

# HOW TO MARKET YOURSELF TO CORPORATE AND AGENCY RECRUITERS

Presented by  
Neeta Sharma

Panel:  
Clayton Magnus & Marco Verna

# AGENDA

- Resume 101
  - Why a resume is important
  - Key Words
  - Format
- Soul Searching
- The Hidden Job Market
- How to Work with Agency Recruiters
- Key Corporate Interview Tips
- Contract Completion
- Questions?

# IMPORTANCE OF A RESUME

- A resume is the first point of contact
  - Why not leave the best first impression possible?
  - Recruiter thought process: good resume = good candidate
- A resume is a SELLING tool
  - One resume can not be used to apply to all jobs, no matter how perfect – you must create different versions for different types of jobs
- Technology has influenced EVERYTHING, including recruiting
  - Resume databases and strong relationships are the main tools used by recruiters to fill jobs
  - Computers are scanning our resumes

# KEY WORDS

- The addition of key words into your resume is what will get you noticed
  
- Review recent job advertisements for the type of roles you would be interested in
  - Do you notice repeating trends? Do you have these things?
  - Underline words that commonly appear in postings
  - Group related skills into categories
  
- Include key words in appropriate areas such as:
  - Professional Summary/Objective
  - Technical Summary
  - Job Descriptions

# Job Posting

Batman Financial located in Oakville is seeking an Intermediate to Senior Project Manager for a regular full time opportunity.

Location:  
Oakville

## Required Skills:

- PMP and CFA Level I Certification
- Strong understanding of DB2 Shop
- Strong analytical skills
- 5+ years Project Management experience

# Resume of Neeta Sharma

416-123-4567 - [nsharma@recruiter.com](mailto:nsharma@recruiter.com)

## Objective

To apply professional and academic background to a challenging Project Manager role.

## Professional Summary

Financial Company, Project Manager  
2000 - Present

Led the team responsible for the analysis, design and build of a connector between the INGENIUM base system and the FundSERV network (a third-party clearinghouse) to support the purchase / redemption of mutual funds.

## Education

PMP Certification obtained in September 2002

CFA Level I Candidate - July 2009

U of T Graduate - Class of 1999  
Specialist in Commerce with a Major in Computer Science

## Associations

PMI Toronto Chapter - Associate Director  
2005- Present

# Resume of Neeta Sharma

416-123-4567 - [nsharma@recruiter.com](mailto:nsharma@recruiter.com)

## OBJECTIVE

A result oriented PMP certified Project Manager with 8 years experience leading application based projects for Insurance, Finance, Mutual Fund, and Investment firms. Looking for a regular full time opportunity with a financial firm.

## TECHNICAL SUMMARY

<u>CATEGORY</u>	<u>SKILLS</u>
Programming Languages	Java, HTML, SQL, Struts,...etc.
Databases	Excel, Access, DB2, Oracle 9i...etc.
Certifications	PMP (2002), Candidate for CFA Level I (July 2009)

## PROFESSIONAL EXPERIENCE

Financial Company (Mississauga, ON)

Project Manager

September 2000 - Present

- Led the team responsible for the analysis, design and build of a connector between the INGENIUM base system and the FundSERV network (a third-party clearinghouse) to support the purchase / redemption of mutual funds.
- Project budget: \$1 Million. Project team: 20 people

### Technical Environment:

Internet architecture with HTML user interface, Java based proprietary middleware, XML, MQSeries, Windows 2000, CICS, COBOL, DB2

# RESUME 101

## The most common mistakes found in technical resumes:

- **SPELLING MISTAKES**
  - There is NO Excuse... It RUINS the impression immediately
  - Impression: No attention to detail!!
  
- **NO MENTION OF TECHNICAL ENVIRONMENT**
  - As a Technical Consultant (PM or not), the environment worked in or managed MUST be mentioned
  
- **NO MENTION OF CLIENTS OR INDUSTRIES (if outsourcing services)**
  - You could lose many opportunities because of lack of awareness
  
- **NO MENTION OF TEAM SIZE OR BUDGET SIZE MANAGED**
  - Very important for potential employers to know
  
- **CRAMMING EVERYTHING INTO TWO PAGES**
  - Technical Consultants do not need to put everything into two pages
  - Be concise but explain what you did
  - You never know where a previous experience can be an asset in a role
  
- **LYING ABOUT PROFESSIONAL EXPERIENCE OR ACADEMIC HISTORY**
  - Do NOT do this – you will eventually get caught and the word will spread

# FINAL THOUGHTS ON RESUMES

In your job search YOU should be the one searching.

Don't make the recruiter or corporate HR Generalist search for your hidden talents.

A strong resume makes the process easy for all parties involved.

You Have A Great Resume?

Now What?

# Soul Searching

Determine what is important to you in your next role

Doing this ensures that a recruiter can better service you

- Contract or Permanent or Either
- Pay/Hourly Rate or Salary
- Location
- Duration
- Vacation Time
- Benefits
- Work Hours/Flexible Hours
- Professional Development

## Neeta's Tips

- The current US economy and you
- War for Talent and you
- Pick what you would like to do
  - Industry Specialist
  - Subject Matter Expert
- What industries or topics will be in demand in the future

# WORK WITH PEOPLE

- Networking is KEY – with anyone!
  - Let people know you are looking for work
- Look into the hidden job market
  - Old Contacts
  - Alum Job Postings
  - Networking
  - Informational Interviews
  - Make Agency Recruiters your Best Friends
- Benefits of Working with A Recruiter:
  - You are being contacted even when not looking
  - Recruiters hear about positions before companies even post them – through contractors, managers, etc.
  - Recruiters should be proactive in identifying candidates. 1 hour of your time could result in sequential contracts
  - Recruiters know the technical environment and upcoming projects of companies

# HOW TO WORK WITH AGENCY RECRUITERS

- You already have contacts with recruiters?
  - If so, e-mail a resume in word format and follow up with a phone call
  
- You do not know a recruiter?
  - Post your resume on job boards
  - Clearly state that your resume never be sent anywhere without your permission
  - Someone will call you and start building a professional relationship
  
- Network – Let people know you are searching for roles
  - Someone in your network can suggest a good recruiter
  - Be patient – good recruiters are contacted all day long

# THE PROCESS BEGINS

- Once your PERFECT resume has been distributed, calls and e-mails start coming in
- Do NOT let anyone present you until you have all the details you need
  - Location
  - Duration
  - Rate/Salary
  - Why is the Role Open
  - Are you REALLY the right fit?

# IMPORTANT

TRACK WHERE YOUR RESUME IS GOING AND

IF NOT, YOU COULD GET DOUBLE  
SUBMITTED

AND YOUR APPLICATION WILL BE  
TAKEN OUT OF THE RUNNING

# WHO SHOULD YOU WORK WITH

- There are MANY IT Staffing Company's
- There are MANY Recruiters
- You should not be treated like INVENTORY – the best recruiters are the
- Not all recruiters are right for you – if you are not comfortable – do not work
- However – it is best to keep your options open
- Let your recruiters know what other agencies you are working with

# DEFINITION OF A GOOD RECRUITER

## A GOOD RECRUITER...

- Will take the time to understand what YOU are looking for
- Understands the job they are discussing with you or will quickly find
- Will never encourage you to break your current contract for a new
- Will want to meet you
  - You may even get a free lunch from agency recruiters!
- Will ask for references before presenting you to their clients

# LEARN ABOUT YOUR RECRUITER

- What kind of roles do they work on?
- What kind of clients do they work with?
- What networking events do they attend?
- What industry knowledge do they have?
- How can you build a mutually beneficial relationship?
- Is there anyway you can help them
  - Perhaps introduce them to other Professionals
  - Teach them about your role

# A RECRUITER'S JOB

- A Recruiters job is to deliver to their client
  - A Recruiter is responsible for FINDING the best technical and cultural fit
  - If they do not deliver, the client will no longer work with them
- A Recruiter also maintains their consultants who are working for them
- It is important not to take it personally if a recruiter does not return your
- If you really want a role – HELP the recruiter sell you to the client – if they
- If a recruiter has presented you to the client, understand that they WANT

# Corporate Interview

# CORPORATE INTERVIEWS

## TELL ME ABOUT YOURSELF:

This is one of the most important areas in an interview where you can highlight personal, professional, or academic achievements that are RELEVANT to the role.

Ensure that you are able to deliver a smooth “elevator speech” in a short time span about yourself

Practice!!!

# WHY DO YOU WANT TO WORK FOR THE

All interviewers are seeking individuals who are excited to join the organization

- State what about the role interested you to apply
- State how you can see growth and learning potential
- State what you can offer the organization

# AREA OF IMPROVEMENT

- Most interviewers will purposely devote some
- Purpose of Examining Weaknesses:
  - How does the candidate perform when a stressful
  - How important are the identified shortcomings?
  - Are the weaknesses a minor concern, or something

# HOW TO PICK YOUR WEAKNESSES

If asked to be self-critical:

- Never pick items that are sure to be fatal in your
- Pick items that are least damaging
- Pick traits or characteristics that can be seen as
- NEVER make an “absolute” negative statement about
- ALWAYS hang a “positive anchor” on any negative
- Let the interviewer know what you are doing to improve

# CLOSING THE INTERVIEW

Leave after you have done the following:

- Expressed your level of Interest
- Value Statement
- Thanked the Interviewer
- Firm Hand Shake

# WHILE YOU ARE WORKING

- Never Break your Contract or become a Job Jumper
  - You don't want to ruin relationships with managers or the staffing
- Keep in Contact with your Recruiter!
  - This is the best time they get to know you
  - Establish mutually beneficial relationships
- Ask to be Included on a Project Manager Mailing List
- Give it your ALL
  - A good recruiter will do an EXIT Reference

# NEXT STEPS

Now that you are approaching the end of your contract...

- Ask your network of agency recruiters to e-mail Job Descriptions (JD) of
- Study the JD's and identify "buzz" words
- Update your resume
- Find out if you will be getting EXTENDED...
- If not, send resume to your recruiter
- They should start looking for your next role!

# Questions?

- Clayton Magnus, EMC – Corporate Recruiter
- Marco Verna, TEKsystems, Account Manager
- Industry Statistics
- Contract VS Permanent Roles
  - What option is right for you?
- Contractor Rate
  - How do you determine what to charge?
- Blue Chip Consultants
  - Who is a “Blue Chip” and how do you become one?