

## Job Hunting Tips

### Invest the time to create the best possible resume

- Recruiters and managers often only have a minute or two to review your resume, so it's crucial for their first read to leave a good impression.
- Create a custom version of your resume for each job application. Modify the objective line and emphasize your qualifications that are relevant for that job.
- See Clearpoint's *Resume Tips* for more details.

### Use social media – carefully!

- Make sure you're on LinkedIn. Not only will you build your professional network, but recruiters use LinkedIn to search for job candidates.
- If you use social media for professional and personal purposes, review your posted content and make sure it's clean.
- When recruiters are screening candidates, they have access to tools that will aggregate anything online with your name on it. Make sure your profiles, photos, blog posts, etc. contain only content that you'd be happy for them to see.
- Search for yourself in Google and make sure everything in the search results meets the same standard.
- Be careful what you say when commenting on someone else's post, even if you think you have privacy. Negative or inappropriate comments often find their way into the open.
- For more details, see Clearpoint's *Using Social Media to Hunt for Jobs* tip sheet.

### Apply for jobs thoughtfully

- Don't apply to every job that catches your eye.
- Read the minimum qualifications carefully and make sure you meet them. If you don't, the recruiter will probably reject your application right away anyway.

### Be realistic about salary

- It's rare to get a big boost in pay when changing jobs unless the required skills, experience, and responsibilities are dramatically different from what you did before.
- Instead, most candidates should apply for jobs that build on their prior experience and aim for a salary within about 10-15% of what they made at the previous position.
- When stating a salary range, keep the spread to about \$8,000 - \$10,000. Wider ranges signal to recruiters that your job search is unfocused.

### Career contractors/freelancers

- Consider registering your own domain so you can have a website and email address of your own. This should only cost about \$20/yr from hosts like Register.com and GoDaddy.com.  
Example: [www.joefreelancer.com](http://www.joefreelancer.com)
- Keep your website professional and simple. (Freelancers in design and creative fields may have more complex portfolio sites.)

### Using job boards like Monster, CareerBuilder, Dice, etc.

- When recruiters search for candidates using an online job board, candidates with recently edited resumes or profiles float to the top of the search results. Update your resume from time-to-time to give it a more recent "modified" date. If the date is several months old, recruiters may never find your resume. When they do, they are more likely to assume you are no longer job hunting.
- In addition to posting your resume, also proactively seek posted jobs that you like and apply for them. Both approaches are important.