

If They Can't Find You They Can't Hire You

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Candidates unknowingly hide from their ideal job or position by blending in with the crowd.

If a recruiter or employer can't find you, they can't call, interview, or hire you

Use keywords related to your industry and skills throughout your resume. The very first "person" to look at your resume will likely be a Search Engine. Give yourself lots of coverage by sending your resume to a number of recruiters, and by posting on the main job boards, and web sites such as LinkedIn.

The position you are most likely to get is the one you actually qualify for

Terms such as: "Excellent skills", "In-depth background", "Experienced in all aspects of", "Proven performance in", "Track record of success in", "Good knowledge of", "Proficient at", and "Seasoned professional", are vague. Make it easy for the resume-reader to qualify you.

Quantify your experience by stating the number of years you have in key areas e.g.

- 10 years extensive experience in a corporate environment in the financial and banking industry
- 8 years focused development experience in J2EE enterprise financial software application development on teams of 5-10 developers
- 4 years hands-on development experience leading teams of 2-5 senior developers

Spend time to develop a resume which shows who you really are

Key areas can include: total working experience; experience in different industries; technology experience; interaction with management, clients, vendors, and development teams; and leadership experience, including how many people you led. Clarify the environment in which the work was done and the scale of personal interactions and responsibilities.

Summary

You are competing with a sea of candidates claiming to have "extensive experience". Separate yourself from the crowd. Make it easy for the reader to find and qualify YOU!

1. Use keywords
2. Identify and quantify your skills