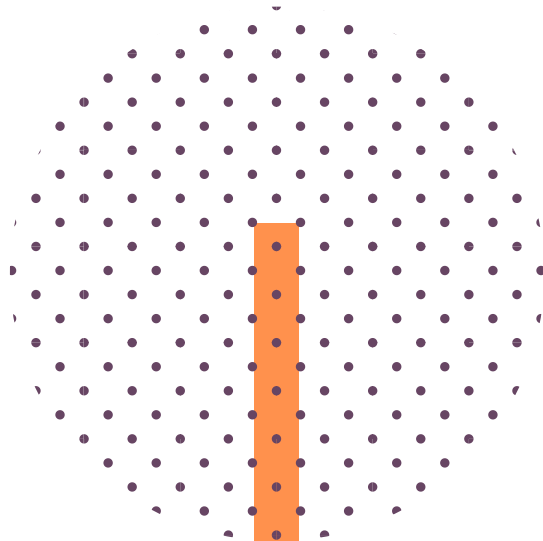




REFRAMING YOUR JOB SEARCH DURING COVID-19



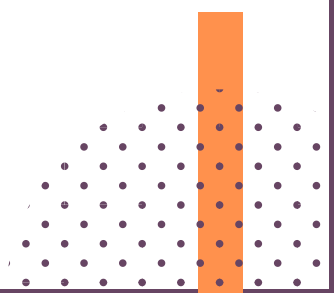
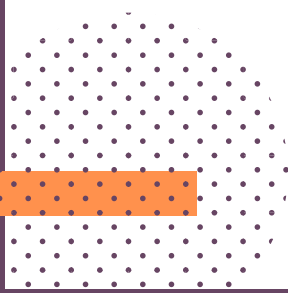


INTRODUCTION

With the recent COVID-19 pandemic, unemployment has risen throughout the country and many Americans are facing temporary or permanent layoffs from their jobs.

We are navigating uncharted waters and it is unclear how the next few months will be shaping up in terms of employment and remote work.

But companies are continuing to recruit new candidates even while currently working in a remote setting. Because of this, it is important to restrategize how you approach your job search.





LINKEDIN PROFILE



It's a critical time to take a good look at your LinkedIn profile and make sure it's up-to-date. It's important to put your best digital foot forward.

PHOTOS

You will need two different photos for your profile. First, make sure you have a good headshot. The photo doesn't need to be done by a professional photographer, though that does help, but it should be clear and appropriate. We recommend a photo that showcases your face from the shoulders up.

You should also add a header photo. This photo allows you to showcase your personality and aim for the job you seek. You can either create your own through tools like Canva or download some royalty-free photos from Unsplash.com.

SUMMARY

Your profile summary should provide a brief overview of your professional career. Stay away from phrases like "seeking opportunity" or "looking for new job." Bring interest by telling your story and showcasing your skillset.

But how will recruiters know I'm looking? Great question. LinkedIn has a setting where you can alert recruiters and let them know that you're looking for a new position. You can even narrow it down more and tell them the type of company in which you have interest. For directions on how to do this, [click here](#).

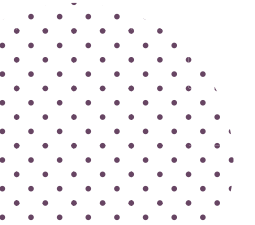
FEATURED

Make sure to fill in your featured section! Add links and videos to past projects. This is important as it allows you to visually demonstrate the work you have completed and your skill level. Be sure that you are not breaking any NDAs or contract agreements you may have signed when publicizing your projects.

If you can't post any projects, then seek testimonials from clients or fellow colleagues. It's important that either the work or others speak for you. It provides a deeper sense of credibility.

EXPERIENCE DESCRIPTION

Do not simply copy and paste what you have in your resume into your experience description. Think of your profile as an extension of your resume, not an exact replica. This is a whole other way to showcase your work where you can add links and photos. Take the time to make the descriptions of your experience more dynamic than your resume.



VIRTUAL NETWORKING

All networking events have been cancelled due to the pandemic...or have they? There are other ways to network by leveraging technology and getting a little creative.

LINKEDIN CONNECTIONS

Go through your LinkedIn connections and do a quick audit. Who do you know? Who do they know? Can they connect me to that person?

If a connection is in an industry of interest or knows someone who is, don't immediately send a message asking for a job. Pause and reflect - how well do I know this person? What is my comfort level with them? What can I do for them?

Once you have really thought it out, craft a friendly message that details out your interests and how they can help you but also include how you can help them. And give them an "out" in case they don't feel okay with introducing you to someone else or providing a referral. The last thing you want to do is corner your connections and leave a bad taste in their mouth.

FACEBOOK GROUPS

There is a Facebook group for every interest and every hobby. In a similar fashion, there are also many, many Facebook groups for different types of networking. One of the great aspects of networking this way is that it is a more casual and approachable way to connect with someone online.

One recommended Facebook group is Albert's List. The group features not only job listings but also advice on various issues that come up at work or during the job search. When you join, be sure to check out the community rules on when you can introduce yourself and how to connect with others.

Be sure to scrub your Facebook profile though of anything that may be unbecoming or ding you in any way. This is important not only for networking but also when employers look you up during the application process.

MEETUPS & OTHER VIRTUAL EVENTS

Meetup.com and other platforms have now moved to hosting virtual events. Many organizations are providing "virtual happy hours." These are great opportunities to meet others and showcase yourself and the work that you have done. Be sure to practice your elevator pitch before joining the events so you're ready to meet and mingle with other folks online

If you can't find a group of your interest, create your own! Invite folks from your network. Many are craving this type of interaction so use this an opportunity to show your leadership and event planning skills.



RESUME

You found some interesting job listings and made some great connections. Now you have to actually apply! Time to dust off your resume.

REVIEW THE JOB DESCRIPTION AND MATCH

LinkedIn and other platforms now allow you to easily apply. But before throwing your resume to every job opening out there, make sure you read the job description and align your resume to match the language the description is using. For example, maybe you are looking for a web developer position and the job description is asking for someone who has Drupal experience. Your resume says "CMS experience." That's great, they're really similar and it sounds like you have the experience they're looking for. But take it one step further and specify your experience to reflect that your experience is well aligned with "7 years of experience using Drupal." and then provide an example.

PDF IT

Make sure you save your resume as a PDF and that all the formatting looks correct and is available on all types of laptops and systems.

LINKS & PORTFOLIO

Because you have PDF'd your resume, you can also add links to your resume. This is a great way to maximize the limited space you have on your document and provide more dynamic ways to show your projects.

One option is to create a portfolio through an easy to use site such as Weebly, Wix, or Squarespace. Graphic designers and other visual folks are used to using these tools but it also works well for all types of professionals. You can include media clippings, any relevant blog posts you've written, and testimonials you may have from your LinkedIn profile or submitted by clients.



VIRTUAL INTERVIEWS



During the pandemic, the way interviews are conducted has shifted. With that, your interview strategy will need to shift as well.

STRATEGIZE YOUR SPACE

Space can have a large impact in how we look and feel about ourselves. Prepare ahead of time to find a space in your home that makes you feel calm and confident and that will allow you to have no distractions during your interview. If you have a small home or are finding it challenging to find that space, you'll have to get a little creative.

1

FIND A RELATIVELY BLANK WALL

Make sure that wherever you're sitting has an appropriate background. A blank wall or one with minimal artwork or family portraits works well. Make sure that you coordinate your outfit so that it's not distracting with your background

2

HAVE A HARD SURFACE

If you are using a laptop to interview, make sure you have a desk or table in front of you. You don't want your laptop jiggling or moving around during your interview.

3

KEEP YOUR LAPTOP PLUGGED IN

Even if your laptop is at 100% battery charge, have your laptop plugged in. Using video conference software can be very draining and your interview may go longer than expected. Having to run and find your charger or plugging in your laptop could make you lose concentration or the flow of the conversation.

4

HAVE YOUR PHONE HANDY

With everyone working from home, WiFi speeds have taken a hit. If your WiFi suddenly stops working in the middle of your interview or you have other tech issues, you can go mobile! Make sure you downloaded the Zoom, WebEx, or whatever app is needed for the type of meeting you'll be having. You can typically go from laptop to app quickly without missing a beat. Pro tip: you can use this to show how tech savvy you are and how quickly you think on your feet.

5

YOUR DOG STARTS BARKING

We're finding a new normal and things happen. If your partner walks by behind you or your dog stops barking, don't stress. Life happens and your interviewer is probably in the same boat as you. We're all in this together so be gentle with yourself and stay calm and confident.



CLOSING THOUGHTS

Each day we hear new information on the news about increasing unemployment rates and dwindling retirement accounts and it can cause a lot of panic and stress, especially if you have been directly affected.

However challenging it may be, it's a time to stay flexible and adapt to a new way of finding work that leverages technology and allows us to connect with each other while staying apart.

It's more important than ever to stay close to our community and support one another. We hope that this guide provides you with information for your job search but also reminds you that you are not alone.

Juntas, si se puede.



PLR

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LATINAS
RISING**

