Your Career Management Team

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Career Management

• Programs/Resources
  ▫ Web resources, job board, webinars, programs, career fairs, individual career advising (in-person and remotely). Visit: go.osu.edu/alumnicareermanagement for more info.

• Career Changes
  ▫ Launching
  ▫ Transition
  ▫ Underemployment
  ▫ Unemployment
  ▫ Encore Career

• A Lifelong Process
  ▫ Assessment
  ▫ Exploration/Research
  ▫ Personal Branding
  ▫ Networking/Job Search
  ▫ Professional Development
Overview

• Then and now – how has the process evolved?
• Marketing materials for your search
• The ATS explained
• Tracking your progress
• Follow-up etiquette
• Differentiating yourself – final tips
Then and Now: How has the job search process changed?

**Then**
- One resume, many jobs
- Paper applications, in person at the place of business
- Cold-calling

**Now**
- Everything is online, nothing in person
- Applicant tracking systems – the “resume robots”
- Resume differentiation – tailored to each job
- Networking - LinkedIn
Effective Marketing Materials

**Resume**

- Always begin with a “professional summary” highlighting your top skills and offerings
- Think **ACHIEVEMENTS**, not **DUTIES**
- Highlight keywords – speak the employer’s language
- Provide at least 5 **measureable achievements**
- Be transparent about employment gaps

**Cover Letter**

- Short and sweet – **150-350 words is best**
- Summarize **relevant examples**, and showcase your **willingness to learn**
- **Personalize** to each position – incorporate **key words**
- Make it about the **employer’s needs**, not your desires
Crafting a Great Professional Summary

- 4 – 6 bullet points, or 2-3 laser focused sentences, specific to each job
- Identify your top selling points – what are 3-4 things that define you as a professional and are unique to you?
- What critical issues can you identify from the job posting, and how can your skills solve them?
- Bring out your career highlights and key strengths (years of experience, certifications, etc.)

Avoid putting the following in your professional summary:

- Microsoft Office
- Things that you’re good at, but hate doing (you’ll end up doing them if selected)
- Over-used adjectives or buzzwords (hardworking, motivated, etc.) – use action-oriented words instead (advocates, interfaces, etc.)
Experienced Professional:

Architectural Project Coordinator with 15+ years of experience. Versatile, bilingual professional with management experience ranging from small private projects to full scale multi-million dollar high profile corporate construction projects. Ability to oversee and manage hundreds of individuals while ensuring timely completion of deadlines all while remaining on or under budget.

New Grad/Young Alumnus:

Engineering graduate with leadership experience and academic training from The Ohio State University. Proven skills in project management, organization and research with a background in office administration and program coordination. Able to provide employers with administrative support and professional communication skills.

Career Changer:

Proven IT Specialist with experience in start-ups as well as established operations leveraging expertise in organization, computer networking, and problem solving to provide exceptional user support and assistance in resolving conflict. Experience includes managing sensitive materials and providing after-hours support for clients.
Applicant Tracking Systems – The “Resume Robots”

- Used by most major companies today
- Require an understanding of what the employer is looking for SPECIFICALLY
- Can kick your resume out of consideration before a person ever reads it

Free Tool: JobScan.co
Application Strategy – Apply, Track, Follow Up

• Be **strategic** – choose no more than **5-10 positions** to apply to **weekly**

• Craft documents **specific to each posting**, and submit those in a timely manner

• Establish a **tracking system** (excel spreadsheet, notebook, app, etc.) and monitor it **weekly**

• Continue **networking** and doing **informational interviews** with people you may know in the industry (**hint: LinkedIn and Alumni Fire are key tools**!)

• Follow up with employers **as appropriate** – respect boundaries set in job description, and avoid being too forward
Tracking Your Applications

Track your applications using:

- Microsoft Excel (spreadsheet)
- Microsoft Word (table)
- Google Spreadsheets and Calendar
- Search management website (JibberJobber, etc.)
- An app (Indeed, Switch, Glassdoor, etc.)
- Notebook (the old-fashioned way)

Information to include:

- Company name
- Date of application/application deadline
- Contact person
- Application summary (what you submitted)
- Follow up actions
- Status
Networking and Informational Interviews

• Spend 15-20 minutes per day interacting with connections online

• Invite potential allies to coffee chats where possible to conduct informational interviews

• No pressure! Though you should be transparent about your job search, it is best not to ask for a job outright in informational meetings

• Instead, ask for advice or introductions to decision makers
After the Application – Follow Up Etiquette

- Be patient and wait
- Don’t be aggressive
- Use LinkedIn
- Send quality documents
- Be interested, not desperate
- Don’t dwell on one job
How To Differentiate Yourself

1) Target your job search
2) Create personal marketing tools
3) Conquer the job application interview process
4) Get new work experience and skills
5) Meet people who know people
6) Connect with organizations that find candidates for employers
7) Take time for yourself
Additional Resources:

Top 7 Best Free Job Search Apps
10 Easy Ways to Organize Your Job Search
How to Get the ATS to Pick Your Resume
Top 8 Questions to Ask in an Informational Interview

Ongoing professional development content:

Coach’s Corner blog: u.osu.edu/alumnicareermanagement
Job Search resources: https://www.osu.edu/alumni/services/career-management/job-search-resources/