



NAVIGATING THE JOB MARKET

A Survivor's Guide

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Dealing with Layoffs

Layoffs can feel like the worst thing ever, but it's only redirecting you to what you're meant to do next. Do your best to remain calm, composed, and assess your situation. Most importantly, know this isn't just happening to you, many are or have been in your shoes before.



In 2023, tech companies have let go almost 226,000 employees in the United States.

40% of Americans have been laid off or terminated from a job at least once.

28% of Americans have been laid off in the past two years alone.

USING YOUR NETWORK

Once you get over the shock, it's time to leverage your professional network for support and advice. Don't forget former bosses, colleagues, and second degree connections. You never know where a conversation will lead!

- After polishing your resume and cover letter, use the template PROVIDED to reach out to hiring managers or recruiters.**

- Bonus Points: Include specifics whenever possible (links to positions you're interested in, Something you saw them post, or something they said that resonated with you on social etc.)**

- Mention something unique about their profile that shows you researched them (No canned verbiage please, be original)**

- List 2 or 3 time frames that work for you to take a call and mention them in your closing. (always push for a call, it speeds up the process)**

SAMPLE EMAIL TO RECRUITERS /HIRING MANAGERS

HI _____,

HOPE ALL IS WELL YOUR WAY (SOMETHING NICE/BREAK THE ICE).

I WANTED TO REACH OUT TO YOU IN REGARDS TO _____ (LINK TO ROLE YOU'RE APPLYING FOR) AS I'M SUPER INTERESTED. ACCORDING TO THE DESCRIPTION, YOU'RE LOOKING FOR _____ (SUM IT UP) AND I THINK I COULD BE A GREAT FIT/ASSET TO YOUR COMPANY. I WOULD LOVE TO LEARN MORE ABOUT WHAT IT'S LIKE TO WORK AT _____ (TARGET COMPANY), WHAT YOUR NEEDS ARE AND HOW I CAN PROVIDE VALUE TO YOU. WOULD YOU HAPPEN TO HAVE SOME TIME OVER THE NEXT WEEK TO CONNECT BY PHONE FOR A FEW MINUTES?

PLEASE LET ME KNOW WHAT WORKS BEST PER YOUR AVAILABILITY.

LOOKING FORWARD TO SPEAKING SOON!

BEST,

GETTING CERTIFIED

Use extra downtime to upskill or reskill. Online courses, certifications, and workshops can enhance your qualifications and make you more marketable. Below are 5 in-demand skills and links to free trainings.

1. **Project management certification**
2. **Google Analytics certification**
3. **Salesforce certification**
4. **Cyber security certifications**
5. **Data analyst certification**

YOUR MENTAL HEALTH

Inevitably, your mental health will be at risk during this time. Do your best to practice self care and master your emotions.

- **Replace each negative thought with a positive, realistic affirmation (instead of “you can’t”, “you CAN and you will”)**
- **Focus on the hobbies, relationships and interests that give you joy outside of your job. (remember you are more than just a job title, and what you do isn’t who you are)**
- **Take a break, if you can afford to (you’ll get back to the grind soon enough and may miss this down-time more than you think)**



Applying for Jobs

HAVING A JOB SEARCH STRATEGY

Why it's important

- Most people never have a job search strategy, so just by taking this one step you'll be much further ahead than your peers.
- No strategy means you're likely disorganized, making it difficult to pinpoint areas for change or improvement.
- If you've been feeling overwhelmed, burnt out, or have high anxiety, you need a strategy.
- Mass applying for jobs often results in high output but low conversion. You need to be strategic about what you apply for and when.
- Your strategy will help you for years to come. You can always come back to it and never worry about "starting from scratch" in the future.
- Having a strategy will ensure you actually find a job that you like! Not one that you immediately regret.

REDESIGNING YOUR RESUME

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Create Your Professional Brand: Having a resume that's aesthetically pleasing will help you stand out from the crowd! Especially if you're in a creative field, spend time thinking about how you want to present yourself. Pick a font, colors, and format that best represent you, use [Canva](#) for inspiration and templates so you don't have to create it on your own!

Make a Personal Statement: This is imperative for career transitioner's and people from non-traditional backgrounds. If your work experience doesn't signal that you can do the job you're applying for, you have to find a way to tell the recruiter yourself! This is your opportunity to state who you are, what you care about, and why they should care.

Talk about who you are as a professional, types of things you want to work on or create, and give an idea of how you'll be a value add to the company.

Examples:

"Designer with a passion for creating unique experiences for consumers."

"Marketer that thrives on helping brands engage with their core audience."

Experience: The goal is to make it clear, concise, and convincing! You are in the business of selling yourself as a job seeker, so there's no room for error here. To keep it to one page, only list your last 3-5 work experiences (internships or other certifications/programs depending on where you are in your career).

Every listed work experience should explain:

1. **What You Did** (ex. build a website)
2. **How You Did It** (ex. used Python/Java - include software, tools, and technologies you're familiar with)
3. **Who You Did It With** (ex. work alongside product and design teams)
4. **What The Results Were** (increased traffic by 200%)

Remember to bold key accounts and metrics- highlight the things that you want to stand out.

Skills: Use the job description as your guide! Recruiters have a tendency to pattern match keywords so the more you have listed on your resume the better. Make sure they are sectioned off, bolded, and stray away from generalized terms ("organizational skills" aren't specific enough- take it a step further!)


Education / Awards: Keep it simple! Only include the school, degree, and year of graduation. Contrary to belief your GPA doesn't matter- also leave out any coursework that isn't relevant.

Feel free to list any awards / honorable mentions.

YOUR NAME

YOUR JOB TITLE

photo
optional

 123-456-7890

 hello@reallygreatsite.com

 123 Anywhere St., Any City

 reallygreatsite.com

PERSONAL STATEMENT

I am a qualified and professional web developer with five years of experience in database administration and website design. Strong creative and analytical skills. Team player with an eye for detail.

SKILLS

- Web Design
- Design Thinking
- Wireframe Creation
- Front End Coding
- Problem-Solving
- Computer Literacy
- Project Management Tools
- Strong Communication

EXPERIENCE

APPLICATIONS DEVELOPER

Really Great Company

2016 - Present

- Database administration and website design
- Built the logic for a streamlined ad-serving platform that scaled
- Educational institutions and online classroom management

WEB CONTENT MANAGER

Really Great Company

2014 - 2016

- Database administration and website design
- Built the logic for a streamlined ad-serving platform that scaled
- Educational institutions and online classroom management

ANALYSIS CONTENT

Really Great Company

2010 - 2014

- Database administration and website design
- Built the logic for a streamlined ad-serving platform that scaled
- Educational institutions and online classroom management

EDUCATION

SECONDARY SCHOOL

Really Great High School

2010 - 2014

BACHELOR OF TECHNOLOGY

Really Great University

2014 - 2016

COVER LETTER TEMPLATE

DEAR (COMPANY NAME),

I AM WRITING TO EXPRESS MY STRONG INTEREST IN THE [JOB TITLE] POSITION AT [COMPANY NAME], AS I SAW ON [WHERE YOU FOUND THE JOB POSTING]. I BELIEVE I WOULD BE AN IDEAL FIT BECAUSE OF (SKILLS, RELEVANT EXPERIENCE) AND WOULD LOVE OFFICIALLY SUBMIT MY APPLICATION FOR CONSIDERATION. I AM CONFIDENT I CAN BRING VALUE TO YOUR TEAM IN THE FOLLOWING WAYS

WHY YOU'RE A GREAT ADDITION:

THROUGHOUT MY CAREER, I HAVE CONSISTENTLY DEMONSTRATED MY EXPERTISE IN [MENTION KEY SKILLS, TECHNOLOGIES, OR METHODOLOGIES RELEVANT TO THE JOB]. MY PASSION FOR [SPECIFIC ASPECT OF TECHNOLOGY OR INDUSTRY] HAS FUELED MY COMMITMENT TO STAYING AT THE FOREFRONT OF EMERGING TRENDS AND LEVERAGING CUTTING-EDGE SOLUTIONS TO SOLVE COMPLEX CHALLENGES.

I'VE NOTICED THAT (COMPANY NAME) CAN IMPROVE BY IDENTIFY PROBLEMS AND SOLUTIONS

- IMPLEMENTING NEW PROCESSES.....
- TARGETING A NEW MARKET.....
- EXPANDING THEIR REACH TO....
- MAXIMIZING PROFITS BY....

CLOSING: I AM ENTHUSIASTIC ABOUT THE OPPORTUNITY TO BRING MY UNIQUE BLEND OF SKILLS AND EXPERIENCES TO [COMPANY NAME]. I AM CONFIDENT THAT MY CONTRIBUTIONS WOULD SIGNIFICANTLY IMPACT YOUR TEAM AND CONTRIBUTE TO THE CONTINUED SUCCESS OF [COMPANY NAME].

I'D LOVE TO HAVE A CONVERSATION ABOUT THE ROLE AND POTENTIAL NEXT STEPS. CAN YOU PLEASE LET ME KNOW WHEN YOU MAY BE FREE IN THE NEXT WEEK TO DISCUSS? YOU CAN ALSO FIND MY RESUME ATTACHED FOR YOUR REFERENCE.

SINCERELY,
[YOUR NAME]

Negotiating

GET CLARITY- YOUR NON NEGOTIABLES

Your Non-Negotiables are the standards you set for your job search. They are your absolute must-haves and preferences. They help you to set boundaries and prevent you from applying to opportunities that aren't aligned. Non-negotiables could be the minimum salary you're willing to accept, a specific job title or role, or benefits you desire.

They are your priorities, and they change throughout your career. Always keep them top of mind whenever applying to a job.



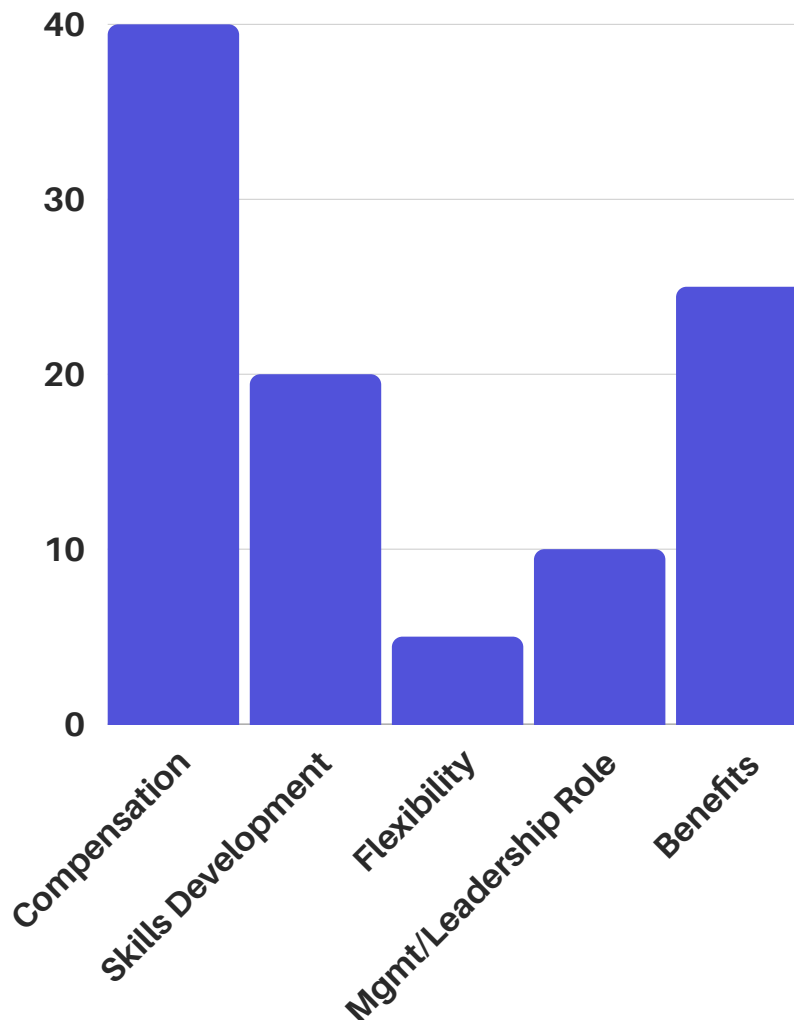
LIST YOUR NON NEGOTIABLES



RANK THEM



STRUCTURE YOUR JOB SEARCH AROUND THEM



NEGOTIATION DO'S



LEVERAGE EVERYTHING AT YOUR DISPOSAL

Whether you're the only woman on your team or you have counteroffers, remind the company how essential you are to the organization.



BE CLEAR ON YOUR VALUE PROPOSITION

What makes you awesome? How is that irreplaceable? Craft your narrative on who you are, why you're a value add, and why you deserve the money you're asking for.



WEIGH YOUR OPTIONS AND BE STRATEGIC

Your career is fluid, different things make sense at different times. Know that every opportunity is a stepping stone to something greater, always use a broad view when making decisions.

NEGOTIATION DONT'S



DON'T GIVE A NUMBER, GIVE A RANGE

When asked what you're looking for, never give an exact number, only give a range. The range should always give you at least 10-20% more than what you're already making. It also gives you wiggle room.

Ex. If you're making 100K now, your range would be 110-130K



DON'T LET THE RECRUITER GIVE YOU THE FINAL NUMBER

Ask if they can bring back your requirements to a hiring manager



DON'T BE AFRAID TO ASK ABOUT SALARY INCREASES IN THE FUTURE.

Even if they can't give you what you're asking for now doesn't mean they won't be able to in the future. You can negotiate a future raise 6-12 months into the role.

Additional Tips

ADVICE FROM THE EXPERTS

Recruiters, Career Coaches, and Talent Leaders Lend Their Best Tips

“Remember that you’re interviewing the company just as much as they’re interviewing you. The goal is to find a mutual fit, so be as honest about your experience as possible. There’s no shame in not knowing something, or in turning down an offer if you don’t think it’s the right next step for your career.” - **David Daniels IV**



“Make sure your resume is showcasing how you save the company money, made the company money or increase efficiency with data points. Also always make sure that if you can find the hiring manager/recruiter on LinkedIn to pitch yourself on LinkedIn message. There are so many connections to be had whether it’s for this job or another.” - **Cheyenne Horvat**



ADVICE FROM THE EXPERTS

— Recruiters, Career Coaches, and Talent Leaders Lend Their Best Tips —

“Prioritize companies that align with your values and career goals. Research their culture, values, and work environment to ensure a good fit for your skills and aspirations. Leverage your professional network. Inform former colleagues, attend industry events, and utilize online platforms like LinkedIn to connect with potential employers or recruiters.”-

Lejorne Leys



“The job search is a full-time job, and it can involve highs and lows. It's important to take a break from job searching and do activities that bring you joy: connecting with family and friends, working out, visiting your favorite coffee shop, or listening to music. When you feel good, it shows! You approach your day and your job-searching activities as the best version of yourself!”

Bedilia Ramirez



ADVICE FROM THE EXPERTS

— Recruiters, Career Coaches, and Talent Leaders Lend Their Best Tips —

“Think strategically. Typically, when we are in a position of needing a job the first thing we think we need to do is to apply to everything. That's not the best strategy. Think through what you want, your current skill set, and if the job you are applying for aligns with what you are looking for.”- **Princess Brown**

Brown



“I recommend staying organized with your job search. Create an Excel sheet or some other tracker to maintain data on where you have applied, to what role, on what date, etc. If you have tailored your resume to the role, I highly recommend keeping a file of your resumes and saving each with a title so you can accurately track which one you sent to each company.”- **Amy Hayes**

