

Resume & Job Search Strategy

CSOH Breakout Notes

Nov 21, 2023

Lightning Round Introductions!

1. **Question prompt:**

What job search strategies are you using or have worked in the past for you?

2. **Question prompt:**

What can you do to tailor your current resume(s) to better fit the strategy you're pursuing?

Group 1

Names:

Notes:

Group 2

Names: Linda Gordon, Kyle Enman, Trevor Johnson, Lindsey Brown, Chris Cotter, James Potteiger

Notes: Spray & Pray, Ask colleagues for recommendations on LinkedIn. Also for skills

What job search strategies are you using or have worked in the past for you?

- Spray & Pray
- Networking
- Posting on LinkedIn to build a presence
- Commenting on LinkedIn to build confidence before posting
- Communities with job boards
 - CSOH
 - CSC
 - GGR
 - PreFlight (onboarding & PS)
- Asking for skill endorsements to help with LinkedIn Recruiter
- Asking for recommendations
 - It's okay to "lead the witness" and offer to point them to what you think would be most useful to showcase (e.g., stuff that doesn't fit on your resume).
- [Unverified]: LinkedIn Groups (e.g., Alumni or industry groups) will allow you to DM someone without burning an Inmail, but you have to search for them from within the group.

What can you do to tailor your current resume(s) to better fit the strategy you're pursuing?

- Looking at job description, getting keywords (e.g., using ChatGPT) and adding into resume.
- Using ___?___ tool to see score against typical ATS.

Group 3

Names: Kai Moon, Tim Gilhooly, Christina Alcarez, Ty Raia

Notes [enhancv](#) for resume tailoring, Loom for video intros to jobs, make sure your LinkedIn matches your resume but you can make your LinkedIn more robust, build out a presentation or webpage to better show off your skills, network!! Do mock interviews, use the LI skills match to qualify leads and match keywords, change titles where needed,

Group 4

Names:

- Daniel Aitken
- Randy Rosen
- Jessica Rich
- Lani Wilson
- Louisa Man
- Felicia Rella

Notes:

- Randy Rosen
 - LinkedIn
 - Relationships internally to gain high visibility
 - Strategic with who, and how, to increase chances of interview with the company and industry
 - Spends time structuring resume to fit the criteria of the job and uses ChatGPT to help tailor and edit
 - Q: When to use ATS v. Warm handover when you don't know what the person you're sending it will do next.
 - A: Ask them how they will submit it, but when in doubt use the ATS version to get to the next stage
 - Paragraph at top of resume, "Who I Am" overall description. They may only read that one paragraph before deciding to read the rest - use this as a way to describe who you are, why you're meaningful for the job
- Felicia Rella
 - Tried a few technologies
 - Be careful of different tools as they might have grammar issues - use Grammarly to review
 - Review who has been looking at your profiles and reach out to them proactively
 - Going to set up two resumes (ATS vs Human readable warm handover style)
- Jessica
 - Transitioning from education and looking at edTech companies
 - Proactively reaching out to CSMs when applying for roles to understand their day to day to help tailor the resume
- Lani Wilson
 - LinkedIn, [Wellfound](#) - sites where they publish more CS specific and tech focused. Not too much untargeted "spray and pray", mostly network and mutual connections. Not a lot of interviews yet but fast answer on rejection so better certainty.
 - [EnhanceCV](#) for creating resumes (<https://enhancv.com/>)
 - Prefers ATS friendly version and will go from there
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Group 5

Names: Kristine (Training Sherpa), Kat, Elizabeth, Rebecca (Milwaukee), Nikki ,

Notes:

Nikki - notable differences from previous searches, using video as initial reach out tool and seems challenged

Elizabeth - search company > people, scan for second level connections then reach out to mutual person for information interview to learn what it's like to work there, learn about referral program, target 3-5 persons per target company, some success reaching to recruiters directly being personalized to a reference in their profile, focused on customized cover letters

Kristine - using video after initial connect via PM or as part of LI post content, 4 resume versions (leader, IC, consultant, crossover)

Kat - did invest in executive coach for deliverables support

Rebecca - tailoring summary on resume less taxing than ind. bullets

Group 6

Names Cinthia Silva, Timbra Vaughn, Tammy Capistrant, Kate Morford, Danousha Appadu, Chetna Tanwani

Notes

- Spray and Pray (pre-pandemic)
- Reaching out to people at companies I was interested in
- Current hiring manager
- Networking thoughtfully
- Using more than one strategy
- People want to hire people who want to work at their company
- Figuring out what criteria are important for you
- Put LISTS on your LinkedIn profile to make sure you are including keywords (Check out Cinthia's as an example)
- Catchy bullets with #s
- Target other CSMs for networking with the companies you're interested in* Highly effective
- Can search for people on LinkedIn using the search filter "hiring"

Group 7

Names: Maryann Lazzeri, Kimberly Knowles, Eric Reichow, Neil Isaacs, Maryna Kravets, Chris Ramirez

Notes:

- Networking with many people at the companies you want to work for
- Let rejection push you to work harder- take more classes, get more certs, upskill
- Changing tactics when it doesn't work
- Hard part is making sure its the right fit, the interview process
- Focus in on an industry- build that network
- Attend conferences, webinars, network with the people you find so they can put a face with a name, meetups, groups
- ResumeWorded service

Group 8

Names Emily Crane, Debbie, Shaun Porcor, Priscila Fletcher, Aaron Torres

Notes: Following top recruiters to get updates and insights, updating skills and keywords on LinkedIn
Have a "sales process" for the job search and track everything in order to follow up and connect with leaders

Actually calling the company - sometimes is the the founders phone, but it might be a good way to get an intro

Group 9

Names: Eric Cheng, Fred Locher, Phillip Chatoff, Sierra Thomas, Florence Solomon

Notes:

- Spray and Pray hasn't really worked. But you might hear back down the line. Not typically a move forward approach in the job search process.
- Connect with Hiring Manager on LinkedIn, but don't ask for anything on first outreach..
- Referrals seem to be working best for most whether through a direct referral or through Info Interviews

Customization of Resumes:

- Recruiters looking for certain keywords.
- Using AI to generate content for the intro paragraph. Phillip didn't like results.
- Resume screened by recruiter, Hiring Manager review next on title, what doing there, and bullet points if had what they needed. Started at the top. If way off, may or may not move forward or look at a cover letter, if had one. Scanned it for no more than 7 seconds.
He as the hiring manager gave a list to the recruiter that might be a match - he'd decide on which to screen or ask if they've done XYZ. Customizing resume would help.
- Plug and Play customization using a Master Bullet List.
- Use AI to generate Cover Letters.
- Ai for resume updates (ie, Teal) stores bullet points, but not great with keywords. Can keep track of jobs and pulls in data from LinkedIn. Free

Group 10

Names: Fran Rubenstein, Amy Faust Fraser, Kathy Fava, Julian Winters, Ashley Gower

Notes:

- Find managers on LI of companies you want to work for
- How do you weave in asking for a referral when you're meeting with someone for the first/second time?