



Job Search Q&A

📁 Career Resources 📅 April 29, 2020

Following our conversation on how to Systematize Your Job Search during a crisis, I had some follow up questions for our experts, Kiana Sosa and Robert Woods. Read below to gain more insight and guidance to help you excel during these strange, new times.

As our expert recruiter, I asked Robert about the resume. What was the best resume advice he ever received? And, what kind of messaging on LinkedIn resonates with a recruiter, enough to get a response?

RW:** The best resume advice I ever received (and now share) is to quantify my experience. Hiring managers want to know that you are going to be an impactful addition to the team right away. **Quantifying your resume allows recruiters to efficiently get a sense of your skill set and experience.

For example, a line in a Digital Marketing professional's resume may be:

– Increased web traffic by 200% between 2017-19 by reaching out to new and existing users

When I receive messages on LinkedIn, I respond to candidates that are genuine. It's easy to tell when someone is sending the same message to hundreds of recruiters. The candidates that get a response from me are those that are curious about Mathison, are excited to share their career vision and show a common bond of interest with me.

So, the resume needs to be quantifiable and outreach messages should be customized.

I then asked Kiana, should you put a recent furlough on a resume?



KS: *Yes, be honest! It is no secret that many people are directly affected by the current pandemic, and employers will understand this. Use your cover letter as a space to explain what happened – your company was affected by COVID-19 and unfortunately had to lay off many workers, including yourself. Be sure to follow up with a few points about what you've been doing since to keep yourself active and up-to-date in your career field, such as taking relevant online courses or earning a certification.*

With over 22 million people now out of work because of COVID-19, it can be daunting thinking about the number of candidates applying to a single role. Kiana offered insight on how to stand apart from the crowd.

KS: *On average, recruiters and hiring managers spend six (6!!) seconds looking at your resume before making a decision. A neat and customized resume, that is easy to read and contains only the relevant and contextual information will be sure to catch the eye of a recruiter. If an accomplishment does not relate to the role you are applying for, leave it off your resume and save room for the details and achievements that match the job requirements.*

Kiana went on to share where to focus your energy when standing apart from other applicants.

KS: *The best chance you have at standing out from other applicants is during the interview phase. Do your research on the organization, understand their mission, and prepare an explanation on how you would describe their company to*



*someone who has never heard of them before. Show excitement in your voice and clear signs that you are genuinely interested and prepared. And, last but not least, **prepare a great marketing pitch!** The best format to follow is: 1) Who you are professionally and what you are passionate about 2) Why you are qualified and what skills you have that make you the best candidate 3) Why you are applying to that company/role at this point in your career*

***Be sure to join the conversation next month as we discuss and review how to build a winning resume & the key strategies for nailing a virtual interview!*

Pages:

1

2

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