, but also how your contributions made a difference. As you describe your experience, focus on the skills you used, the actions you took, and the results you achieved. This helps employers see the value you can bring to their organization and makes it easier to connect your experience to the role you are seeking.

Whenever possible, include numbers, percentages, or other measurable outcomes to demonstrate the scope and impact of your work. Whether you served customers, managed records, coordinated projects, handled transactions, trained colleagues, or balanced competing priorities, quantifiable achievements provide strong evidence of your capabilities. Even experience gained through part-time jobs, volunteer work, internships, school projects, or extracurricular activities can often be measured and described in a meaningful way.

As you write your résumé, use clear, professional language that highlights transferable skills rather than relying on industry-specific jargon, internal terminology, or software names that may not be familiar to insurance employers. Focus on the outcomes of your work and the strengths you demonstrated.

For example, rather than simply stating that you used a particular database, describe how you maintained accurate customer records, tracked inquiries, and ensured timely follow-up. Instead of saying you assisted customers, explain that you supported 50+ customers per day while delivering professional service and resolving issues efficiently.

A helpful approach is to think in terms of Action + Skill + Result. For example:

- Maintained and updated 200+ client records, ensuring accuracy, organization, and confidentiality.
- Assisted an average of 50+ customers per day, resolving inquiries professionally and maintaining high service standards.
- Processed and reviewed 100+ documents weekly while maintaining a high level of accuracy and attention to detail.
- Trained and onboarded 10 new team members, helping improve service consistency and team effectiveness.

By combining measurable accomplishments with clear, results-focused language, you help employers quickly understand the value of your experience and how your skills can transfer successfully to the property and casualty insurance industry.

4. Use Artificial Intelligence (AI) as a Tool, Not a Substitute

Artificial intelligence (AI) tools can be valuable resources when creating or updating your résumé. They can help you organize your thoughts, improve wording, identify transferable skills, and tailor your résumé to specific opportunities. However, AI should be used as a tool to enhance your résumé, not as a replacement for your own experiences, judgment, and professional voice.

Employers are interested in learning about your unique background, accomplishments, and skills. AI does not know your experiences as well as you do and may generate content that is overly generic, inaccurate, or disconnected from your career goals if it is not reviewed carefully.

When using AI, consider it a starting point rather than the final product. It can be particularly helpful for:

- Improving the wording of résumé bullet points
- Identifying transferable skills from previous roles

- Converting job duties into accomplishment-focused statements
- Tailoring content to align with a specific job posting
- Correcting grammar, spelling, and formatting issues
- Suggesting stronger action verbs and professional language

For example, you might provide AI with a basic statement such as:

Answered customer questions and handled complaints.

AI may help transform it into:

Resolved customer inquiries and concerns in a professional and timely manner, contributing to positive customer experiences and relationship building.

While this can be helpful, it is important to edit the content to ensure it accurately reflects your actual responsibilities and quantified achievements. Consider adding specific details that AI would not know, such as:

Resolved customer inquiries and concerns for an average of 40+ customers per day, contributing to positive customer experiences and maintaining service standards.

Before submitting your résumé, carefully review all AI-generated content and ask yourself:

- Does this accurately describe my experience?
- Have I included specific examples and measurable achievements?
- Does the language sound like me?
- Is the information relevant to the role I am targeting?
- Have I removed generic statements that could apply to anyone?

Remember that employers value authenticity. A résumé that reflects your genuine experiences and accomplishments will always be more effective than one that relies heavily on generic AI-generated content. AI can help you get started, but the strongest résumés combine technology with thoughtful self-reflection. Your insights, achievements, career goals, and unique experiences are what make you stand out. Use AI to help refine your résumé, but be sure the final version tells your story, highlights your accomplishments, and clearly demonstrates the value you can bring to the insurance industry.

5. List and Draw Attention to Any Insurance-Related Education, Licences, or Designations

If you have completed insurance-related education, courses, licences, designations, or professional development programs, be sure to include them prominently on your résumé.

In addition, don't overlook other education or experiences that may be valuable in the insurance industry, including:

- Legal studies
- Business, finance or accounting
- Risk management
- Medical or health studies
- Engineering and construction
- Automotive studies
- Data analytics
- Information technology

The insurance industry values diverse backgrounds. Knowledge and expertise gained in other fields can often be highly relevant and transferable to insurance careers.