



Analytic Advantage Career Consulting



Write Choice Resumes

Finding a Career is Work

Your guide to all things job search related



*If you are applying for 10 jobs a day, you are applying like a robot.
You need to be a unicorn.*

Contents

Contents.....	2
Editing Your Resume.....	3
.....	4
Finding Your Perfect Job.....	5
Narrow Your Focus.....	5
Looking for Listings.....	5
LinkedIn.....	7
Social Media.....	8
Networking Face-to-Face.....	8
The Interview.....	9
Sample Behavioral Questions.....	10
ASK Questions.....	11
Sample Cover Letter Template.....	12
Sample Thank You Email.....	13
Still need help from us? We have more to offer.....	13
General Recruiter Information.....	13
Job Boards.....	17
Updating LinkedIn Profiles.....	17
LinkedIn Tips for Optimization.....	17
Profile.....	17
Activity.....	18
Network.....	18
Activity.....	18
FAQS.....	18
Rejection is the Worst.....	19
Rejection Follow-up (Credit: Reno Perry).....	19
Ghosting.....	20
Our Guarantee.....	21

Editing Your Resume

On the next page is a sample of the **ATS Compatible** first page. **The following instructions correspond to the letters in red in the example.** THIS is the resume you use to apply online (if you can't find another way). Do NOT change the font. REMEMBER: Less is more. Don't add a laundry list. ([Click here for Sample Resume](#))

A Your address only needs to be (Closest Major) City, ST, Zip. Anything more is too much information.

B You don't need to say: Phone or Cell or Cellular. People know this is your phone number. Also, you can write it like this (132) 479-2241 or use decimals between each grouping 132.479.2241.

C If your email address is from high school, or uses some cute (or sexual) reference, get a Gmail account with your own name. Do not use your company email address. Yahoo, AOL, and Hotmail are seen as very "old school" so you might want to think about that, too.

D LinkedIn is hyperlinked to your account. This is for ATS. On your visual copy, it's also linked if you are emailing your resume. If you are handing it to someone, they probably don't need to see your LinkedIn page. You're right in front of them. So, just leave it as is. (If you customize it on LI, you MUST change it here!)

E The TITLE: This is VERY important. Change the title and summary to match the position you want. For example: **Director of Marketing, ZZZ Company**. It will score higher on ATS. It also shows that this is not a shotgun application. Always "dress" for the job you want, not what you have.

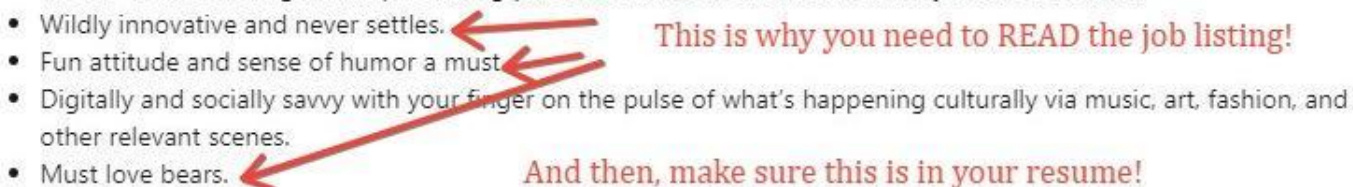
F This line can be your personal philosophy or the **top THREE skills** that you think match their listing.

G Again, this needs to match the listing. If they say they are looking for someone "fun" then you need to work that into your summary. Soft skills are often more important than hard skills for getting noticed. Everyone applying has a Blah Degree in Yadda Yadda. **We actually use phrases right from their listing!**

H These need to be the skills YOU have that match THEIR job description. It's not random or what you think looks best. This is the KEY to passing ATS. You need skills that match. **REMOVE any that aren't relevant**, so you don't mess up the formatting when you add some. Maximum 5 lines unless you have a huge tech stack.

I Your previous job description should have just enough that it contains some keywords and shows your most important responsibilities. They don't care if you changed the toilet paper every day. (3 – 4 lines)

J Key Competencies - The more times you list the skills they want, the higher you will rate in the algorithm. So add any that you have that are applicable to that particular achievement if they will increase your score. (Limit to 5 lines of text)

- 
- Wildly innovative and never settles.
 - Fun attitude and sense of humor a must
 - Digitally and socially savvy with your finger on the pulse of what's happening culturally via music, art, fashion, and other relevant scenes.
 - Must love bears.
- This is why you need to READ the job listing!**
- And then, make sure this is in your resume!**

A **B** **C**

JOSHUA DOE

McKinney, TX 75070 (469) 555.5555 joshua.doe@gmail.com [LinkedIn](#)

E **DIRECTOR OF MARKETING**

F *To understand marketing, we must understand the client*

G Exceptional, experienced multi-channel marketing director with over 20 years’ experience with high profile companies in the retail sector. Uses well-honed communication skills to initiate long term client relationships by ensuring their needs are heard and fulfilled. Takes ownership of campaigns from concept to completion working within current trends while developing new, fresh programs to drive sales. Consistently mentors cross-functional teams to achieve desired results.

H **KEY COMPETENCIES & SKILLS**

EXCELLENT COMMUNICATIONS • MULTI-CHANNEL MARKETING • MARKET FORECASTING & PLANNING • SALES MANAGEMENT • CROSS-FUNCTIONAL TEAM BUILDING • CUSTOMER EXPERIENCE • E-COMMERCE • BRAND DEVELOPMENT & MANAGEMENT • PRODUCT DEVELOPMENT • STRATEGIC PLANNING • RETAIL • ADVERTISING • CAMPAIGN OWNERSHIP • RECRUITMENT, TRAINING, AND RETENTION • LONG TERM CLIENT RELATIONSHIP MANAGEMENT • PROFIT & LOSS ACCOUNTABILITY • OPERATIONAL EXCELLENCE • SOX COMPLIANCE

PROFESSIONAL EXPERIENCE

XXXXXXXX, SOME TOWN, TX **2015 – PRESENT**

I **MARKETING DIRECTOR** -Act as senior level contact for marketing team. Develop solid relationships with clients to determine and meet their needs. Develop strategic marketing initiatives and proposals for both external and internal clients with dedicated team. Work to solve clients’ marketing challenges through sound strategic retail expertise, in-depth analysis/research and cohesive marketing executions.

J **KEY COMPETENCIES: MOTIVATING, CROSS-FUNCTIONAL TEAM BUILDING**

Received the “Something” Award

- Initiated an “out of the box” solution to enhance company success
- Promoted company culture within the entire firm
- Encouraged culture activities to reinforce XXXX’s culture

KEY COMPETENCIES: SOP CREATION, BUDGET MANAGEMENT, EXPENSE MONITORING

By taking the time to edit your resume for each position, you are increasing your chance of being shortlisted. If a job is posted online, you need to stand out first with ATS, then with a hiring authority.

As you will see in the next section, it’s really you against the world . . . Or it will feel like it.

In June 2018, over 250,000 MBA graduates sent applications online to Goldman Sachs. They had about 100 positions available. Each graduate had similar education and internship experiences. The odds weren’t very good. It’s why we suggest you go further than simply using the Easy Apply or Upload Your Resume Here. And why you need to have a better resume than the other 249,999 candidates.

What format should you use when I send?

Our most recent research with our recruiter network showed that 66% prefer a pdf. That said, when you are sending it to them, ask what they prefer. It shows you care about others.

The best thing? Ask the recruiter which they prefer: Word or pdf. If you have no choice but to hit the APPLY button, check the format they want. If there is no way to tell, upload or send both of your CUSTOMIZED resumes in MS Word and PDF. The idea is to make sure it gets read.

Finding Your Perfect Job

There are millions of jobs listed on the internet now, along with thousands of recruiters trying to fill them. As much as we'd love to think your new resume is all you need, sadly, it's not. It takes work to find a job.

Narrow Your Focus

Every position has very specific requirements for skills, education, and experience. Sometimes, you can talk your way past one or two of them, however, if you don't have them, chances are greatly reduced. Don't waste your time or the recruiters by applying for jobs where you don't meet at least 90% of the criteria.

- Decide what your minimums are regarding position level/title, location, money, and corporate culture
- List the companies that interest you and research them. Are they growing? That's a great start.
- List all the absolute deal breaker items
- [Start here](#) or LinkedIn, Indeed, Monster and look at listings. The great thing about LinkedIn is that it gives a great deal of information about the company, their staffing, and how you stack up
- Research everything. You aren't buying a can of tuna, you are making a life-changing decision
- ONLY apply for jobs that you want and where you are over 90% qualified. Anything else is wasting your time because, during an interview, they will know if you are actually qualified to work there, willing to learn, or just need a paycheck

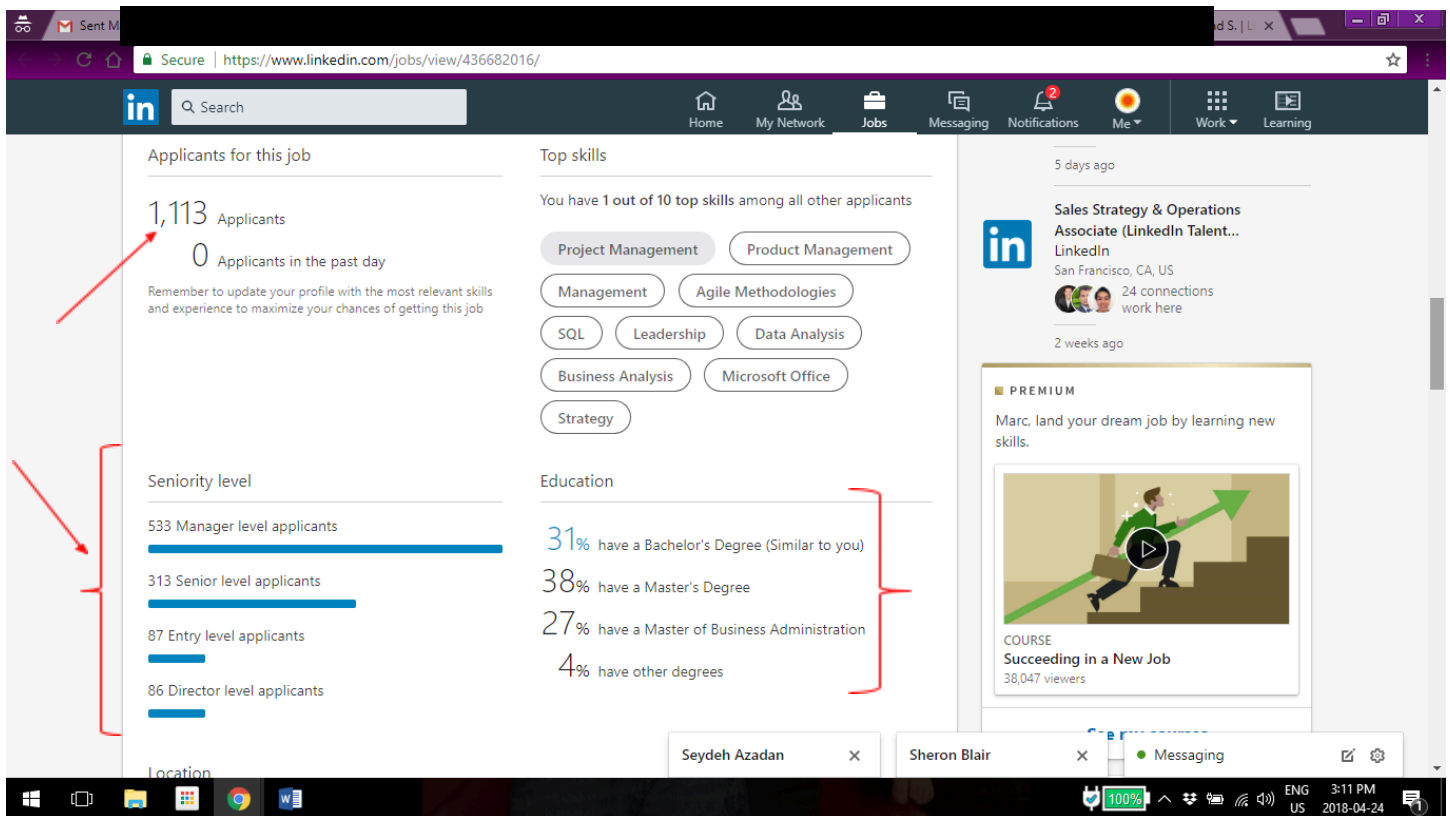
Looking for Listings

Do you play the lottery? Getting a job from an "open casting call", otherwise known as a posted job, has some pretty big odds. It's a place to start but you have to put in the work.

There are lots of great places to find position listings, although as you can see below, everyone else can see them, too. Your job search needs to be a daily activity. As an early applicant, you increase your chances. For some companies, *there is a 6-week metric from "day of posting" to "new hire's first day"*: 2 weeks to gather resumes, 2 weeks to interview and 2 weeks for the new hire to give notice. Others might have a 3-month long process with multiple hoops to jump through. If you are applying after that first 14-day window, your chances are much lower because they already have a pool of candidates. The early bird gets the work.

Keep track of where you apply. Nothing shows the "shotgun" (aka spray and pray) approach more than applying for the same position on LinkedIn, Indeed, and Monster. One of the reasons LinkedIn has a slight advantage is you can see if anyone in your network, or from your alma mater, works there. You can reach out to those people and ask for help. Create a spreadsheet about your efforts. Remember, a good application will take about 2 hours. Skip the EASY APPLY button!

Contrary to what you might think, sending your resume out to online job listings isn't necessarily going to get that coveted position. Here's a job listed on LinkedIn. Look at the number of applicants (**1,113**) and then, below it, look how many were DIRECTOR level applicants. Out of all those people, only ONE got the job. This position was probably listed on numerous other sites like Monster, Indeed, etc. So, we can probably triple that number!



How do you set yourself apart from the rest? Search for the positions that interest you, then see if anyone in your LinkedIn network is connected. If so, ask them for information:

- Who is the hiring authority? **Often they will say, right in the listing, email resume to: name@company**
- Do they have a direct connection with that person?
- Can they introduce you or provide information that can help you?
- Ask them about the company: the culture, any insider information, etc.

If no one in your network is connected, then you need to put on your detective hat. You need a way to make a personal impression on the person.

Go to their website or LinkedIn and try to find:

- The name of the hiring authority (Many recruiters on LinkedIn are giving their names now)
- The email format (or Google: Company name email format)
- Any information that will help you write a better cover letter (What is NEW with their company?)
- Any information you can use to edit your resume

Now that you are armed with information, write a cover letter that shows you have researched the company and the position. Address it to the hiring authority using their name. (An idea is shown at the end of the booklet). **Do NOT write Dear Hiring Manager/Sir or Madam/To whom it may concern.** That's a sure sign you haven't bothered to do anything.

Email body:

Dear Jane,

I took the initiative to find your name, so I could contact you directly and not get lost in the thousands of applications I'm certain you are receiving online. However, I have applied as directed because I can also follow directions.

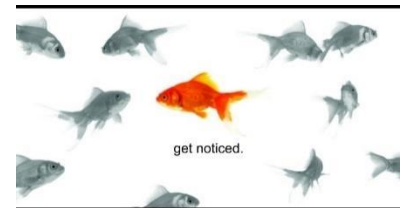
You are still going to have tough competition but at least you are showing initiative. Unfortunately, the chance of getting a job that is already posted isn't as great as if you get ahead of the listing.

Therefore, a better way is to look through your network and contact the people at companies that interest you, whether they have a position listed or not. Reach out to your connections and tell them you are actively looking for your next challenge and would like to know more about where they work. Meet for coffee, or chat on the phone, and express an interest in being introduced, or in having them check with HR for any positions that might be coming available.

You can see by the numbers that the odds are not in your favor when you apply online. We may live in the Information Age, but some good old-fashioned shoe leather and phone calls will get you further than a "Click to Apply."

Stand out in the crowd and . . . Skip the line

LinkedIn



Every day, hundreds of recruiters are searching for people with your skills. They use algorithms and search patterns to find potential employees. Even if you have the BEST resume in the world, if your LinkedIn profile isn't up to date, you're missing out. Remember, this may be your first impression with a prospective employer. Grammar and spelling errors can block any chance you might have had.

Stay updated - We've already provided instructions to update your profile to match your resume. You need an updated picture of yourself. It increases your chances of a recruiter calling by 20%. Now comes the tough part. Your Social Media footprint includes LinkedIn, Facebook, Twitter, Instagram and . . . You need a clean footprint, especially on LinkedIn. It's a Professional Networking site, not Facebook. Your politics, cute cat videos, etc. don't belong on it. *See the final pages of this book for more tips to optimize your LinkedIn profile.*

Update your skills - if you acquire new ones or see one in a job listing that you have but it's not there! They should match the positions you want. Delete any that aren't relevant to your field. For example, if you are a Computer Engineer, a prospective employer won't be impressed that you can use MS Office Suite.

Build your network - This is key. By now, you should be connected to our team, which makes all our connections your 2nd generation connections. You can now click "CONNECT" and, hopefully, they will accept. We have many recruiters in our networks. Click on them, see what positions they fill, connect. On your existing network, connect to everyone else's connections. It's not a chain, it's a spiderweb. Build yours!

Get recommendations! Ask your colleagues and contacts to write a recommendation. Write a few for them as well. It shows teamwork. If you would like us to give you one, let us know. We ask that you do the same for us. It shows a couple things: 1) you are actively using LinkedIn to network, 2) you help others and they help you.

Social Media

Reach out through social media like Facebook, Twitter, Instagram, etc. to find jobs with friends' companies. You want YOUR information in front of the hiring authority before they ever list the position.

(We can't stress this enough: Make sure that your social media isn't full of pictures of you out drinking, making rude gestures, or saying anything negative about current or previous positions, bosses, or colleagues. Clean it up and check the privacy settings. Even your political views are available for everyone to see without asking.)

Ask friends if you can send them your resume to give to HR even if they aren't currently hiring. You will send them the Visual copy of your resume. Better yet, bring them a printed copy AND send it via email. Ask who the hiring authority is at their company. Prepare a cover letter (after you RESEARCH) and give that to the friend as well. Put their name, company, etc. on your tracking sheet. In a month, you can follow up.

Follow companies on social media. Make intelligent comments on their posts. Mention how much you would love to work there. Make yourself known as a thoughtful person they would like to employ.

Networking Face-to-Face

Always have copies of your Visual resume, no matter where you go. You might be at a ball game, meet someone and get a lead. Trust me, the game isn't as important as running out to your car and getting that resume into their hands.

Some job search networking opportunities:

- *Church* - If you regularly go to church, let it be known that you are looking for work. Ask for help
- *Kids' school* drop offs, PTA meetings, etc
- *Sports* - whether you are there watching professionals, or at your child's game, there are many people who could provide leads
- *Networking groups* - Toastmasters, Rotary, clubs, fraternal orders, sorority groups etc. Meet people, broaden your circle
- *Volunteer* - It's a win-win. You make a difference in your community and meet people who see you in action

Let's face it, if a group of people are gathered, you need to keep your ears open. Someone there works at a company that is hiring, or knows someone.

Good old fashioned shoe leather is another way to get face-to-face. Go out to the companies where you'd like to work, and ask if you can speak to the hiring manager. You NEED to have the person's name. Don't go in blind. Remember, the receptionist is the gatekeeper and you have to get past that person first. If you can't speak to the hiring authority, ask the receptionist about any new opportunities that might come up. The gatekeepers generally know everything. Finally, once you have built rapport, ask if you can leave your resume with him or her. Have a cover letter ready, with the hiring manager's name.

Information Interviews are a way to reach out to HR and Recruiters without simply saying, Hey, give me a job! You contact them and ask if it's possible to have 15 minutes of their time to chat about working at XYZ company. Once you have had the interview, at the end, ask if you can send your resume for future positions.

The Interview



If you are lucky, your interview will be with an actual human being. Some companies have begun using Artificial Intelligence for first interviews. It asks questions and then judges by your facial responses as to whether you are telling the truth. Now you are battling a “bot” reading your resume, and a “bot” judging your interview. Thankfully, that has only begun in a few places.

Some companies have many rounds of interviews, often with a group of people. It’s intimidating to even the best public speaker. You need to practice in front of a mirror and get comfortable.

Many hiring teams use the **STAR** method for interviews. These are behavioral-based interview questions that require you to answer by discussing specific **Situation**, **Task**, **Action**, and **Result** of an achievement or incident. Our resume writing process has prepared you for this. **Study your spreadsheet and resume because they have all the answers.**

Situation: Describe the situation that you were in or the task that you needed to do. **You must describe a specific event or situation**, not a generalized description of what you have done in the past. Be sure to give enough detail for the interviewer to understand. This situation can be from a previous job, from a volunteer experience, or any relevant event.

Task: What goal were you working towards?

Action: Describe the actions you took to address the situation with an appropriate amount of detail and keep the focus on YOU. What specific steps did you take and what was your particular contribution? Be careful that you don’t describe what the team or group did when talking about a project, but what you actually did. Use the word “I,” not “we” when describing actions.

Result: Describe the outcome of your actions and don’t be shy about taking credit for your behavior. What happened? How did the event end? What did you accomplish? What did you learn? Make sure your answer contains multiple positive results.

By studying your resume and spreadsheet, you will be able to be specific. Here is a sample answer.

Situation (S): Advertising revenue was falling off for my college newspaper, The Review, and large numbers of long-term advertisers were not renewing contracts.

Task (T): My goal was to generate new ideas, materials, and incentives that would result in at least 15% increase in renewing advertisers from the year before.

Action (A): I designed a new promotional packet to go with the rate sheet and compared the benefits of The Review circulation with other ad media in the area. I also set up a special training session for the account executives with a School of Business Administration professor who discussed competitive selling strategies.

Result (R): We signed contracts with 15 former advertisers for daily ads and five for special supplements. We increased our new advertisers by 20% over the same period last year.

Be honest, don’t embellish, and don’t deviate from what is on your resume. Be specific to that one task or situation.

Sample Behavioral Questions

Practice using the STAR Method on these common behavioral interviewing questions:

- Describe a situation where you were able to use persuasion to convince someone to see your way.
- Describe a time when you were faced with a stressful situation that demonstrated your coping skills.
- Give me a specific example of a time when you used good judgment and logic in solving a problem.
- Give me an example of a time when you set a goal and were able to meet or achieve it.
- Tell me about a time when you had to use your presentation skills to influence someone's opinion.
- Give me an example of a time when you had to conform to a policy with which you did not agree.
- Please discuss an important written document you were required to complete.
- Tell me about a time when you had to go above and beyond the call of duty in order to get a job done.
- Tell me about a time when you had too many things to do and were required to prioritize your tasks.
- Give me an example of a time when you had to make a split-second decision.
- What is your typical way of dealing with conflict? Give me an example.
- Tell me about a time you were able to successfully deal with another person even when that individual may not have personally liked you (or vice versa).
- Tell me about a difficult decision you've made in the last year.
- Give me an example of a time when something you tried to accomplish and failed.
- Give me an example of when you showed initiative and took the lead.
- Tell me about a recent situation in which you had to deal with a very upset customer or coworker.
- Give me an example of a time when you motivated others.
- Tell me about a time when you delegated a project effectively.
- Give me an example of a time when you used your fact-finding skills to solve a problem.
- Tell me about a time when you missed an obvious solution to a problem.
- Describe a time when you anticipated potential problems and developed preventive measures.
- Tell me about a time when you were forced to make an unpopular decision.
- Please tell me about a time you had to fire a friend.
- Describe a time when you set your sights too high (or too low).

However, be prepared for the old standards . . .

1. What's your greatest achievement? (Remember your resume)
2. What's your greatest strength? (Remember your resume)
3. What's your greatest weakness? (Me: "Answering this question!" Seriously, have something ready: I am really nervous about public speaking, but I am working on it by practicing.)

Some companies are still winging it in interviews. If you don't understand a question, **ask for it to be repeated.**

"Can you repeat that, please? I just want to make sure I have the details right."

ASK Questions

Almost every interview ends the same way: Do you have any questions for us?

If you answer NO, say goodbye to the opportunity. You need to show your enthusiasm.

Here are a few ideas. You should definitely use the research you did about the company in this section of the interview as well. **Remember:** Don't ask about salary or benefits just yet. Wait until you are in the final steps of the interview process to negotiate with the hiring manager or an HR representative.

- What do you enjoy most about working here?
- Where do you hope the company will be in five years?
- Can you tell me about the team I'll be working with?
- How would you describe the work environment here?
- I would like to give back to my community. What is your involvement in community work?
- Can you tell me more about the day-to-day responsibilities of this job?
- What do you think are the most important qualities for someone to excel in this role?
- What are your expectations for this role during the first 30 days, 60 days, year?
- Who do you consider your top competitor, and why?
- What are the biggest opportunities or challenges facing the company/department right now?
- What is the typical career path for someone in this role?

Pick a couple that you REALLY want to know about. It's important that the company culture matches your own ideal working situation. If not, you'll be looking for another job soon. Find out if there are opportunities to grow and be promoted. Otherwise, again, you will be looking soon.

Click below to see a completed cover letter. ↓↓↓↓

FirstName LastName

City, State, Zip

000.000.0000

[EmailAddress@mail.com](#)

[LinkedIn](#)

Date

Company Name

Address

City, State, Zip

Attn: (Name of Recruiter, HR person) [Search on LinkedIn, on the company website](#)

Dear (Name), *****Do NOT use Dear Hiring Manager*****

Re: [Give official listing of position including reference number \(College Writing Teacher is my example\) listed on Indeed](#)

“When I was 7 years old, there were two things I loved playing: teacher and writer. Now, I’m an amazing, nationally published writing teacher!” This listing on BLAH BLAH was exactly what I wanted so I knew I had to apply. I took the initiative to find your name, so I could contact you directly and not get lost in the thousands of applications I’m certain you are receiving online. Working at XYZ Company is the type of challenge where I thrive. **This is where you need to shine. Don’t write: I’d like to apply for this position because blah blah. (Yawn) Instead, you need a hook. What makes YOU different from every other candidate? If you can’t grab them in this paragraph, you are lost.**

Blah Blah College holds a special place in my heart. I read about your program for diversity and inclusion. I believe that’s what makes the college so popular with students. As a writer, I’ve written articles about the topic for XYZ magazine. It was highlighted on four websites. Teaching there would allow me to share my passion for writing with so many students.

Here are a few of the achievements from my previous experience that make me confident I can be of value to you.

- **Achievement 1 best fit for the job from your resume**
- **Achievement 2**
- **Achievement 3**

My resume ticks all the boxes in your listing for the position. I’ve done my homework, which I know **(my students will also do because my writing assignments are pretty fun)**. I trust this is going to be a symbiotic relationship for the next ten to fifteen years unless AI takes over the field. **(Used humor there. I want to leave a smile. Also, give any other information that they may need. “I’m willing to move at my own expense.”)**

I look forward to discussing this opportunity with you further and can be reached using the information above. Thank you for your time and consideration.

Sincerely,

Really Cool Signature

(If you are sending the letter digitally, scan your signature and embed it into the document or simply use a different font)

FirstName LastName, (some cool letters from your degrees)

*****PROOFREAD! Better yet, have someone else proofread it for you. It's your first impression. Spelling and grammar count.***** Click [HERE](#) for a full sample

Sample Thank You Email

*Make sure you got the names of all the people who interviewed you! Ask for their card. Or, ask the receptionist for their names on your way in. It's always great to have a small advantage. Your thank you email should show enthusiasm. (If it's an onsite interview, you can always bring a Thank You note with you. Before leaving the outer office, fill it in using something similar to what is below. Leave it with reception.)

Dear Ms. Interviewer (and Mr. Interviewer),

Thank you for taking the time today to discuss the amazing opportunity you have at XYZ Company. I am more excited now than I was when you called to arrange the meeting. **I was really intrigued when you spoke about [redacted]**. In fact, I can picture myself there, contributing to the (department/section) team.

If there is any further information I can offer to help you decide to bring me onto your team, please let me know.

Thank you again.

Sincerely,

Jane Doe, MAAC
Future XYZ Team Member
555.555.5555

[Still need help from us? We have more to offer.](#)

Customizing your resume and cover letter can be a bit daunting. No worries! For **only \$95 per position**, we'll do it for you. So, when you find that jewel that is meant for your crown, let us help.

Interview Coaching - We provide custom coaching to help you ace the interview. For our clients, the cost is only \$125 per hour (regular price \$175 to non-clients)

Need an Update? For the next two (2) years, we will update your resume for **only \$125*** if you are staying in the same field. If you are an Executive or want to make a big change, no worries . . . it's **only \$175****. If you'd like one of our Custom LinkedIn Billboards, it's **only \$10**. (Another company says it's a \$180 value.)

General Recruiter Information

Ever wondered how recruiters use LinkedIn and what they see? One of the recruiters in our network was kind enough to share some information. They pay thousands of dollars a year to use the Recruiter platform so it is one of their primary sources. But, no, not the Easy Apply button part, but the part where they search for YOU!

Huge thanks to Mikey Botta for allowing us to share this with you. Add him to your network:

<https://www.linkedin.com/in/mikeybotta/>

What does a recruiter see when you apply on LinkedIn? A look behind the curtain... 👁️ We've all applied to plenty of jobs without much understanding of what the person on the other end is getting... well, here you go, take a peek.

WHAT DOES A RECRUITER SEE WHEN YOU APPLY ON LINKEDIN?

My job posting as it appears in LinkedIn Recruiter:

☆ **Senior Digital Designer** Pipeline: 28 & 21 candidates
Austin Fraser (Austin, Texas Metropolitan Area) • Mikey Botta • Created 6/8/2022
● **Job: Senior Digital / Web Designer** (active): 27 applicants (1 NEW)
● Recommended matches (active)

I click on "1 new"

27 RESULTS List of Applicants in consideration still (including new applicants) Sort by: Screening Requirements 1 - 25

Firstname Lastname · 3rd Applicant Applied on January 25, 2023
Headline from your LinkedIn profile
City, State, Country
Experience (number)+ years of (skill) experience (most recent or current job title) at (company) · (start year) – Present (2nd most recent job title) at (company) · (start yr) – (end yr) Show all (9)
Education (Name of college/university), (Degree type / major) · (start yr) – (end yr) (2nd education) · (year)
Activity Applied to 1 job In 1 project
Application resume 3/3 must-have qualifications 4/10 skills match your job

2nd Most recent Applied on January 24, 2023
3 out of 3 must-have, 1 out of 1 preferred
✓ Are you located in the Austin, Texas area or willing to relocate? AND, willing to work the stated hybrid schedule?
Required · Yes
Yes

screening questions asked on the application

In this **Example**, I'm hiring for a Senior Digital Designer, and just got a new applicant, Firstname Lastname! What will I see when I go to check this person out?

My takeaways here...

🎯 **Headline is key!** After your name, it's the first thing I see. A headline like "Avid dreamer and pursuer of thought" is cute but gives me... nothing. But "Digital Design professional @ ABC Company" would catch my eye.

🎯 Before I ever see your resume, I'm going to see what you input on your LinkedIn profile for your most recent job title. Make it accurate, concise, and telling. "Designer" leaves me confused, "Senior Digital Designer - Web & Print" leaves me confident.

🎯 The most recent two jobs on your profile matter. A lot. Beyond that (the 9 more under 'show all'), not as much initially. Don't put your personal side project in slot 2 and bump down your three-year tenure at a Fortune 500. NOTE - sometimes the most recent 3 job titles will show, and not a line for "(number)+ years of (skill) experience"

Beyond just applying to jobs, I'm sure you all have had recruiters reach out to you directly via InMail- why does that happen? explained below!

Here's HOW recruiters on LinkedIn are finding you, and what matters to be found by the right recruiters, including 5 top tips-

🖥️ We are able to use a wide variety of filters, as seen below, to search as broadly or as narrowly as we want. I can generally see every person who is based out of Austin, or I can search for a UX Designer who's been at Google for 3-5 years and has an interest in coffee.

① 'Open to Work' is one of the best tools you can use if you want recruiters to reach out. I don't always use this filter, but it is where I start my searches. You don't need the green banner to display, this can be turned on 'silently' just for recruiters to see.

② We can filter by current and past job titles. Make sure your position titles are accurate and 'standardized' in a logical way. Don't list a position as 'Innovative Code Crafter' when I'm going to be searching for a 'Software Engineer.' Even if your job labels your role as 'Creative Architect' it is okay to put 'Web Designer' on LinkedIn.

③ Note that we can search for things, but we can also search for lack of things, by excluding certain things like specific job titles, company sizes, etc. I often search for 'UX Designer', and exclude 'Developer' as one example of how I try to target very specific niches.

④ Keywords are major, and commonly used in searches. Fortunately, they are sourced from anywhere on your profile. But that's only useful if your profile is filled out. **INCLUDE JOB DESCRIPTIONS!!!** If your whole profile only includes the job titles, like "Software Engineer" but no description of the work or skills, I will *never* see your profile if I'm requiring keywords such as "Node.js" or "React".

⑤ Lots of filters to choose from under Advanced Filters, though not many useful ones. The SideBar shows many of my commonly used ones (it's broken up, but the segments where # 1, 2, 3, and 4 are would normally be an unbroken sidebar) but also some I don't really use- like Workplace and Employment Type, Industries, Schools.

🎯 **OVERALL** - again, hope this helps give some transparency in how to use LinkedIn to the best of its capabilities. A job search is not only about finding jobs to apply to, but being found. The best way to do that is enabling your profile to be found by the right recruiters on here, and the above tips highlight how you can make that happen. Include job descriptions/responsibilities, accurate and standard job titles, etc. ★ One

other major thing that I use in EVERY search is the Location. Set it to where you live if you'd like location relevant jobs.

LinkedIn Recruiter

What filters can we use to search for candidates?

- 1 Spotlights, such as 'Open to Work'
- 2 Job Titles, including "Current" or even Past
- 3 In some categories, we can EXCLUDE (red box)
- 4 Keywords- from anywhere on your profile
- 5 Advanced Filters... a LOT to work with (I only really use 'Years of Experience' and the ones already listed as shown in the left column)

Job Boards - Please click [HERE](#) to access our dynamic collection of job boards

Updating LinkedIn Profiles

*******We are not allowed by LinkedIn to access someone else's profile.** Therefore, we will send the instructions and the word cloud for your use. If you are unable to do it, you will need to book an appointment so we can talk you through it. We will talk you through how to do ONE position.*****

*****[Click here to find ALL the instructions with screenshots](#)*****

LinkedIn Tips for Optimization

Profile

1. Edit your profile as needed in the future. Make sure this feature IS turned off.
2. Have a clear profile picture. Don't use a photo that includes other people unless they are related to industry and well known. Center your face in the provided measurements - professional photos are great, but not necessary. (LinkedIn profile picture size: 400 x 400)
3. Use the cover photo we gave you for your profile. It is a visual cue for individuals looking at your account. However, having your name, email, phone number don't work.
4. If you are looking for work, we advise that you indicate that on your profile. Recruiters contact prospective candidates whether or not they have it on their profile. However, they love knowing someone is available, rather than just cold calling.
5. Your privacy settings are entirely up to you. Your profile settings have been optimized for recruiter searches. Remember – *you* are the product.

Activity

1. Join as many industry related groups as you can. Try to be active at least once every two days. Share articles that relate to the industry. The more authoritative the source, the better. Try to limit yourself to four posts/comments a day. 'Likes' are open season. Try to limit your comments and responses to concise and professional language.
2. Repeat after us. **I WILL NOT INVOLVE MYSELF IN POLITICAL, RELIGIOUS OR CONTROVERSIAL CONTENT.**

Network

1. Send connection requests to anyone and everyone in your desired industry, regardless of location in the United States. A personalized message with the request can't hurt - but short and simple. You need to add at least 25 people per week to grow.
2. Avoid networking with anyone widely known as controversial.
3. Shamelessly ask for Recommendations & Endorsements from your colleagues. Offer to write one for them!

4. Once you've grown your network to thousands, it can be a bit daunting to remember every single person, or to stay in touch with a few important connections. However, if you make sure to message after they connect, you can easily search Messaging.

Activity

1. Keep your profile and activity positive. If you are looking for work, you should be checking LinkedIn every day. Nothing is worse than a recruiter reaching out and you don't answer.
2. Respond to messages even if it's to turn someone down.
3. Follow hashtags. Even if someone isn't in your network, if you hashtag a post, it will show up in their newsfeed.
4. Follow companies that interest you for future work. Add some people who work there. Create a relationship.
5. Comment on posts. Make your own posts (see rule 2 above)

FAQS

1. Should I upload my resume to LinkedIn?

A. This is entirely up to you, but we advise against it. Any legitimate recruiter will contact you directly and ask for one. By posting it online, you are assuming personal risk for little gain. The algorithm can't read media.

2. I have an old account, but I want to start over. What should I do with my old account?

A. You can merge both/multiple accounts by going to Settings and merging. Merging 'dupe' or multiple accounts identified with your name should be a priority. When people search for you and find multiple accounts, apart from making it more difficult to find you, what impression does that give?

3. Should I 'prune' my network from time to time?

A. The bigger the network, the better. Use that time productively instead. Connect with as many recruiters as you can. That's how you will see job listings.

4. Are Recommendations important?

A. Yes. They are arguably the most potent tool at your disposal. Every recommendation is worth its weight in gold. A letter of recommendation can be faked, but a LinkedIn recommendation must be sent by the initiator. So, it's like having your references available immediately.

5. Are Groups worth my time?

A. Yes. Groups on LinkedIn are essentially both communities and databases. These resources are heavily underused by most users. Find your "people" like Alumni Associations, Sports Teams or whatever.

Rejection is the Worst

We all hate being rejected. But, what you don't know is that you might not have fit THAT position but they have something else coming up.

Another recruiter shared this information with us:

Rejection Follow-up (Credit: Reno Perry - Recruiter)

This could be via email or LinkedIn Messaging

Hi [name],

I wanted to thank you for the time and consideration you gave me. I really enjoyed learning more about [insert what you talked about with them here].

Even though I wasn't selected for the role, I wish the person stepping into this role success. I'm still very interested in [company name] and would love to apply again down the road. What would be the best way to keep in touch about future opportunities?

Respectfully,

YOUR NAME

--

Template for keeping in touch with recruiters & HMs **each quarter:**

Hi [first name],

Hope you're well! I know we talked about staying in touch about potential opportunities at [company name] so I thought I'd send a quick update on what I've been up to the last [period of time that's lapsed]:

Work Update:

-[Include 2-3 highlights - e.g. I recently moved over to our company's largest account to support their digital transformation efforts...]

Successes:

-[Include 2-3 highlights]

Skills Development:

- [Include 2-3 highlights]

Life Update:

- [Include 2-3 highlights]

I'm still interested in exploring [type of role(s)] roles that could be a mutual fit and would love to reconnect if it makes sense.

Keep me posted and would love to hear how things are going with you!

Respectfully,

YOUR NAME

Before you connect . . .
before you reach out to Hiring Managers on LinkedIn:

The first thing you should do is check their LinkedIn activity to determine whether they even USE this platform.

That's not to say you shouldn't reach out anyway if it appears they haven't even logged in for months. They will still get an email notification that they received a message.

But it does mean you should calibrate your expectations around response rates and avoid taking offense if you don't receive one.

Ghosting

This also sucks rotten eggs, both for a candidate and a recruiter.

A recruiter told me that he had found 20 candidates for a position. He reached out to all of them and told them how to apply.

- 15 actually followed the link
- 9 actually did the input (yes, some places need you to complete an online form even though you are attaching your resume.)
- 7 responded and scheduled interviews
- **4 people actually showed up for the interview**

So, 16 people basically ghosted the recruiter but the worst are the ones who wasted the recruiter's time by scheduling an interview.

Do NOT ghost a recruiter because you never know when you might need them. Instead, be polite, message them and say, "Thanks for the opportunity but it's just not right for me now. I hope you will keep me in mind for the future."

But . . . but . . . they ghost candidates . . .

This is somewhat true. However, if you just hit EASY APPLY, they aren't ghosting you by not responding, they are ignoring you because you aren't the type of candidate they want.

If you have applied the way we teach you above, it's doubtful that you will be ghosted. However, once it's in the hiring manager's hands, they have no control.

Reasons Recruiters Don't Reply

1. Over 200+ have hit the APPLY button. They don't have time to read your resume especially if it's not customized for that job. (See above)
2. They have 20 open job requisitions at once. Not your fault but do that math. That means 4,000 applications in a 2-week period.
3. You were not responsive at one point (even if you didn't mean to be) and they have moved on
4. They are human. They try really hard to use the Golden Rule but it's not always possible.

Our Guarantee

***** Our services are 100% GUARANTEED *****

If you follow the Resume/LinkedIn advice and job search guidelines you received with your Final Copies email and you don't get interviews or interest from Recruiters within 90 days, we will provide a refund.

To qualify for the refund, you must . . .

- 1) update and build your LinkedIn profile according to the instructions we provide
- 2) apply for appropriate jobs following all of our job search guidelines (1 job per day average)
- 3) customize your resume and cover letter according to the instructions we provide
- 4) fill out the [Job Search Tracker](#) spreadsheet to document your job search activities

30 days after we send final copies, you must do a "Check In" so we can get an idea of what's happening with your job search and provide guidance.

To "Check In", book a FREE phone consultation and send the Job Search Tracker to Mark@WriteChoiceResumes.com

By making payment, you have read and agreed to our Refund and Guarantee policy