

# On the Hunt

Marketing is key to finding a job

By Amanda N. Wegner

While the current economy has left many people jobless, there remains a large contingent of women looking for advancement opportunities and new challenges.

In short, there's a lot of competition out there.

How does one stand out in the crowded market? Two career specialists share their insight.

## Your personal brand

A resume, says career coach Donna Beestman, owner of Madison's Career Success Strategies, is a marketing document, so make sure you're sending the right message with a strong one. "It shouldn't just be a description of the past," she explains. "Use it to communicate your personal brand."

"Your resume is something human resources is going to skim in 30 seconds. It has to stand out," adds Jennifer Emmons, PHR, member of Greater Madison Area Society of Human Resources Managers and associate consultant with global talent solutions firm Lee Hecht Harrison.

Do that by:

- Using past tense and active words.
- List prior positions with a brief description, then launch into a bulleted list of your accomplishments, impacts and results in that job. Use qualitative or quantitative measures whenever possible.
- Use buzzwords important to the industry.

## Work it

That boilerplate will come in handy as you network, which is imperative in job hunts. Beestman cites a recent survey by ExecuNet, where a whopping 73 percent of respondents landed their new C-suite position through networking.

Online networking, particularly through the professional networking site *LinkedIn.com*, is crucial. Face-to-face networking is still important, but as more of the job-hunting process moves online, from posting resumes to recruiting, having an online presence is a must.

## Talk time

"As simple and intuitive as it sounds," shares Emmons, "most interviewees don't devote enough time and resources to preparing for their interview."



To nail your interview:

- Research the company. Read annual reports and recent news headlines and scour the company Web site.
- Thoroughly review the job posting. Understand what they are looking for and how your skills and knowledge align with the points listed in the posting.
- Search for typical interview questions; prepare your answers.
- Avoid talking around a question.
- Don't be afraid to toot your own horn.

"Be authentic and passionate and show how you can add value to the company," Emmons says. "With that, you'll be hard to resist."

## Welcome aboard?

"It's all about matching the needs of the organization and being the best solution for them," explains Beestman. Sometimes there's a match. Many times, there's not. But treat every interview as an opportunity to hone your skills and build your network.

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