



## **Tools for a Job Search**

By Joel Pekay

I participate in a variety of networking groups to build and expand relationships. During my discussions with others, I frequently engage in conversations about what are the right tools to use for a job search. The simple answer? Whatever works for you. That said, let's review some options and how they work best.

### **LinkedIn**

In business, LinkedIn is the first place hiring executives or teams visit to learn about you. Therefore, I recommend you begin by updating your LinkedIn profile. Recruiters and hiring managers also utilize LinkedIn as a search tool to find candidates. As a result, it's definitely an important tool for your job search.

Your LinkedIn profile tells a compelling story about your career and should highlight quantifiable achievements. It should also include a summary paragraph that provides a simple overview of your expertise and keywords that describe your capabilities. Utilize the About section to provide a more in-depth description of you – make it your elevator speech.

I utilize the Featured section of my LinkedIn page to transparently share supporting documents that provide additional details about my career and background. For me, these documents include a handbill, resume, references, and link to my online portfolio. Your documents may vary – and that's OK. It all depends on your industry and your career goals.

The Experience section on LinkedIn is your digital resume – critically important information! The final section is Recommendations. This is a great place for colleagues, clients and associates to recommend your work, highlighting your expertise and skills. Don't wait until you're looking for a job to secure these. Do it when it feels right – upon completion of a big project, a promotion, or other milestones where it makes sense. That way, when you're ready to seek a new opportunity you'll already have this important piece in place. For now, I'm going to ignore the Activity section on LinkedIn. I'm saving that for another discussion!

### **Handbill, Resume and Cover Letter**

Use the information you compiled in LinkedIn to update or build your supporting documents. Ensure all documents use consistent content, wording and descriptions. These materials substantiate your best career accomplishments! Be thorough, consistent, and quantifiable.

A handbill is used to highlight your career accomplishments and defines what you are looking for. It can include target company names, target contacts by title, and a variety of other pieces of important information. This document can be used during networking events – when we can go to them in person!

As I'm sure you know, a resume is a more formal document that itemizes the companies, roles, and responsibilities you have had throughout your career. It can be customized for specific job applications and should include quantifiable accomplishments to differentiate yourself.

I created a career summary to provide a one-page highlight of my resume. This document includes my key accomplishments and past titles.

Cover letters are an important part of the job search too as they allow you to customize your experience for a very specific opportunity or person you are connecting with. It allows you to highlight why you are the right person for each role or opportunity.



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### **Digital Portfolio**

The last tool I strongly recommend is a digital portfolio. Do not think of this as something artistic but rather as a presentation highlighting all of the above. I created a PowerPoint document summarizing who I am, what I have accomplished, and other relevant items. I can share this online to help direct conversations during virtual interviews. In some cases, a digital portfolio can also be hosted on a website.

In fact, beyond LinkedIn and the traditional documents I've already addressed, I created a personal website. I use the website for self-marketing and have all of the above referenced documents available for download. If someone requests a document, I can route them to LinkedIn page or my personal website. My intention is to make the information convenient and easy to access.

These items are highly subjective. If you ask five people to review your documents and provide insight and opinions, you will receive five different responses. Listen to what they have to say and then make the changes that make sense to you. These documents must tell *your* story. You have to be happy with the materials you are using to market yourself – because that's what finding a new job is – it is a marketing plan. If you are happy with your tools then utilize them. Do what is right for you and stick with it. You are a professional, you know your own story and you know what you're looking for.

### **About Scuderia Partners LLC**

Scuderia Partners provides businesses an outsourced team with expertise in developing and growing revenue through sales and marketing. We work across the customer life cycle, from acquisition to engagement to retention, to build stronger customer connections.

Scuderia Partners represents global, national, regional, and local businesses looking to expand in the North American market. We do this by building your brand, prospecting, outreach, sales, and ongoing customer management. Throughout the process, we build a scalable approach for continued success.