

10 JOB HUNTING TIPS THAT WILL TURN YOUR SEARCH AROUND



02 REFORMAT YOUR RESUME

Your resume will be read by people on big screens, small screens and in print. Facilitate a skim read and aim to avoid dense blocks of text.

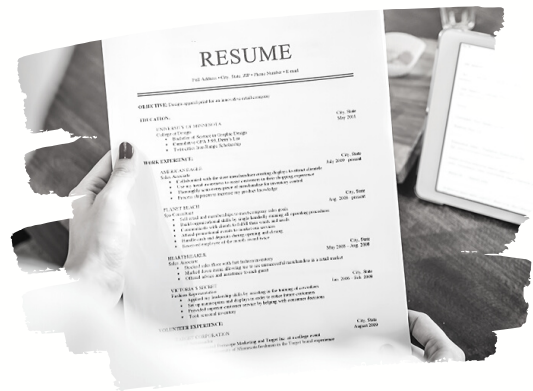
Keep bullets or paragraphs to 2-3 lines and add .5 points of white space in between each.



01 CREATE A PLAN

If you have recently lost your job due to the coronavirus outbreak, take a moment to catch your breath...but don't put your search on pause for long.

Make and execute a targeted plan. Yes, companies are still hiring. Give yourself every advantage possible by keeping focused on job search activities.



03 POLISH UP YOUR LINKEDIN PROFILE

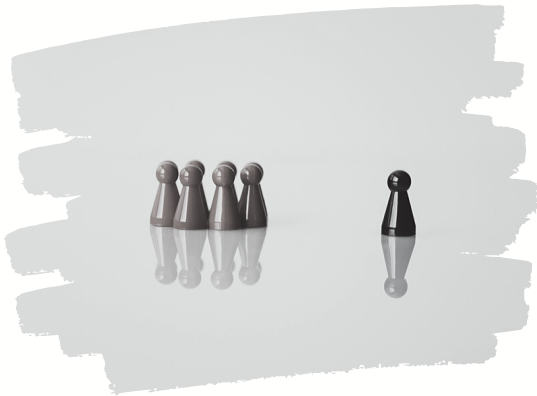
Demonstrate your social media savvy! Include your LinkedIn URL as part of the contact information on your resume.

However, ensure your LinkedIn profile is fully complete before pointing readers towards it. A barebones LinkedIn profile won't support your cause.

04 DO YOUR HOMEWORK

New to job search? Here are 4 primary activities to focus on:

- Identify a clear job target/goal.
- Build a list of 25+ targeted companies.
- Research key decision-makers and start making outreach or conducting informational interviews.
- Create a branded/targeted resume and LinkedIn profile.



05 HELP YOUR PROFILE STAND OUT

Often overlooked, your LinkedIn banner (that picture right behind your headshot) can further cement your brand -- AND make you stand out.

Create a customized LinkedIn Banner using CANVA's free software.



06 COMPARE YOUR RESUME WITH THE JOB POSTER

Highlight your skills – literally. Take a highlighter pen to the job poster; highlight the qualifications. Go to your resume, highlight the qualifications you have that match the ones from the job poster.

Use the job poster (with the colored highlights) to identify what's missing from your resume. Your goal is to have as much color on your resume as on the job poster.



07 HUMANIZE YOUR 'ABOUT' SECTION

Unlike a resume summary that is more formal, the "About" section in LinkedIn should be written in the first person to be conversational, so the reader "hears" your voice.

Think of it as your digital handshake that helps to position you as highly credible AND highly likeable.

08 OPTIMIZE YOUR RESUME FOR ATS

Never put your content information in the header or footer of your resume. Applicant Tracking Software (ATS) systems can't read these sections OR anything contained within a text box.

Be sure important information remains in the min area of your document.



10 PRACTICE VIDEO INTERVIEWING

Be prepared to conduct interviews via video. Practice using videoconferencing technology like Zoom or Skype.

Set yourself up in a quiet space with no distractions and good lighting before every video interview. Look directly into the camera lens when speaking. Smile!



09 LEVERAGE SOCIAL MEDIA

Are you missing the conversations taking place on Twitter? Do you have a Twitter account?

Consider opening one, or using the one you have now, by tweeting regularly to build and cement your status as an expert in your targeted role or industry!



We are in this together.

Your JSSW team



Adrienne Tom



Virginia Franco



Ana Lokotkova



Sarah Johnston