

Tips for Being Thoughtful and Strategic in Your Job Search

1. Applying to more jobs at a company isn't always better.

Keep in mind that the jobs you apply to are connected to your candidate profile. You can come across as unfocused, or unintentional if you aren't thoughtful about what jobs you apply to, and how many. If there is more than one job you feel excited and/or highly qualified for within the same company, be sure the jobs are similar enough in function and level/qualifications to tell a logical story.

2. Highlight your best attributes.

There is more to you than just work experience, and those things deserve some attention as well. You should strive to draw attention to the following key areas in addition to your work experience: leadership experience, a well-crafted social media presence, volunteer activities, hobbies, and freelance work and gigs.

3. Build a strong personal brand.

It can help to think of yourself as an independent business. To experience long-term success in your career, it helps to have a personal brand, or a clear story that you tell the world about yourself and your work. This will ensure you stay in touch with the market, and that you are able to convey to the world the strengths and skills that you bring with you. There are plenty of tools available to you to strengthen your brand. Check out this great [SAP Blog](#) for some ideas.

4. Lifelong learning is necessary for the future.

An important skill for the future will be the ability to self-direct your own learning. Therefore, learn how to learn! Develop the skills to identify knowledge you lack, find where to obtain it, and plan how to make continual learning a habit. This could be the most important skill you develop. Keep in mind that your own questions are the best fuel for learning. When you really need or want an answer or skill, that is when you will be the most accessible to learning.

5. There is a strategy for matching your skills to your dream job.

When writing resumes and cover letters, and also when interviewing, be strategic in the way you present yourself. Review the job description carefully to make a list of exactly what is needed for your target job. Many different areas in the job description should give you clues. You can also gather additional information online from the company's corporate website, or other trusted sources. Also, seek advice from family friends, LinkedIn contacts, college alumni, and professionals in the field. Next, draw a connection between the skills being asked for and your own skills. Incorporate these skills into your resume and cover letter, interview preparation, and thank you notes. Make it obvious you have the skills sought for in this position at every touchpoint you have with the company.

6. The way you present your information matters.

There are several things to consider when it comes to how you share who you are with a potential employer. Your name should stay consistent across your application so it is easy for recruiters and others to keep track of you. Resumes should be: reviewed by others, kept simple, easy to read, descriptive with quantifiable accomplishments rather than duties, backwards chronological, clear about graduation years and willingness to relocate, story-driven, and in .pdf format with proper filenames. You should also try to incorporate links to public social accounts or portfolio websites. Also, ensure that your LinkedIn info is up to date. Finally, make sure your voicemail is professional.