

Get
the
Job

Customize your Resume

When applying for jobs, it's becoming increasingly important to stand out in a crowd. Many companies use software to find qualified candidates; it's likely your resume won't even be reviewed by an actual human.

And even if it does get a set of human eyes, a recent study by employment experts The Ladders shows hiring managers only spend about six seconds reviewing a resume before making a decision.

Customizing your application to the specifications of a hiring advertisement can give you an advantage. Your document must be neat, impressive and well organized to make an impression. Here are a few strategies to get a call back.

UNDERSTAND THE JOB DESCRIPTION

Even a degree and work experience in a particular field may not be enough to entice a hiring manager. It's crucial to analyze each job description you are applying for and fine-tune your resume to its specifications. Within a post, you should analyze the responsibilities and requirements of the job. Look for key words and phrases when considering how to highlight your employment achievements.

FINDING THE RIGHT KEYWORDS

Print out physical copies of job postings. Highlight the key terms you see frequently. When creating your resume, it's important to phrase qualifications similarly to how an employer lists them on their



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advertisement.

According to a study by Jobscan, more than 98 percent of Fortune 500 companies use an applicant tracking

system to sort through candidates. This system picks the most qualified applications based on qualifications and keywords.

CONSIDER EXPERIENCES

While work experience and education play a major role in meeting qualifications, don't forget the extracurricu-

lar activities. For instance, if it applies to the job, consider including any volunteer roles or charitable positions you have held.

Meet Daily Goals

While landing a dream job is the ultimate goal when seeking employment, there may be several obstacles to overcome before it works out. Don't simply dish out resumes to everyone who is hiring. Instead, focus on a few options that fit your experience and talents, then plan daily goals to enhance your chances for an interview.

GET ONLINE

There are many ways to find great companies who are hiring in your area. Online tools make it simple to narrow down job openings by location, experience and qualifications. Save time by setting specific instructions to search engines.

BE LOUD ON SOCIAL MEDIA

Think of these platforms as a chance to advertise your skills and network with other professionals. You should try to join groups with other job seekers in your community. Help each other find leads for positions. It just may lead to connections that will assist you later.

STAY IN TOUCH

Once you begin the interview process, don't forget to touch base with the human resources department regarding your application. Here are some tips to follow to ensure a successful follow-up approach:

Send thanks. HR recruiters and hiring managers love handwritten correspondence that shows you're serious about the opportunity. Mention something that was brought up in your initial interview for brownie points.

Don't give up. Hiring man-



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agers are busy. Stay top of mind by sending out a follow-up note every week or so. Depending on how quickly the role needs to be filled, you may have only a couple of weeks to make a good fol-

low-up impression. Stay in touch with respectful, sincere messaging.

Even if you don't land a position, try to keep in touch with the hiring manager. They may recommend another

opening for you.

LOOKING ELSEWHERE

If you don't hear back from a group of employers regarding your application, it's back to the drawing board. Keep a

journal of the techniques you used during the first round of applying and interviewing and adjust your strategy. It can be helpful to let a professional peer critique your notes and make suggestions.



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Hire an Interview Coach

Once your resume attracts the attention of a hiring manager, the interview process will begin. How you handle yourself during this situation can make or break your chances of landing the job. Prepare yourself to confidently answer questions and impress an employer.

You might consider hiring an interview coach. These professionals can help you plan answers to common questions, teach you proper etiquette and more.

PRACTICE MAKES PERFECT

Don't find yourself caught

off-guard to questions that will be asked in an interview. Here are some questions to be prepared for prior to showing up for your interview.

- What is your professional background?
- What are your strengths and weaknesses?

- What is your ideal role?
- What do you know about our company?

WHO NEEDS COACHING

Anyone who wants to fine-tune their interviewing skills should consider hiring an expert. Even if you are feeling

confident about the positions you are applying for, feedback from a professional is an awesome resource. An expert can help if you were fired or asked to resign from a previous position. He can help you address the issue in a way that won't dissuade a hiring manager.

AFFORDABLE HELP

If unemployment is holding you back financially, you may qualify for free resources to receive coaching. Check with local libraries or a state office for advice. It also can be beneficial to set up your own practice group with friends and peers.

Research your Target Company

Just like a hiring manager will use the Internet to discover more about you, a job seeker should do his own research. Researching professional profiles is a great way to understand your interviewer and find potential topics to discuss during an interview.

STUDY THE LEADERSHIP TEAM

Imagine walking into an interview knowing the names and faces of your potential new peers and bosses. How much more comfortable would the process be?

Unfortunately, not every company makes it easy to discover employees and their roles within. When you're unsure who the interviewer is, here are some strategies to employ.

First, look through the company's website to find their directory, then links to employee bios.

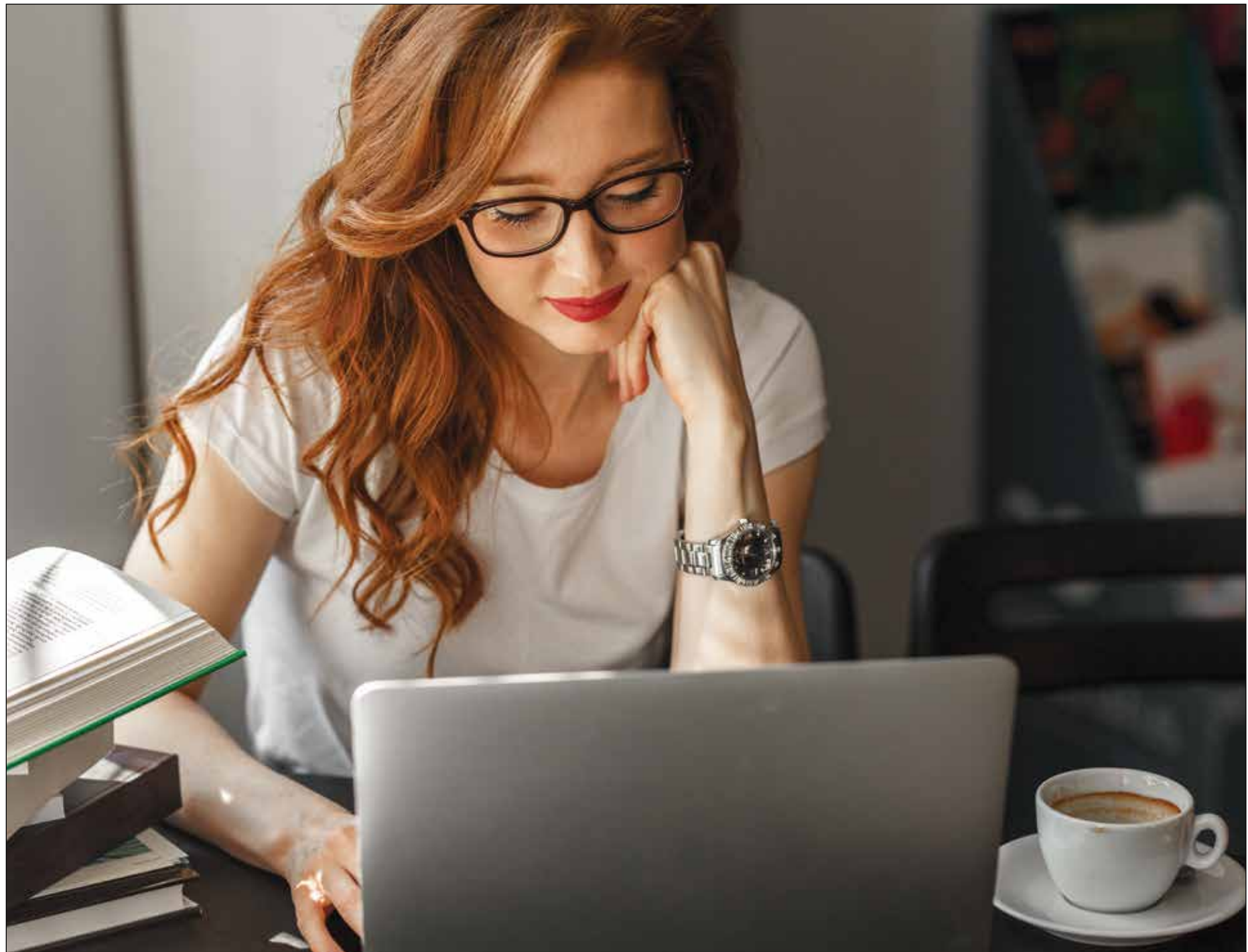
If a leadership team isn't so easily found, network until you make connections within the company that can help get your name to the top of the applicant list.

INCORPORATING GOALS

It's likely that a company's website or social media account will feature their future goals and accomplishments.

Pay attention to any similarities you have and use them to your advantage during an interview.

A great tactic to use before sitting down with a hiring manager is to analyze their vision and consider how it matches your own. During the interview, you will likely be asked to express your



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desires for the future. Similar goals can help you stand out from the crowd during the interview process.

RESEARCH OTHERS IN THE INDUSTRY

Don't limit your research to the company or leadership

team at businesses to which you are applying. Seek speeches or articles from other leaders within the industry.

Once you land an interview, the knowledge and perspective you gain can give you an edge over other applicants.



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Build your Online Brand

Social media can be a job hunter's best friend or worst enemy. A report from Career Builders shows about 70 percent of employers screen a potential candidate's online personas. Make technology work for you by replacing embarrassing posts and photos with a clear picture of your professional goals.

When you are seeking a new job, building your brand online gives you an opportunity to showcase more of your skills and passions that don't fit on a traditional resume.

Here are some helpful ways to move in the right direction with your online presence.

LINKEDIN

This career-oriented site gives job seekers access to industry leaders while promoting their own professional visions. It's also easy to reach out to like-minded peers or industry leaders. Don't be afraid to ask for advice

through the messaging app; you never know what opportunity lies with the right connection.

WRITE A BLOG

This tactic may take a bit longer to pay off because finding an audience can be

difficult. Focus on your industry, but you also can include content about navigating the job market. Not only can you paint a clear image of your professional goals, but reporting on useful information will show your knowledge to others on the same career path.

SHARING IS CARING

Share educational and statistical articles about the industry you hope to break into. With the right luck and skill, your post can go viral, giving you mass exposure. This can lead to huge opportunities both financially and professionally.

Make your Home an Office

Modern technology has paved the way for people to run a business from their living rooms. According to data from the United States Census Bureau, 5.2 percent of Americans made this their reality in 2017.

There are many advantages to working at home, including a sense of control, fuel savings and flexible hours. If you're considering making the leap from a typical nine-to-five into the world of freelance, here are some strategies to consider.

SERIOUS COMMITMENT

Working at home requires dedication so distractions won't cause you to procrastinate. A way to avoid falling into the comfort of home when there is work to be done is to use a space as a dedicated office. Creating a workplace environment away from your favorite recliner, televisions and curious children helps you stay focused on the job.

POSSIBLE AT-HOME OPPORTUNITIES

Are you looking for a career change that allows you to work from home? Here are a couple professions that are on the rise. Many of these emerging careers don't require extensive education and can usually be mastered with hard work and hands-on training.

Social media manager: Successful companies use social media to their advantage. This strategic form of advertising allows them to get their message to large groups of people, instantly. To be effective, they typically hire a



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manager to navigate their vision. If you're a creative professional with great writing chops and a good handle on communicating tactics, you can help take a company's social media presence to the next level.

Graphic designer: Graphic

design is another niche that businesses rely on for logos and impressive ads that help them stand apart from their competition. If you have a degree in design and some business networking skills, you can easily make a home-based career out of graphic

design.

START SMALL

Don't expect to plan your retirement during the first year of working from your home office. Just like in a typical work environment, you will face ups and downs

throughout your career.

As you get started working from home, consider filling down time with smaller jobs. While they may not make a big impact financially, these jobs offer exposure and networking advantages that can pay off down the road.

Meet with a Career Counselor

Choosing a career is not an easy task for students. Luckily, most campuses have a valuable resource available to answer questions and provide guidance for your future. Whether you are fresh out of high school or already enrolled in classes but contemplating changing your major, a career counselor is a great professional to consult.

If you're contemplating several different career paths, an expert can analyze your interests, strengths and values to recommend different industries to consider. A quality career counselor won't put pressure on you to decide, but will offer suggestions they feel will benefit your professional life.

PRE-COLLEGE

It's easy to be intimidated by career planning during our high school years. Here are a few things to expect from a career counselor at this stage:

- An analysis of grades, performance and interests of potential careers; and
- Assistance with college planning, applications and seeking internships.

If you are the parent of a child in high school, strongly urge them to seek this valuable expert to encourage a deep passion for their lifelong career.

SWITCHING MAJORS

If you lack the passion for the career you initially set out for, transitioning to a different major can be financially and emotionally straining. In some cases, the classes you have already completed hold no merit toward a different degree, costing you time and money.

A career counselor is the



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first expert you should seek assistance from if you feel like it's time to make a change.

One way you can prevent

the hassle of switching majors is by properly aligning your skills and passions with your college coursework. Work

with your high school counselor to get ahead of the game when it comes to choosing the right major. Take all of the

personality and career placement tests possible to make sure you have a good idea of your college path.