

# UM0016

## Komunikasi Bisnis

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The Job Search and Résumés  
in the Digital Age



# Overview

- Chapter 8 presents cutting-edge digital and personal networking strategies to help you land a job



# Chapter Objectives

- Prepare to search for a job in the digital age by understanding the changing job market, identifying your interests, assessing your qualifications, and exploring career opportunities.
- Develop savvy search strategies by recognizing job sources and using digital tools to explore the open job market.
- Expand your job-search strategies by using both traditional and digital tools in pursuing the hidden job market.

# Chapter Objectives

- Organize your qualifications and information into effective résumé segments to create a winning, customized résumé.
- Optimize your job search and résumé by taking advantage of today's digital tools.
- Draft and submit a customized cover message to accompany a print or digital résumé.

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# Contents

- Job Searching in the Digital Age
- Developing a Job-Search Strategy Focused on the Open Job Market
- Pursuing the Hidden Job Market With Networking
- Creating a Customized Résumé
- Optimizing Your Job Search With Today's Digital Tools
- Creating Customized Cover Messages

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# Job Searching in the Digital Age

The Internet has drastically changed the job search:



However, personal networking and referrals remain the primary route to hiring.

# Preparing to Search for a Job

## Analyze Yourself

- Identify your interests and goals.
- Assess your qualifications.
- Explore career opportunities.



## Develop a Job-Search Strategy

- Search the open job market.
- Pursue the hidden job market.
- Cultivate your online presence.
- Build your personal brand.
- Network, network, network!



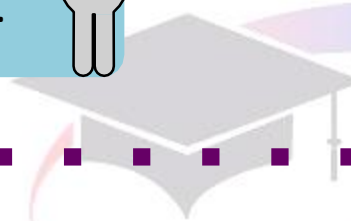
## Create a Customized Résumé

- Choose a résumé style.
- Organize your info concisely.
- Tailor your résumé to each position.
- Optimize for digital technology.



## Know the Hiring Process

- Submit résumé, application, or e-portfolio.
- Undergo screening and hiring interviews.
- Accept offer or reevaluate your progress.



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# Analyze Yourself

## Identify your interests and goals

- ▪ Apa yang Anda minati? Bisakah Anda mengubah gairah ini menjadi karier?
- ▪ Apakah Anda senang bekerja dengan orang, data, atau hal-hal lain?
- ▪ Apakah Anda ingin bekerja untuk orang lain atau menjadi bos Anda sendiri?
- ▪ Seberapa penting gaji, tunjangan, dukungan teknologi, dan stabilitas kerja?
- ▪ Seberapa penting lingkungan kerja, rekan kerja, dan stimulasi pekerjaan?
- ▪ Apakah Anda harus bekerja di kota, wilayah geografis, atau iklim tertentu?
- ▪ Apakah Anda mencari keamanan, peluang perjalanan, uang, kekuasaan, atau prestasi?
- ▪ Bagaimana Anda menggambarkan pekerjaan, bos, dan rekan kerja yang sempurna?



# Analyze Yourself

## Assess your qualifications.

- ▪ Keterampilan teknologi apa yang dapat Anda berikan? Program perangkat lunak khusus apa yang Anda kenal, pengalaman Web apa yang Anda miliki, dan keterampilan media sosial apa yang dapat Anda tawarkan?
- ▪ Apakah Anda berkomunikasi dengan baik dalam ucapan dan tulisan? Bagaimana Anda bisa memverifikasi talenta-talenta ini?
- ▪ Apa keterampilan lain yang Anda peroleh di sekolah, di tempat kerja, atau melalui kegiatan? Bagaimana Anda bisa menunjukkan keterampilan ini?
- ▪ Apakah Anda bekerja dengan baik dengan orang lain? Apakah Anda menikmati kerja sama tim? Bukti apa yang bisa Anda tawarkan? Pertimbangkan kegiatan ekstrakurikuler, klub, proyek kelas, dan pekerjaan.

# Analyze Yourself

## Assess your qualifications.

- ▪ Apakah Anda seorang pemimpin, self-starter, atau manajer?  
Bukti apa yang bisa Anda tawarkan? Peran kepemimpinan apa yang Anda miliki?
- ▪ Apakah Anda berbicara, menulis, atau memahami bahasa lain?
- ▪ Apakah Anda belajar dengan cepat? Apakah kamu kreatif?  
Bagaimana kamu bisa menunjukkan karakteristik ini?
- ▪ Apa kualifikasi unik yang dapat Anda tawarkan yang membuat Anda menonjol di antara kandidat?

# Analyze Yourself

## Explore Career Opportunities



**Visit campus  
career  
center.**



**Search the  
Web.**



**Use your  
library.**



**Take a  
summer job,  
internship, or  
part-time  
position.**

# Analyze Yourself

## Explore Career Opportunities



**Interview  
someone in  
your field.**



**Volunteer  
with a  
nonprofit.**

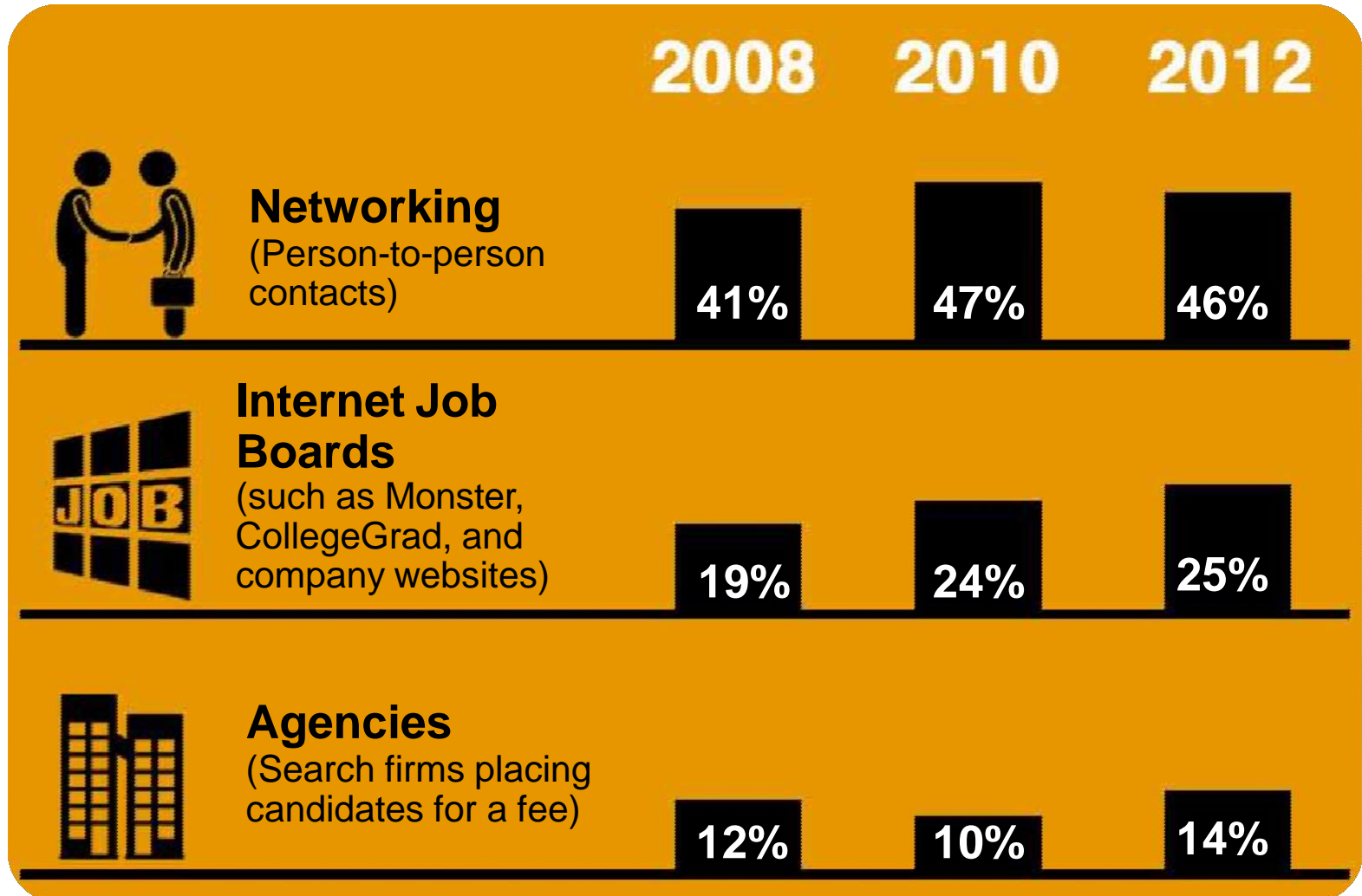


**Monitor the  
classified  
ads.**



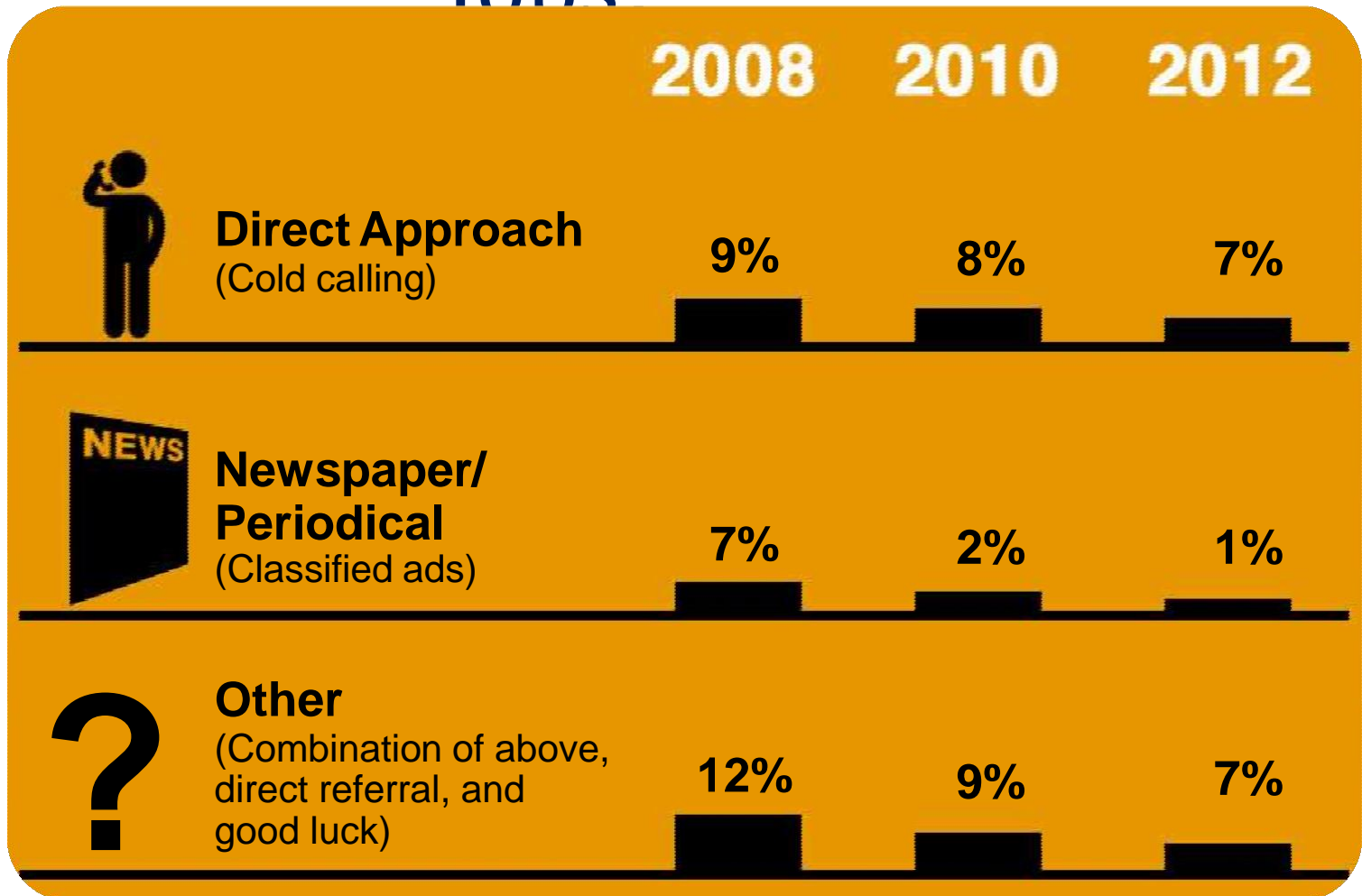
**Join  
professional  
organizations.**

# What Are the Sources of New Jobs?



Source: Right Management: <http://www.right.com/news-and-events/press-releases/2012-press-releases/item23658.aspx>

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Source: Right Management: <http://www.right.com/news-and-events/press-releases/2012-press-releases/item23658.aspx>

# Searching the Open Job Market

- Explore the big boards (Monster, Career Builder).
- Check company websites.
- Search niche sites (Dice, Accountemps, GettingHired).
- Use LinkedIn and social networking sites.
- Browse print and online newspapers.



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# Protecting Yourself Online



**Use  
well-known  
sites.**

**Don't reveal  
personal  
data.**

**Open  
separate  
e-mail  
account.**



# Protecting Yourself Online

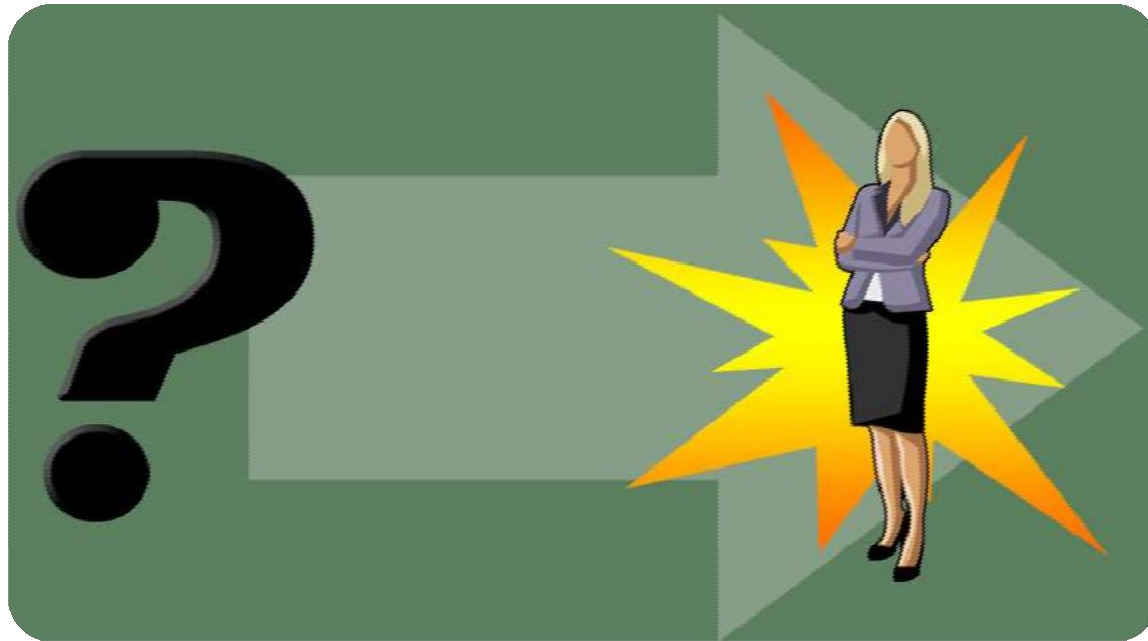
**Post  
privately if  
possible.**

**Keep careful  
records.**

**Don't  
include  
references.**

**Avoid  
responding  
to “blind”  
job posts.**

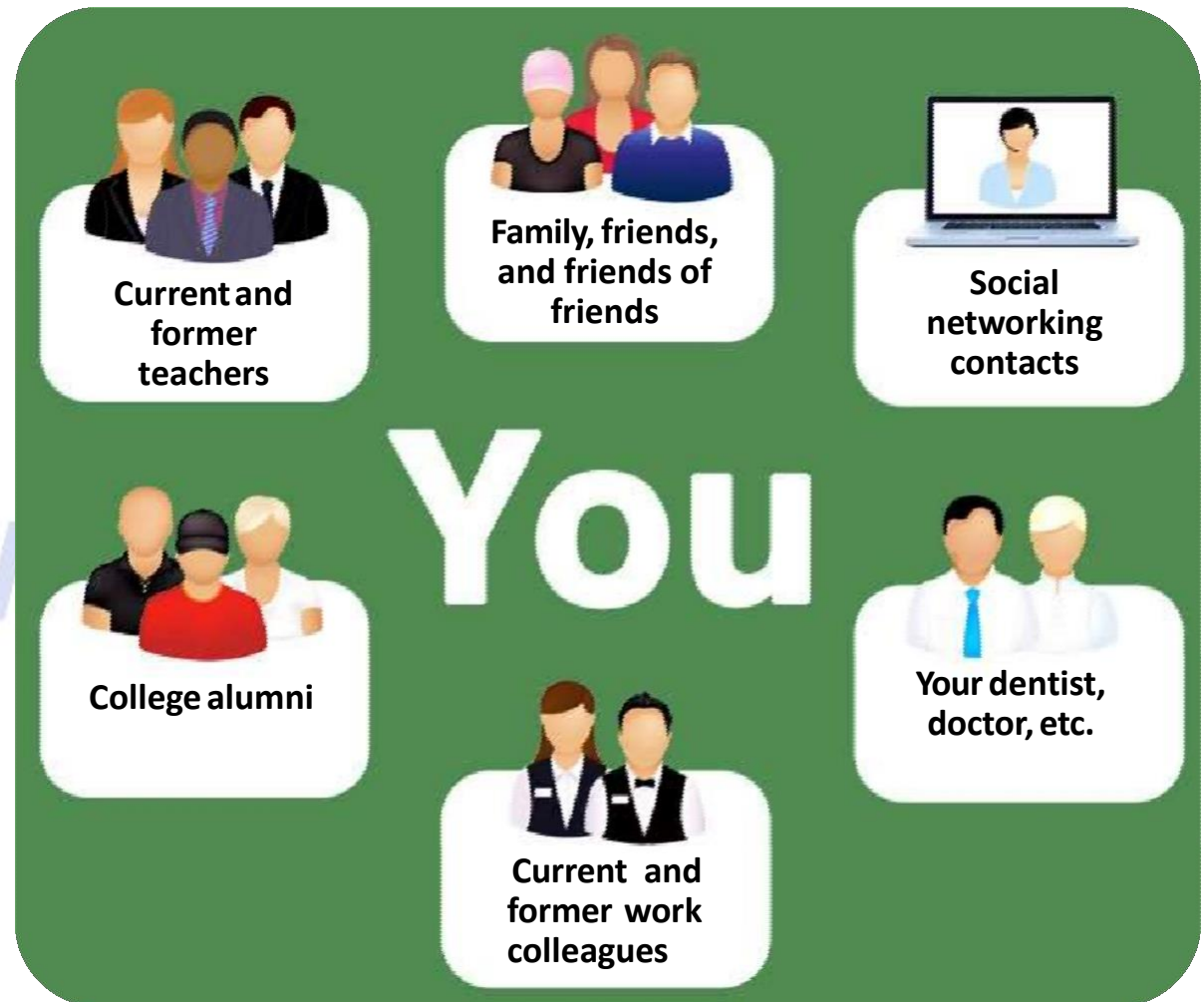
# Pursuing the Hidden Job Market With Networking



**Your goal:** Transforming yourself from an unknown into a known quantity.

# Three-Step Plan to Build Your Personal Network

**Step 1:**  
Develop a  
contact list.



# Three-Step Plan to Build Your Personal Network

## Step 2:

Make contacts  
in person and  
online.

“Hi, \_\_\_\_\_. I’m looking for a job, and I wonder if you could help me out. When could I come over to talk about it?”

“Do you know anyone who might have an opening for a person with my skills?”

“Do you know of anyone else who might know of someone who might have an opening?”

# Three-Step Plan to Build Your Personal Network

**Step 3:**  
Follow up on  
your referrals.

“Hello. I’m\_\_\_\_\_, a friend of\_\_\_\_\_.  
He suggested that I ask you for  
help. I’m looking for a position as a  
\_\_\_\_\_, and he thought you might be  
willing to spare a few minutes to  
steer me in the right direction.”

# Make the Most of LinkedIn

**Write a solid profile.**

**Provide a professional photo.**

**Customize your URL.**

**Use specific keywords in your career summary.**

**Solicit recommendations.**

**Update your status regularly.**

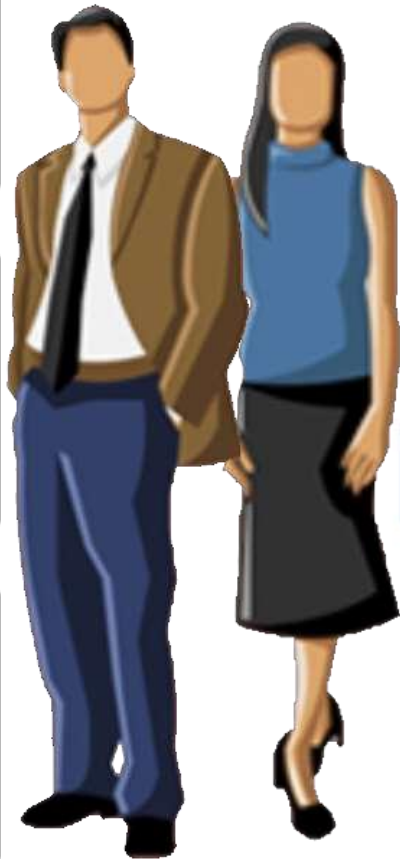
# Make the Most of LinkedIn

## Five Ways College Students Can Use LinkedIn

1. **Receiving Job Alerts.** LinkedIn sends notifications of recommended jobs.
2. **Leveraging Your Network.** You may start with two connections but you can leverage those connections to thousands.
3. **Researching a Company.** Before applying to a company, you can check it out on LinkedIn and locate valuable inside information.
4. **Getting Recommendations.** LinkedIn takes the awkwardness out of asking for recommendations. It's so easy!
5. **Helping Companies Find You.** Many companies are looking for skilled college grads, and a strong profile on LinkedIn can result in inquiries.



# Branding You: 4 Ways for Grads to Stand Out



**Create a tagline (e.g., *Enthusiasm plus fresh skills*).**

**Distribute a business card.**

**Prepare an elevator speech.**

**Build a powerful online presence.**



# Choosing a Résumé Style

- Functional
  - Focuses on skills rather than past employment
  - Best for people with little experience, frequent job changes, different career areas, or employment gaps
  - ***However:*** This style is hard to write and recruiters may be suspicious.
- Chronological
  - Focuses on experience
  - Favorite of recruiters
  - Best for people with experience and steady career growth
  - ***However:*** This style is also used by many students.

# Résumé Length

## 1 page

Nine or fewer years of experience

## 2 pages

Ten plus years of experience

## 3 pages

Senior executives with many accomplishments

***However: Make your résumé as long as necessary to present your skills.***

### Jennifer Marie Jenkins

3320 Lafayette Street, #12  
San Leandro, CA 94561  
(415) 781-5592  
jennifer.jenkins@gmail.com

Objective: Administrative position involving accounting, employee benefits, customer service.

#### SUMMARY OF QUALIFICATIONS

- Two years' experience in responsible administrative and accounting positions
- Disciplined self-starter; able to work well without supervision
- Proficient with PCs including Word, 2010, Excel, and the Internet
- Can be counted on to follow through on every detail until a task is successfully completed
- BA degree, San Francisco State University

#### RELEVANT EXPERIENCE

- 10/14 to present: **Apprentice, Radio Production**, KPFA - 94.1, Berkeley, CA
- Schedule studios, recruit support staff, act as production manager
  - Process scripts, permissions, and logs for weekly productions
- 2013-14: **Financial manager**, The Pacific House (shelter), San Francisco, CA
- Used computer to manage payroll, employee benefits for staff of 26
  - Completed all projects on time, despite chaotic environment
  - Managed agency's cash flow involving funder reimbursements, in-kind donations, and fund-raising
  - Processed all accounts payable and receivable, monthly and quarterly statistical reports for local, state, and federal funding agencies; oversaw petty cash
  - Designed flow sheet to track success of \$35,000 fund-raising project
- 2012, Spring: **Publicity coordinator**, Renaissance Rainbow (performance arts troupe), San Francisco, CA
- Scheduled all media interviews, supervised volunteers
  - Coordinated publicity mailings for African-American Performance Arts Festival
- 2010-12: **Temp positions**, Manpower Temporary Services, San Francisco, CA
- Developed customer service skills as telephone interviewer for Dorhiring Company
  - Maintained files, routed incoming telephone calls, input employee progress journals, prepared interoffice memos, recorded accounts payable checks, keyboarded accounts payable correspondence, learned e-mail systems and software programs in various assignments

#### EDUCATION

BA in Broadcast Communication Arts, San Francisco State Univ., 2010  
GPA in major: 3.2  
Dean's list, 2 semesters

# Résumé Segments

## Main Heading

Keep it professional and uncluttered.

- Your name on a line by itself
- Address, phone, e-mail

**Jennifer Marie Jenkins**

3320 Lafayette Street, #12

San Leandro, CA 94561

(415) 781-5592

jennifer.jenkins@gmail.com

Objective: Administrative position involving accounting, employee benefits, customer service.

# Résumé Segments

## Career Objective

If included, customize for the targeted position.

### Poor:

To obtain an entry-level position with a strong company where I can utilize my skills to their fullest in advancing a career in accounting.

### Improved:

To obtain a junior accountant position where my recent accounting and computer training can help an organization achieve its goals.

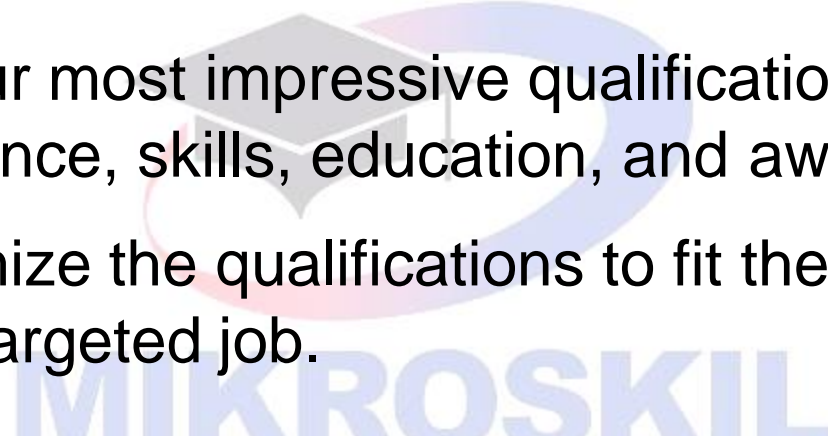
# Résumé Segments

## Summary of Qualifications

- Provide 3 to 8 bulleted statements.
- List your most impressive qualifications regarding experience, skills, education, and awards.
- Customize the qualifications to fit the requirements of the targeted job.

### **SUMMARY OF QUALIFICATIONS**

- Two years' experience in responsible administrative and accounting positions
- Disciplined self-starter; able to work well without supervision
- Proficient with PCs including Word 2010, Excel, and the Internet
- Can be counted on to follow through on every detail until a task is successfully completed
- BA degree, San Francisco State University



# Résumé Segments

## Education

- Name your degree, date of graduation, and institution.
- List your major and GPA.
- Give information about your studies, but don't inventory all your courses.

### **EDUCATION**

BA in Broadcast Communication Arts, San Francisco State Univ., 2010  
GPA in major: 3.2  
Dean's list, 2 semesters

# Résumé Segments

## Work Experience

- List your jobs. Start with the most recent.
- Include employer's name and city, dates of employment (month, year), and most significant title.

Manager, Fleet Equipment, Kettering, Ohio. June 2015 to present.

Tax preparer, Volunteer Income Tax Assistance program (VITA). March 2015 to present.  
Sinclair College, Dayton, Ohio.

Salesperson, Kmart, Dayton, Ohio. April 2014 to May 2015

# Résumé Segments

## Work Experience

- Use **action verbs** to describe your experience.
- Summarize and try to quantify your achievements.
- Include nouns for the skills and keywords of the targeted position.

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Prepared state and federal tax returns for individuals with incomes under \$25,000.

Conducted interviews with over 50 individuals to elicit data regarding taxes.

Calculated legitimate tax deductions and recorded them accurately.



# Résumé Segments

## Work Experience

Poor: Worked with customers

Improved: Developed customer service skills by successfully interacting with 40+ customers daily

Poor: Worked effectively in teams

Improved: Collaborated with five-member interdepartmental team in developing ten-page handbook for temporary workers

Poor: Joined in team effort on campus

Improved: Headed 16-member student government team that conducted most successful voter registration in campus history

# Résumé Segments

## Capabilities and Skills

- Highlight your technical skills. Mention ability to use the Web applications, software programs, social media, and communication technology tools.
- Emphasize your nontechnical skills. Give evidence of communication, management, and interpersonal skills. Employers want more than empty assurances.

Organized holiday awards program for 1,200 attendees and 140 awardees. Praised by top management for enthusiastic teamwork and achievement.

# Résumé Segments

## Capabilities and Skills

Poor: Have payroll experience

Improved: Proficient in preparing federal, state, and local payroll tax returns as well as franchise and personal property tax returns

Poor: Trained in computer graphics

Improved: Certified in graphic design including infographics through an intensive 350-hour classroom program

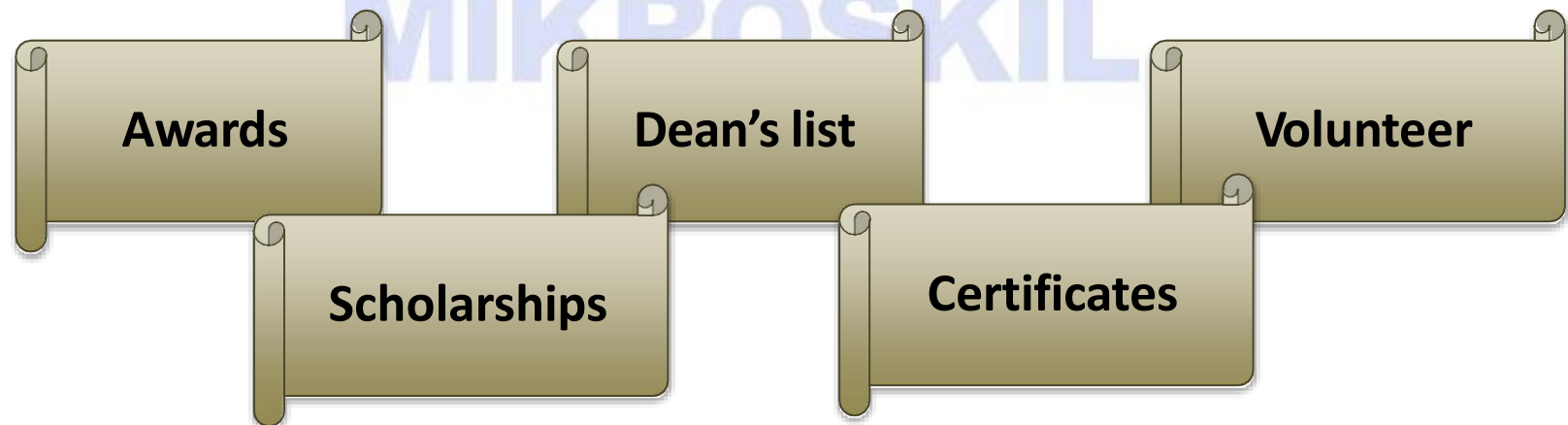
Poor: Have writing skills

Improved: Competent in writing, editing, and proofreading reports, tables, letters, memos, e-mails, manuscripts, and business forms

# Résumé Segments

## Awards, Honors, and Activities

- Show that you are well-rounded.
- List awards and extra-curricular activities, especially if they demonstrate leadership, teamwork, reliability, initiative, and efficiency.



# Résumé Segments

## Awards, Honors, and Activities



- Poor: Recipient of Star award
- Improved: Recipient of Star award given by Pepperdine University to outstanding graduates who combine academic excellence and extracurricular activities

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# Résumé Segments

## Final Tips

- Don't include personal info such as birth date, marital status, height, weight, etc.
- Consider whether it's necessary to include your home address.
- Have references available but don't list them on your résumé.
- Double-check for parallel phrasing.
- Avoid personal pronouns.

The background features a collection of overlapping, semi-transparent blue squares and rectangles of various sizes, creating a dynamic, geometric pattern on the left side of the slide. The text "Question & Answers" is centered in a dark blue, serif font with a subtle white drop shadow.

# Question & Answers