

JOB CHANGE IN-A-BOX

Unleashing Your Career Potential

Check out this comprehensive guide to acing the job search process and thriving in the professional world. This one-pager provides essential tips on how to get your resume noticed, make a lasting impression on LinkedIn, and evaluate prospective employers based on your core values.

Unlock your career potential today!



Getting Your Resume Noticed: Crafting Your Story



Contributor: Nancy Malkin
Title: Sr. Partner and CFO
Company: Curphey and Malkin Associates, Inc.

 Your resume is your first chance to make an impression on potential employers. Check out Nancy's tips on creating a compelling resume that stands out from the crowd.

- Make sure your "Objective" statement is extra clear. It is often difficult to decipher what a person actually does and, in some cases, what they want to do.
- Don't list more than 20 years of experience on your resume and don't write "20+ years of experience" anywhere.
- You don't have to put dates for all of your roles at a company. For example, if you have been with a company for 7+ years simply put a start to present or start to finish date in the main heading and list your individual jobs without dates below.
- If you were impacted by company-wide layoff or acquisition add a bullet at the end of that section of your resume to indicate the reason you left a role such as "Company downsizing or acquisition".
- If you are in Marketing—especially Digital and Demand—don't forget to list the Martech stack you are familiar with!
- Always list your phone number. Yes, you will have to screen for spam calls but the phone number is still so important.
- If you have been out of college 4+ years put your education at the bottom and don't include high school.

Creating a Strong LinkedIn Profile and Growing Your Network

LinkedIn has become a critical platform for professional networking and job hunting. Hear from Sarah how to create a visually appealing and informative profile that reflects your personal brand and positions yourself as a top candidate in the eyes of recruiters and industry peers.



Contributor: Sarah Scudder
Title: CMO
Company: SourceDay

★ Make Your Profile Stand Out

Header section:

- Always include a headshot and a header image. [Here's a link](#) to some free ones you can download
- Outline, in bullets what you do, what makes you unique, and something about you personally in your headline

About section:

- Break up the copy—too much text is hard to digest and follow
- Don't be afraid to include personal tidbits about yourself
- Add links to other social media channels to connect further

Experience section:

- Take the time to write a detailed description about your current or previous roles, specifically what you've accomplished
- Use stats wherever possible!
- Do this for all of the experiences that show up "above the fold" or before you have to click See More
- Put memberships (like Women in Revenue) in the Volunteering section and not Experiences

Recommendations section:

- An ideal profile has 15 or more recommendations.
- Spread out the requests because LinkedIn shows the submitted date and it's bad look if they all come in at the same time
- If you don't have any recommendations and don't want to gather any, turn this section off

★ Using Data to Grow Your Network

- Keeping tabs on LinkedIn analytics is a great way to understand the network you've built and continue to grow that network
- In order to see the analytics you'll need to make sure "Creator Mode" is turned on

Key analytics to track are:

- Followers - this shows who your demographic is
- Profile views - this is a good way to find new people to connect with
- Search appearances - another way to familiarize yourself with who is interested in you and your content

Evaluating Companies Based on Your Values: Finding Your Perfect Fit

Finding the right company and culture and work environment is vital for long-term career satisfaction. Tracy's eight tips will help you identify and evaluate companies based on your core values and career aspirations.



Contributor: Tracy Eiler

Title: CMO

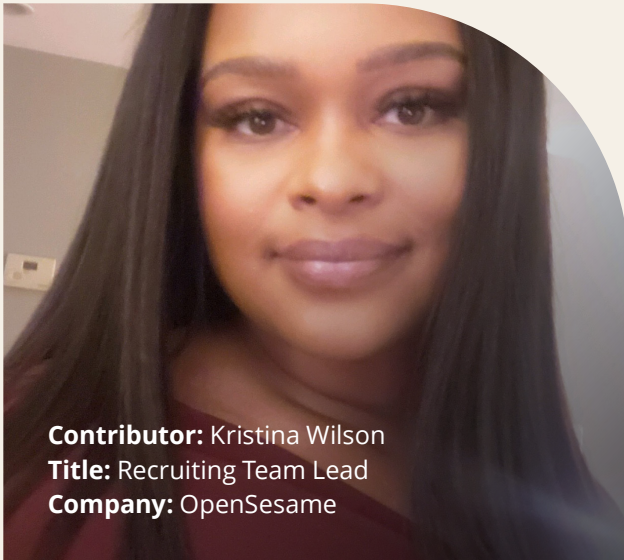
Company: OpenSesame

- 1 Distill your requirements and deal breakers.** Try and stay true despite the pressure to get a job. Examples include:
 - *Company has a broad business problem plus product/market fit (bonus if the problem solved is of high personal interest).*
 - *Company is well-run, with strong fundamentals (determined via backchannel connections and good interview questions).*
- 2 Make sure (a) you understand the recruiting process** and (b) that the recruiter has command of the search. Some tips:
 - *Does the company REALLY know what they are looking for in a candidate? Be sure to ask questions about the job description so that you're clear on the expectations for the role.*
 - *If you have a presentation as part of the interview process, double-check the audience ahead of time and prepare for that group specifically. Are they colleagues, managers, direct reports?*
- 3 Be prepared to walk-away!** Don't try to force a square peg into a round hole. Here are a few walk-away signals for me:
 - *The company talks poorly about the person who was formerly in the role or it's not talked about at all. Ideally the transition was "above board". Think about how you would want to be treated on the way out.*
 - *When asked about diversity metrics, the person's best answer is "I think HR may track that." Fastest way to know they don't care about this aspect in a meaningful way.*
- 4 Leverage the back channel.** Don't be afraid to hunt down previous executives/employees via your network to get additional perspectives on a company!
- 5 Talk through the compensation package** you're being offered with trusted advisors. Pro tip! There is an anonymous #advice-compensationandbenefits Slack channel available to Women in Revenue members...
- 6 Invest in yourself!** Find classes and workshops that will help give you a leg up. Take the time, it'll be worth it.
- 7 Fuel your creative energy.** Hold time for hobbies and activities that help clear your mind such as reading, or gardening, or hiking.
- 8 Lean on your tribe and community!** You're not alone, and there are always people there to support you and cheer you on.

Six Must-Ask Interview Questions



We've all been there, googling "good questions to ask in an interview" 10 minutes before the actual interview. Below are a few to add to your repertoire to help you source truly helpful information that will further guide your decision.



Contributor: Kristina Wilson
Title: Recruiting Team Lead
Company: OpenSesame

Can you share a recent strategic goal that the company achieved?

This question helps candidates understand the company's current strategic priorities and areas of focus. This can provide insights into where the organization is directing its efforts and resources. The answer to this question can also reveal aspects of the company's culture, such as its values, teamwork, and commitment to excellence. You can assess whether the company's culture aligns with your own values and work preferences.

Does the company have a history of promoting from within, and how does it facilitate the growth of employees into higher positions? This question helps you in assessing your potential for career growth within the organization. This question can also provide insight into the organization's approach to performance management.

What is the average timeline for promotions? This question helps you to evaluate if the organization's performance review schedule aligns with your career goals and expectations. If you are seeking rapid career progression and frequent performance reviews, how an employer answers helps determine alignment.

Where does the compensation range fall within the payscale of the role? This inquiry helps you understand the company's approach to compensation. You want to know if the company's compensation falls within the competitive range for similar roles in the industry and location. This question can provide insights into how the company positions itself in the job market. You may also interpret the answer provided as direct insight to their approach to retain talent and how they value fair as well as competitive compensation.

How often are performance reviews conducted, and how do they impact compensation decisions? This question provides transparency regarding the link between performance evaluations and compensation decisions. You want to know if their efforts and achievements will directly impact your future salary or bonuses.

Can you share information about the company's stance on pay transparency and how salary information is communicated to employees? Pay transparency is often associated with fairness. You want to work for organizations that have clear and equitable salary structures. This question can provide insights into the company's efforts to maintain fairness in compensation.

What is Women in Revenue?

Women in Revenue (WIR) is a global non-profit organization committed to creating a world where every woman has access to a thriving and supportive community of diverse and confident individuals.

How do we do it?

WIR exists because amazing things can happen when driven, talented, bottom-line oriented women are fired up and collaborating to grow their careers and organizations.

Established in October 2018 by twelve accomplished women, WIR has rapidly grown, amassing over 7,000 members in 64 countries. Our members are actively engaged in networking, job hunting/recruiting, and supporting one another through our Slack community, events, and marquee programs.



The Women in Revenue organization has proven to be an invaluable resource. I've made many meaningful connections with fellow women professionals, all of whom grapple with similar career challenges. This supportive community has left a profound impact on my journey and I look forward to continuing to leverage the comprehensive and actionable resources they offer from Mentorship to speaker training sessions."

Jen Leaver, Director, ABM and Integrated Campaigns @ Full Story

Founded
2018

Members
7,000+

Locations
64 countries

Functions
Marketing
Sales
Customer Success
Revenue Operations



Offerings

- 1:1 Mentorship
- Flash Mentorship
- Speakers Bureau
- Slack Workspace
- Event Discounts

www.womeninrevenue.com