



6 Steps

To Job Search Success in Unsure Financial Times

As the job market grapples with serious disruption, many of us have experienced directly or know someone closely has experienced a round of layoffs. If you're currently looking for work, it's understandable to feel a little extra anxiety about looking for a job during such uncertain times.

But we're here to offer some help and encouragement. While it may be tempting to put your job search on hold during the pandemic, the professional consensus strongly suggests that job seekers should still continue to apply and prepare for their next opportunity. It may feel a little different this time around, but recruiters are still actively seeking talent for when business as usual resumes.



1 Review & Update Your Resume



If you're like most of us, odds are that updating your resume doesn't rank very high on your list of hobbies. However, an updated, clean, and effective resume is one of the most significant tools in your job search. Take time going through yours; update your skills, update your formatting (there are plenty of free tools to help with this), double-check your contact info, and remove that job at the sandwich shop in college (no one will ever forget that you made the best Rueben in town anyways). When you're done, send it to a friend to proofread.

2 Update Your LinkedIn Profile



This is very similar to the previous tip and just as important, but it's overlooked far too often. Investing some free time into optimizing your LinkedIn page can pay off immediately. Do a similar pat-down of your profile and make sure everything is updated and relevant. Plugin some applicable keywords and search terms in your "skills" and other sections to help you get noticed quicker by recruiters (here's an article to help with this). Once optimized, let your LinkedIn profile do some effective, passive job search work for you.

3 Connect with Industry Recruiters to Get an Inside Scoop



Once you have an all-star resume and LI profile in your back pocket, it's time to get it in front of a recruiter in your industry. Look through your network or call in a favor from a friend or coworker to find one (there are more out there than you think!). They'll be happy to provide some professional feedback to an aspiring job seeker to make you as marketable as possible, and, who knows, they may even have a position in mind for you.

4 Upskill Yourself



As hard as it may be to give up your designated Netflix time, now is the perfect time to repurpose some of your screen time to upskill yourself. Take that class you've been meaning to take, earn that certification you've been putting off—anything you can add to your professional repertoire, search if there is a method to earn it online (spoiler alert, there is). Once you do, slide these new, shiny trophies proving your acumen into your refurbished resume and LinkedIn page.

5 Network & Explore Like Crazy



With so many people working (or not working) from home, engagement in online communities and platforms has skyrocketed. Take advantage of this and start reaching out to fish for opportunities. Practice talking professionally about your background/skills, and hone those interviewing skills free from the pressure of an actual interview. Position yourself at the front of the line for when things pick back up again. If you find a good lead but it's not aligned with your goals, share it with a friend and pay it forward. Everyone can use a little help!

6 Check Your Tech



Finally, now that you are your industry's hottest free agent, you need to make sure tech skills are prepared for interviews. It's still unclear if/when social distancing guidelines will be lifted even after industries begin ramping up hiring again, so make sure you're prepared to interview and work remotely. Get comfortable communicating over the phone or via video conference. Capitalize on a bored friend or housemate and run a few mock interviews, and pick a space you can rely on that is distraction-free.



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