

# Your Online Job Search

*Putting the Puzzle  
Pieces Together*



**LOCKHEED MARTIN**



# When did it start? How did we get here?

## The 00s



2003 – LinkedIn – Recognized as the biggest game changer in online job searching. Allowing people to network and connect into jobs.

2003 – Niche Job Boards – Ladders, Dice, ClearanceJobs, USAjobs etc.



2006 – Rise of Scraper Sites – Collecting job data from 1000s of sites (Indeed, SimplyHired)

2008 – Glassdoor – Anonymous scoop on company practices, salary, interview questions, etc.

During this time ATS had expanded to include all parts of the hiring process from beginning to end. Software updates allowed video interviewing, background checks, social media checks, assessment questionnaires, and more. They also help employers post job listings across multiple sites more easily.



# When did it start? How did we get here?

## The 10s



2010 – ZipRecruiter – Built in ATS that allows for a better merge between candidate and company.

2013 – One Click Apply – Adopted by Monster and Indeed. Allows for easy (lazy) application.



2016 – LinkedIn – Bought by Microsoft for \$26B. Largest employment acquisition.

Today, some ATS programs are so advanced they serve as virtual recruiters, scanning and forwarding LinkedIn profiles without the candidates ever knowing they're in the running for a new gig. All of this new technology means job seekers must be aware of the current trends in order to keep their résumés at the top of the pile, so to speak.

# #1 Job Search Method

**C**lick

**R**eview

**A**pply

**P**ray

C ★ R ★ A ★ P

# “Same Resume” Three Versions

- **Presentation Resume**
  - ✓ Resume that you email to employers or take to Job Fairs
  - ✓ Style: Chronological, Functional, Combination
  - ✓ Format: PDF or Docx/Doc
- **Interview Resume**
  - ✓ Comprehensive
  - ✓ Portfolio based
  - ✓ Format: Printed
- **ATS Style Resume**
  - ✓ Formatting is very specific
  - ✓ Resume submitted with online application
  - ✓ Format: Doc/Txt



# Applicant Tracking Systems (ATS)

Note: This information is provided as a general reference and does not apply systemically to all ATS programs or to all companies as a whole



Whenever you upload a resume to an online form or fill out a questionnaire during a job application, an ATS is tasked with making your information visible to employers -- **or not**.



**ATS look for specific skills, words, and phrases in your resume in order to search, rank, or reject candidates.**

- 95% of businesses use this software solution to handle their recruitment process
- The ATS sorts through 100s of resumes to determine the “best fit” for the position

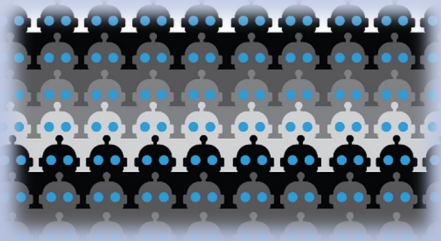


# The Top 3 Applicant Tracking Systems Traits



## “Knockout” Keywords or Answers

- A knockout question automatically rules out the candidate
  - Legal and Logistical – able to work in US, geographical area, work weekends
  - Basic Qualifications – Do you have X degree, license, certification
  - Cultural Fit – Prefer to work alone or as part of a team; preferred work style



## Frequency Matters

- Results are formatted and sorted on a match percentage
- Example: Mary has “Project Manager” in her resume 4x would score 90%. Bill scores a 25% because he only mentions it once.

## Hot Match

- Analyzes and rates applicants against job descriptions
- Rates match at 50%, 75%, and 90%



# The Application Black Hole

Up to 80% are determined unqualified within the first 10 minutes of the application process

Up to 75% of the remaining job applicants are unqualified immediately after hitting the submit button

At least 85% of resumes are rejected for using wrong words

Up to 40% of resumes are rejected for using wrong format

# How Can You Avoid the ATS Black Hole?



Keywords are the words employers & recruiters type into the ATS to find appropriate resumes

---

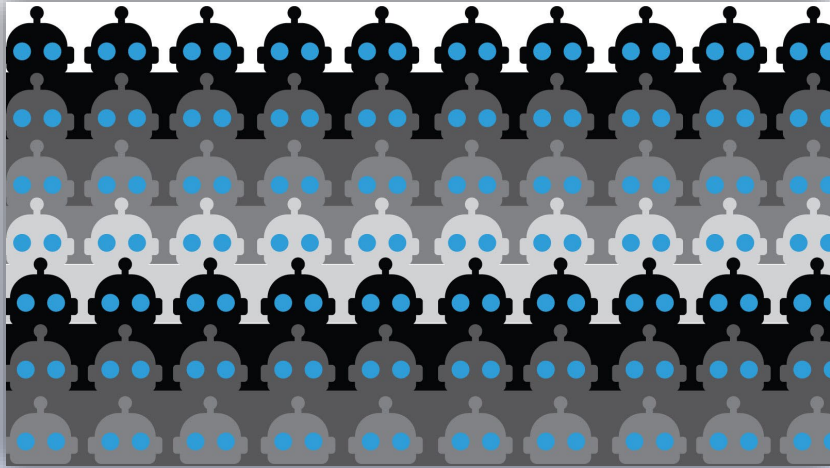
Regardless of how well-qualified you are, if your resume doesn't contain the words the ATS uses, the system will not find your resume

# The ATS Looks For A Specific Match

- The ATS will rank the resumes with the most keywords higher
- Keywords must come from the job description you are pursuing
- Do not use generic “buzz words” you found online

## Understand the Job Announcement

- Select top 10 items from the posting that you believe the employer is looking for in a candidate
- Use their words to match (MS Office vs Microsoft Office)
- Soft Skills and Hard Skills



# Let's Beat the Bots

## Getting Past the ATS Systems

### Top 10 Ways to Beat Them

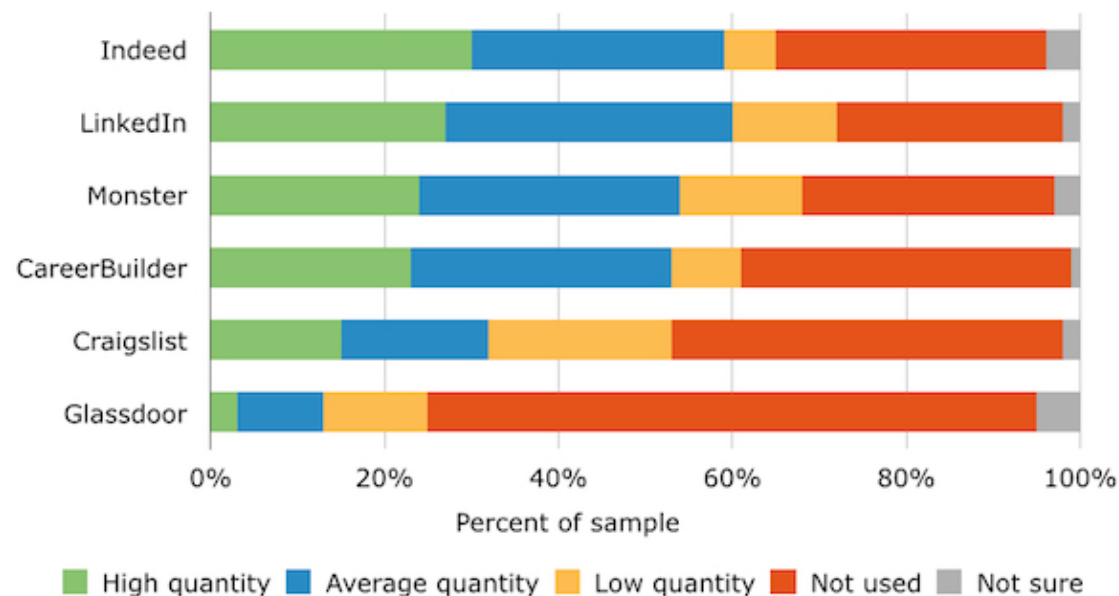
1. Font – Use Sans Serif Font (Tahoma or Calibri) works best vs. a Serif Font like Times New Roman
2. Bullets – Use a round bullet point • - Do not use anything fancy; keep it simple
3. File Type – Avoid PDF, HTML, Open Office, Apple Pages. Go with Word Doc or Txt
4. Style – Avoid Headers / Footers. Don't use columns, tables, charts, or graphs
5. Headings – Use standard headings “Work Experience” “Summary” “Education” not “About Me”
6. Keyword – Copy the announcement and copy into Word, increase to 18 font print, highlight keywords
7. Acronyms – Write them out unless the job description is using them
8. Word Clouds – Write them out unless the job description is using them
9. Jobscan – Copy/Paste job announcement; Copy/Paste resume – determines keyword match
10. NETWORK & NETWORK– Bypass the whole ATS system by obtaining a referral. Use LinkedIn.



## Indeed Delivers the Highest Quantity of Applicants

Another key consideration needed to determine a job board's worth: How many applicants does it deliver? When we asked recruiters to rate each job board in terms of how many candidates they received from it, Indeed came in first place, with 30 percent of recruiters saying the site delivers a "high quantity" of applicants. In second place, with 27 percent, was LinkedIn.

### Quantity of Applicants



In terms of quantity, Monster was a much closer runner-up than when delivering quality candidates. Twenty-four percent of respondents said that Monster delivered a "high quantity" of candidates, compared to just 8 percent giving the job board high ratings for "high-quality" candidates.



# Basic Keyword Search 101

Imagine you search *Office Manager*; you will get all kind of jobs with the word *Office* and *Manager*. So like a Production Line Manager may populate.



## Tips to an effective search:

1. Use quotation marks for the exact job title title: "office manager"
2. To search for a specific company would be company: "XYZ company"
3. To search specific job at specific company title: "office manager" company: "XYZ company"
4. To search specific skill set would be "top secret clearance"
5. To search specific job title with skill set title: "office manager" -top secret clearance



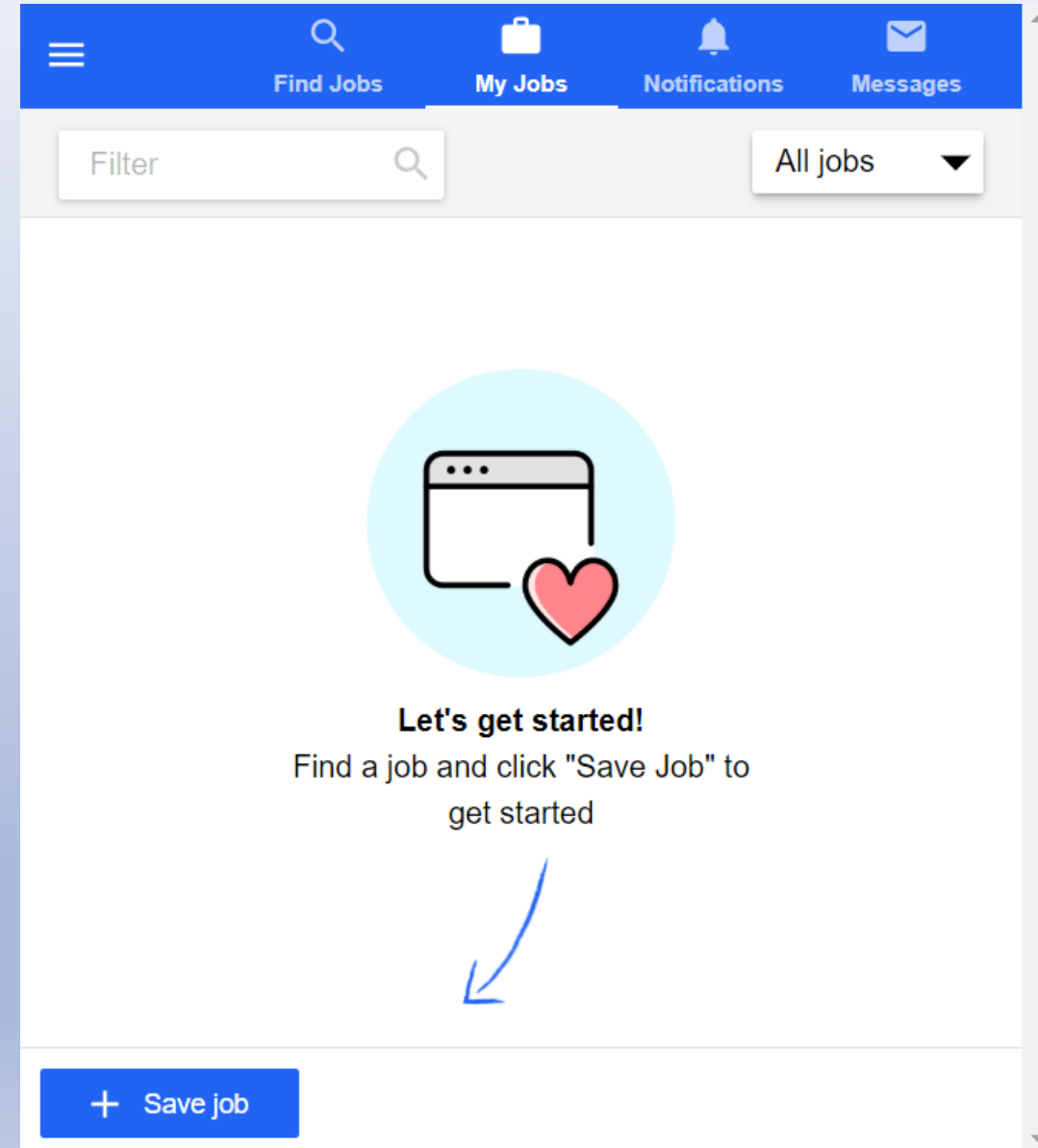
## My Jobs:

- Saved
- Applied
- Interviewing
- Offered
- Hired

- ✓ Upload Resume or Create Resume for easy apply
- ✓ Recommended Jobs
- ✓ Recent Searches
  
- ✓ Easily search jobs and save to apply on your desktop. Use "Apply Later".


# Indeed Chrome Extension


- Indeed for Chrome is totally free!
- Save any job from across the web with one-click.
- Easily come back to jobs when you are ready to start the application process.
- Track your progress by adding notes about which resume you used, interview times, and job details.
- Get real-time notifications to instantly know when employers message you.
- Manage status of saved jobs to quickly see where you applied, interviewed, and are waiting for offer.



# 1. After you see a position on Indeed, Simply Hired, Glassdoor, Monster, etc. go to LinkedIn and search for the company

Online MA in Psychology - Apply now for Pepperdine's online MA in Psychology program. No GRE req'd. Ad ...






**Lyft**  
San Francisco, CA • 118,204 followers  
Ranked 1st on the LinkedIn Top Companies | Startups list


[+ Follow](#) [See jobs](#)

1 connection works here.  
[See all 17,646 employees on LinkedIn](#) →

### Overview



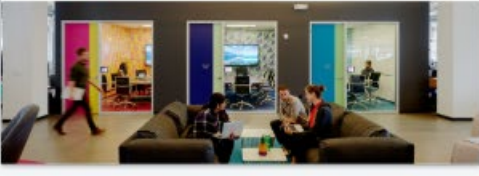
### Jobs



**Scott Raether, Career Coach and R...**  
Job Search Strategist ★ LinkedIn Optim...

[View jobs at Lyft](#)

### Life



### About us


Lyft was founded in June 2012 by Logan Green and John Zimmer to improve people's lives with the world's best transportation. Lyft is the fastest growing rideshare company in the U.S. and is available to 95 percent of the US population as well as in Ontario, Canada. Lyft is preferred by drivers and passengers for its respectful and friendly experience, and its commitment to effecting positive change for the future of our cities.

Wherever you're headed, count on Lyft for rides in minutes. The Lyft app matches you with local drivers at the tap of a button. Just request and go.

### Company details

[Website](#)

Ad ...



LinkedIn Member, explore jobs at Lyft that match your skills













[See jobs](#)

## 2. Search Employee Profiles on LinkedIn

People ▾ Lyft ▾ Connections ▾ Locations ▾ All Filters Clear 1

[Online MA in Psychology - Apply now for Pepperdine's online MA in Psychology program. No](#)

Showing 17,701 results

-  **Nate Wylie, PRC, STA** • 1st   
Recruiter - Business Operations at Lyft  
Greater Nashville Area, TN  
 56 shared connections Message
-  **Ebony J. Davila**  • 2nd  
Career Federal Civil Service  
United States  
 15 shared connections Connect
-  **SV - SOURIXAY VILALAY**  
"Show Volition Aspire Courageous Transformations!" SVACT.com  
Portland, Oregon Area Connect
-  **Rachel Duncan** • 2nd  
Looking for More Project work after taking a sabbatical.  
Dallas/Fort Worth Area Connect
-  **Stefan Jones** • 2nd  
SIUE Senator At Large, Health Care Professional, School of Pharmacy CEP and Honors St...  
Greater St. Louis Area Connect
-  **Emily Notaro** • 3rd   
Logistics Supervisor at JW Logistics  
Greater St. Louis Area Message
-  **Jason Agnes** • 2nd  
self-employed/ Uber/ Lyft Driver  
Greater St. Louis Area Connect

## 3. Filter Employee Profiles on LinkedIn

Connections "Scott Raether"

All people filters

Connections of

Locations

Locations

- United States
- San Francisco Bay Area
- Greater Los Angeles Area
- Greater Nashville Area, TN
- Greater New York City Area

Search past companies you worked for to find people that used to work for the same organization as you but now work for the current company of the job you want.

Current companies

- Lyft
- Uber
- United States Air Force
- Amazon
- Google

Past companies

- Lyft
- Google
- Amazon
- Apple
- Microsoft

Industries

- Staffing & Recruiting
- Internet
- Computer Software
- Transportation/Trucking/Railroad
- Information Technology & Services
- Marketing & Advertising

Industries: Staffing & Recruiting, Human Resources, industry of the job you are pursuing, a peer in your industry.

Nonprofit interests

- Skilled Volunteering
- Board Service

Schools

- University of California, Berkeley
- University of Phoenix
- San Francisco State University
- Stanford University
- University of Washington

First name

Last name

Title

Company

School




"Recruiter" or "Talent"




An alumni from same college


# Results


People ▾ Lyft ▾ Greater Nashville Area, TN ▾ Staffing & Recruiting ▾ Connections ▾

Showing 2 results

 **Will Tice** • 2nd   
Recruiting Specialist at Lyft  
Greater Nashville Area, TN  
 6 shared connections [Connect](#)

 **Danielle Nichols Pedigo** • 2nd   
Business Recruiter at Lyft  
Greater Nashville Area, TN  
 3 shared connections [Connect](#)

 **E-File 1099 and W-2 Forms**  
Get all-inclusive print, mail and e-file services quickly and securely.

 **EI Coaching Program**  
Emotional Intelligence Certification Training. ICF Coaches - 20% Discount [...](#)  
Ad



## 4. Contact them about the job opportunity

**Will Tice** • 2nd  
Recruiting Specialist at Lyft  
Nashville, Tennessee

[Connect](#) [Message](#) [More...](#)

**Highlights**  
6 Mutual Connections  
You and Will both know Richard C. Kreiberg, David Sadler, and 4 others

**Experience**

**Lyft**  
Recruiting Specialist  
Oct 2017 – Present · 1 yr 4 mos  
Nashville, Tennessee

- Manage full-cycle recruiting process for Lyft's Business organization ensuring a seamless, uniform and positive candidate experience.
- Partner with internal clients to develop sourcing strategy for current and future needs.
- Innovate on ways to build a talent pipeline and recruit in a variety of venues.
- Build strong pipeline to source and connect with potential candidates.
- Source candidates from relevant networks, online and internal databases, employee referrals and passive candidates through networking and research.
- Conduct regular business partners' meetings to educate on recruiting best practices, m... See more

**Associate**  
IQTalent Partners, LLC  
Jan 2016 – Oct 2017 · 1 yr 10 mos  
Nashville, TN

As a full-time Associate at IQTalent Partners, my current responsibilities include:

- Identifying and analyzing potential candidates based on client job descriptions
- Establishing contact with candidates and performing initial interviews
- Introduce candidates to hiring managers... See more

**People Also Viewed**

- Alex Shaw • 3rd  
Recruiting Specialist at Lyft
- Katherine Smith • 2nd  
Recruiting Lead at Lyft
- Hannon Eberts • 2nd  
Economics/Business Student-Athlete at Vanderbilt University
- Allen Chai • 2nd  
Lyft Bikes & Scooters Come join the BEST team ever! We're hiring!
- Tori Krikau • 2nd  
Operations Team Lead, Lyft
- Sarah Miller • 2nd  
Recruiting at Lyft
- Jayna T. • 2nd  
Lyft Operations Manager
- Jessica Han...  
Recruiting Le...
- Danielle Ni...  
Business Recr...
- Alexandra...  
Recruiting Co...  
HumanAPI

**Promoted**

- Richard C. Kreiberg  
Servant Leader | Global Relation...
- Corey Younger  
Regional Recruiter at Whelan Se...
- Carolyn Carson  
Regional Manager at HireMillitar...
- Jamie Carter  
Sr. HR Generalist at Bridgestone

## Options:

### 1. Connect

- Send Connection Request with message

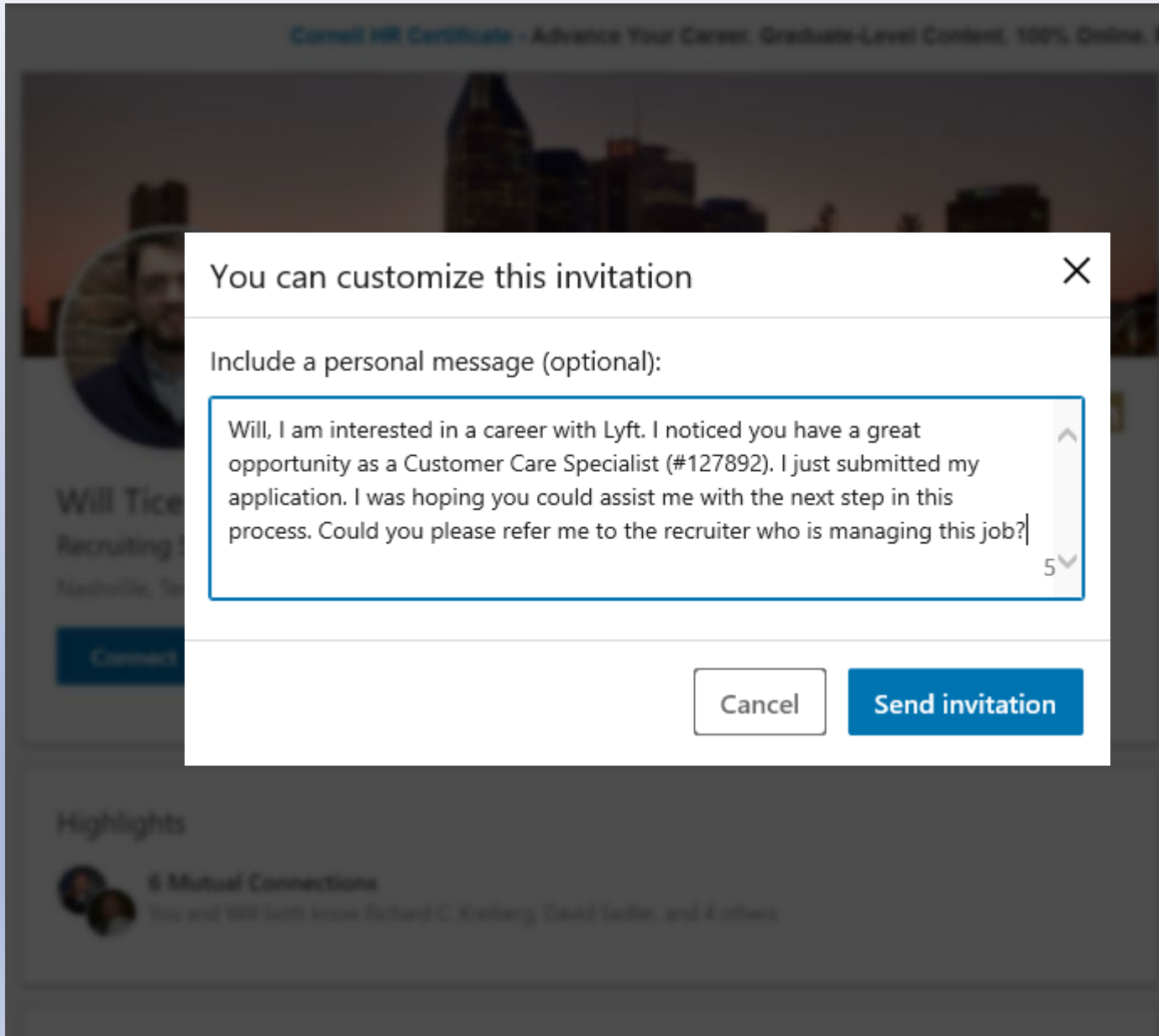
### 2. InMail

- For Premium Accounts. Allows for longer messages

### 3. Referral

- Ask someone in your network to refer you to him/her.

# Connection Approach



The image shows a LinkedIn connection invitation dialog box. The title bar reads "You can customize this invitation" with a close button (X) on the right. Below the title, it says "Include a personal message (optional):". A text input field contains the message: "Will, I am interested in a career with Lyft. I noticed you have a great opportunity as a Customer Care Specialist (#127892). I just submitted my application. I was hoping you could assist me with the next step in this process. Could you please refer me to the recruiter who is managing this job?". The text field has a character count of "5" and a scroll bar on the right. At the bottom of the dialog, there are two buttons: "Cancel" and "Send invitation".

## Pros:

1. It is quick, short, and less disrupting.
2. You don't need premium.

## Cons:

1. They must be a 2<sup>nd</sup> Degree connect.
2. Only allowed 300 characters.
3. Sometimes it is overlooked.
4. No attachments

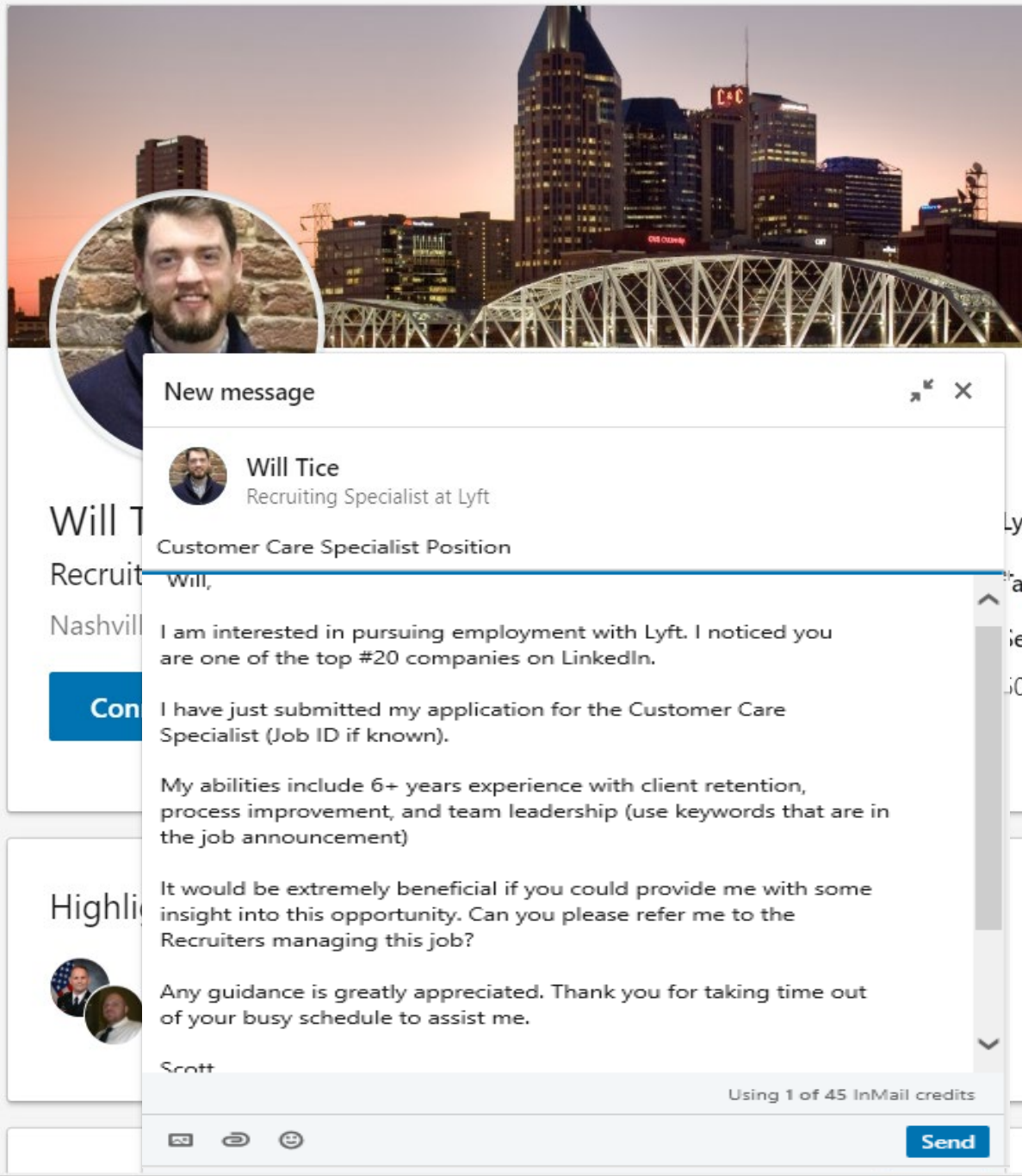
# InMail Approach

## Pros:

1. It is seen as an email and stands out.
2. Longer character limit.
3. Serves as a cover letter to show qualifications.
4. You could attach resume.

## Cons:

1. It is not a connection request. You do both
2. You must have Premium.



The screenshot shows a LinkedIn InMail interface. At the top, there is a circular profile picture of Will Tice and a background image of a city skyline at dusk. The message is titled "New message" and is from Will Tice, a Recruiting Specialist at Lyft. The subject of the message is "Customer Care Specialist Position". The message body contains the following text:

Will,  
I am interested in pursuing employment with Lyft. I noticed you are one of the top #20 companies on LinkedIn.

I have just submitted my application for the Customer Care Specialist (Job ID if known).

My abilities include 6+ years experience with client retention, process improvement, and team leadership (use keywords that are in the job announcement)

It would be extremely beneficial if you could provide me with some insight into this opportunity. Can you please refer me to the Recruiters managing this job?

Any guidance is greatly appreciated. Thank you for taking time out of your busy schedule to assist me.

Scott

Using 1 of 45 InMail credits

At the bottom of the message, there are icons for attachments, emojis, and a "Send" button.



Will Tice • 2nd  
Recruiting Specialist at Lyft  
Nashville, Tennessee

Connect

Message

More...

### Highlights



6 Mutual Connections

You and Will both know Richard C. Kreiberg

### Promoted



Get Liqu  
Learn How  
And Get C



FDA Cor  
Fully Qual  
compliant



Do You V  
Advance Y  
Certificate

### New message

Richard C. Kreiberg ✕

I noticed that you are connected to Will  
Tice

<https://www.linkedin.com/in/will-tice-249449a6/>

I was hoping that you could introduce me  
to him. There is a position with Lyft that I  
am interested in pursuing. I am highly  
qualified for the job and believe a direct  
referral could help me with the  
application process.

Do you mind providing assistance?



Send

### Messaging

Search

Connections to Will



Richard C. Kreiberg  
Servant Leader | Global Relations...



Corey Younger  
Regional Recruiter at Whelan Sec...



Carolin Carson  
Regional Manager at HireMilitary ...



Jamie Carter  
Sr. HR Generalist at Bridgestone



Nate Wylie, PRC, STA  
Recruiter - Business Operations a

## Referral Approach

### Pros:

1. Referral is #1 approach to job application.
2. Recruiters prefer referrals.

### Cons:

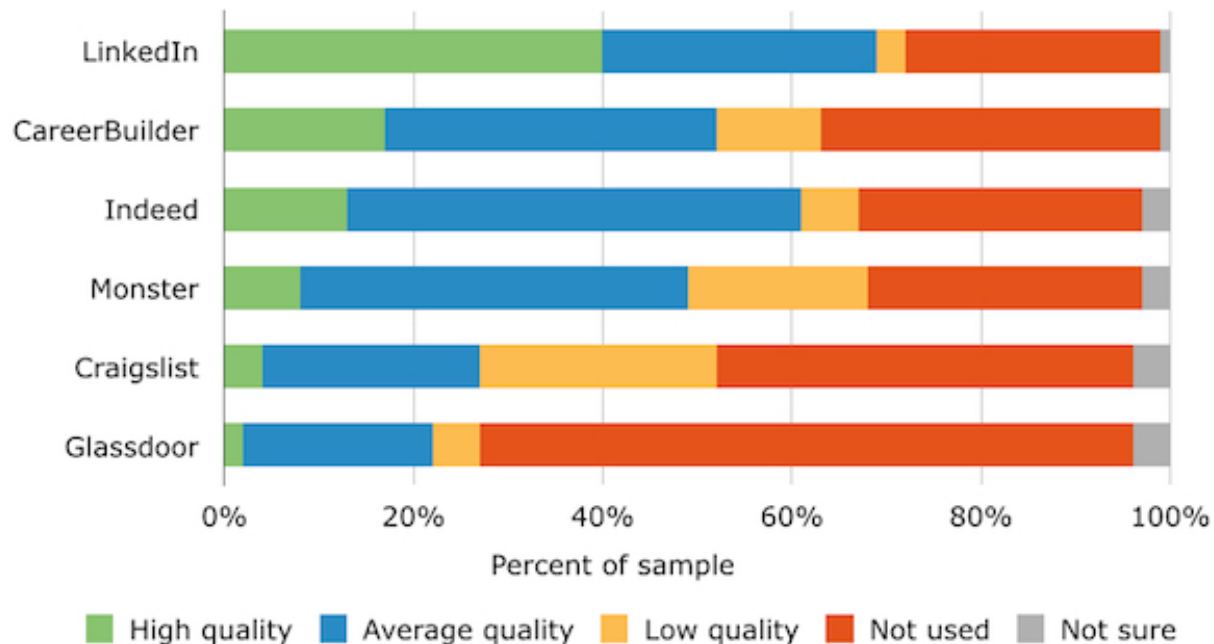
1. You have to have a relationship with referral.
2. No guarantee the referral will do it.
3. Becomes out of your hands.



## LinkedIn Delivers the Highest Quality of Applicants

We asked recruiters to rate the quality level of the applicants they receive through each job board. According to our survey, the majority (40 percent) of recruiters note that LinkedIn delivers “high-quality” applicants.

### Quality of Applicants



The runners-up, CareerBuilder and Indeed, were described as delivering “high-quality” job candidates by only 17 and 13 percent of recruiters, respectively. On the other end of the spectrum, Monster, Craigslist and Glassdoor delivered the fewest “high-quality” candidates.



## Searching Jobs on LinkedIn

✓ Greater Nashville Area, TN



### Lyft Operations Center Specialist Promoted

Lyft

Nashville, TN, US

The ideal candidate is someone who is energetic, calculating and well-prepared and maintains a passion for technology and current events with the ability to juggle several, ... app.greenhouse.io



1 connection works here

**PREMIUM** Top 50% among applicants · +58% headcount growth over 2 years

2 weeks ago



### Claims Customer Care Specialist Promoted

Lyft

Nashville, TN, US

We are looking for best in class service professionals and will provide the training needed. We're looking for someone motivated to go above and beyond for our community members... app.greenhouse.io



1 connection works here

**PREMIUM** +58% headcount growth over 2 years

2 weeks ago



### Manager, Learning Experience & Design

Lyft

Nashville, TN, US

We are seeking a fast-learning, results-oriented, and adaptive leader to create, implement, and continuously improve the associate and partner training experience. As part of ... app.greenhouse.io

**SIUE** 5 alumni work here

**PREMIUM** +58% headcount growth over 2 years

1 week ago

● Messaging



# Premium vs. Standard Account

The screenshot shows a LinkedIn job posting for a Premium account. The job title is "Manager, Learning Experience & Design" at Lyft in Nashville, TN, US. It was posted 1 week ago and has 100 applicants. The job description includes details about Lyft's community and the role's responsibilities. The job is categorized as Mid-Senior level, in the Computer Software, Internet, and Financial Services industries, and is a Full-time position. A "Get referred" section shows a referral from Nate Wylie, a Recruiter at Lyft. At the bottom, a "PREMIUM" badge is visible, and a section titled "Competitive intelligence about other applicants" shows that the user has 100 applicants and 5 out of 10 top skills among all other applicants.

**Manager, Learning Experience & Design**  
Lyft • Nashville, TN, US  
Posted 1 week ago • 100 applicants

At Lyft, community is what we are and it's what we do. It's what makes us different. To create the best ride for all, we start in our own community by creating an open, inclusive, and diverse organization where all team members are recognized for what they bring.

We are seeking a fast-learning, results-oriented, and adaptive leader to create, implement, and continuously improve the associate and partner training experience. As part of Lyft's Customer Experience & Trust

**Seniority Level**  
Mid-Senior level

**Industry**  
Computer Software, Internet,  
Financial Services

**Employment Type**  
Full-time

**Get referred**  
Your connection at Lyft can help you stand out.

**Nate Wylie, PRC, STA**  
Recruiter - Business Operations at Lyft

**PREMIUM**

**Competitive intelligence about other applicants**

Applicants for this job: 100 Applicants

Top skills: You have 5 out of 10 top skills among all other applicants

The screenshot shows a LinkedIn job posting for a Standard account. The job title is "Manager, Learning Experience & Design" at Lyft in Nashville, TN, US. It was posted 1 week ago and has 654 views. The job description includes details about Lyft's community and the role's responsibilities. The job is categorized as Mid-Senior level, in the Computer Software, Internet, and Financial Services industries, and is a Full-time position. A "7 connections can refer you" section is visible. At the bottom, a "PREMIUM" badge is visible, and a section titled "Competitive intelligence about other applicants" shows that the user has 9 out of 10 top skills among all other applicants.

**Manager, Learning Experience & Design**  
Lyft • Nashville, TN, US  
Posted 1 week ago • 654 views

At Lyft, community is what we are and it's what we do. It's what makes us different. To create the best ride for all, we start in our own community by creating an open, inclusive, and diverse organization where all team members are recognized for what they bring.

We are seeking a fast-learning, results-oriented, and adaptive leader to create, implement, and continuously improve the associate and partner training experience. As part of Lyft's Customer Experience & Trust organization, the Manager, Learning Experience and Design is responsible for ensuring that over 500 (on-premise and home-based support) associates and 2000+ partner site colleagues are equipped and enabled with the skills and mindset to support and solve for Lyft's unique customer base of drivers.

**Seniority Level**  
Mid-Senior level

**Industry**  
Computer Software, Internet,  
Financial Services

**Employment Type**  
Full-time

**Job Functions**  
Human Resources

**7 connections can refer you**  
Get referred to increase your chances of landing an interview.

**PREMIUM**

**Competitive intelligence about other applicants**

Top applicants: You're in the top % of applicants based on your LinkedIn profile

You have 9 out of 10 top skills among all other applicants

Match based on your LinkedIn profile: Leadership, Leadership Development, Microsoft Office, Social Media, Training

## Competitive intelligence about other applicants

### Applicants for this job

100 Applicants

3 Applicants in the past day

Remember to update your profile with the most relevant skills and experience to maximize your chances of getting this job

### Seniority level

53 Senior level applicants



16 Manager level applicants



10 Director level applicants



10 Entry level applicants



### Top skills

You have 5 out of 10 top skills among all other applicants

Training

Leadership

Public Speaking

Team Building

Leadership Development

Customer Service

Management

Microsoft Office

Project Management

Social Media

### Education

45% have a Bachelor's Degree

34% have a Master's Degree

12% have a Master of Business Administration

9% have other degrees

## Premium Job Search Benefits

- Know your competition
- Edit your top skills
- Learn about the company

# Manager, Learning Experience & Design

Lyft • Nashville, TN, US

Posted 1 week ago • 100 applicants

Save

Apply

## Ask for a referral



**Nate Wylie, PRC, STA**

Recruiter - Business Operations at Lyft  
Nashville, Tennessee

Hi Nate,

Hope all is well with you! I came across the Manager, Learning Experience & Design role at Lyft and am interested in applying. Would you be open to sharing my LinkedIn profile with the hiring team so they know about my interest in this role?

Happy to chat more if you have the time as well. Looking forward to hearing from you.

Nate will receive a link to view this job.

Back

Send

## Ask for the Referral

- Edit the message to show your qualifications.
- This could increase your chances 11x



## Tools Administrator

Lyft • Nashville, TN, US

Posted 2 weeks ago • Be in the first 25 applicants



At Lyft, community is what we are and it's what we do. It's what makes us different. To create the best ride for all, we start in our own community by creating an open, inclusive, and diverse organization where all team members are recognized for what they bring.

The Tools Administrator is responsible for implementing and maintaining the tools and systems used by the Customer Experience and Trust Team. The health and performance of these tools are critical to ensuring the productivity of our employees and third party partners, as well as our ability to respond rapidly to customer needs. This role is highly collaborative and fluid -- communicating with other CET managers, partners to capacity plan, and hit target service levels in a rapidly changing environment.

### Responsibilities

- Responsible for identifying, implementing, modifying, troubleshooting and supporting CRM, Text Analytics, tNPS, Telephony, and other tools utilized by the CET team.
- Responsible for debug/troubleshooting, provisioning/deprovisioning, system & licensing audits, IVR change management, and skill based routing and other general administrative tasks
- Debug / troubleshoot issues by collecting data across systems
- Responsible for repairing or escalating service exceptions
- Provide multi-tier support and collaborate with internal customers and IT members
- Create documentation, training materials, and host trainings.
- Expected to participate in a 24/7 on-call rotation that is responsible for repairing or escalating service exceptions

### Seniority Level

Mid-Senior level

### Industry

Computer Software, Internet,  
Financial Services

### Employment Type

Full-time

### Job Functions

Information Technology

## Scrapped Jobs on LinkedIn

- Application process is different.
- Takes you to company website to apply.
- Companies pay LI to take the jobs off of their website. Cheaper.

# Project Manager

Big Machine Label Group • Nashville, Tennessee

Posted 1 week ago •  Over 200 applicants

Save

 Easy Apply

## Position Overview

Liase between internal and external stakeholders to develop, produce, document, and execute marketing and branding strategy for assigned artist roster. Function as a first point-of-contact for managers and advocate for artists internally to create strategy consistent with artist vision while achieving company objectives and goals.

## Essential Job Functions

- Coordinate the efforts of Big Machine Label Group departments on behalf of assigned projects including: Production, Creative, Publicity, Marketing, and Radio Promotion
- Create and update marketing planner as a robust resource for external and internal teams to track all project-related timelines, assets, and initiatives
- Ensure information is accurately and efficiently communicated to all departments regarding strategy and release plans
- Manage artist schedule for street weeks, media days, etc to best achieve goals of all departments
- Lead artist management meetings and subsequently set priority action items
- Streamline all requests for creation of content, advertising, online tools etc and ensure established brand strategy is executed consistently across all content and assets
- Communicate production deadlines to management teams
- Collaborate with imprint General Managers to collect department budgets and assist with tracking of allocated project dollars
- Travel to key markets to support project campaigns and coordination of street week events
- Serve as center-point source of information, requests, and needs regarding all aspects of artist project

## How you match



Criteria provided by job poster

### Skills

- Management
- Communication
- Strategy
- Marketing
- Radio
- Budgeting
- Creative Content Creation
- Advertising
- Time Management
- Publicity

## Contact the job poster



**Rachel Knight Zola** 2nd  
Founder & President of The ...

 PREMIUM

[Send InMail](#)

## Job Details

### Seniority Level

Associate

**Dedicated Jobs on LinkedIn**

- Application process is different. “Easier”

This is specifically posted by the recruiter. More expensive.

These are HOT jobs

Always reach out to the recruiter for the position.

## Apply to Big Machine Label Group



**Scott Raether, Career Coach and Resume Writer**

Job Search Strategist ★ LinkedIn Optimizer ★ Mentor ★ Collaborator

★ A bridge linking candidate & company ★ Cubs Fan

Greater St. Louis Area

[Review profile](#)

Email

scott.raether@live.com

Phone

Resume (optional)

[Upload resume](#)

Microsoft Word or PDF only (5MB)

■ PREMIUM

Stand out to recruiters when you apply as a featured applicant



We include a copy of your full profile with your application

[Learn](#) what we do with your phone number and resume.

**Follow Big Machine Label Group**

[Application Settings](#)

Cancel

Submit application

## Dedicated Jobs on LinkedIn

- Edit profile to match job opportunity.
- Always add phone number
- Always upload Presentation Resume in PDF format.

Premium puts your application on top.



## What the Employer See When You “Easy” Apply

1. The Candidates Name
2. The Headline beneath their name
3. Current Job Title
4. Past Employment Job Title
5. Education
6. Recommendations
7. Connections
8. Contact Information

## **Important information to consider when applying**

1. 90% of have ZERO RECOMMENDATIONS
2. Craft Headline to Meet Criteria
3. Read Announcement Carefully; update profile
4. Employers don't get the whole picture
5. Make Contact and Reach Out

# Tracking the Insanity

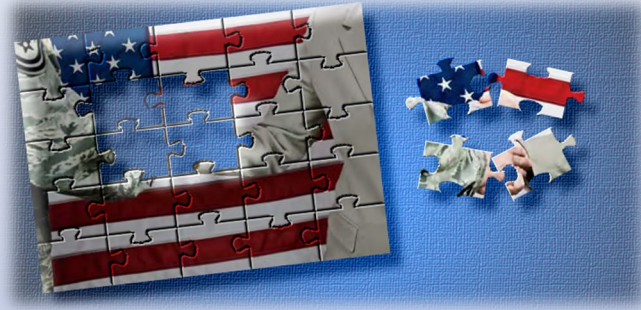
Can be done by 2 words....

## Jibber Jobber



1. Track up to 250 contacts (free) – notes, email, LI URL, etc
2. Follow important companies
3. Track the job applications; resume used, dates, etc.
4. Create Logs on meetings with notes
5. Upload documents
6. Watch videos

# Looking for a Job can be a full-time Job



1. Maintain a Daily Routine –
  - Wake up at the same time daily; get dressed; work the ‘office’
2. Set Daily and Weekly Goals –
  - Realistic – Number or contacts or jobs pursued.
  - Feel accomplished
3. Grow Your Network –
  - Connect with peers, recruiters, managers.
  - Set up informational interviews
4. Track Your Progress –
  - Did I mention Jibber Jobber?
5. Re-Educate Yourself –
  - Look at obtaining education or certifications
  - Read job search articles, attend classes, ask questions

