

BACK TO SCHOOL



BACK TO WORK



OUR AGENDA

1

**Job Searching
in a Digital
World
Presentation**

2

**Panel
Discussion
●
Q&A**

3

**Stay for...
Conversations
and
Connections**

WELCOME

Job Searching in a Digital World

**Susi
Pihera
workNet DuPage**

**Lisa
Schvach
workNet DuPage**



Michael Arking • 3rd+
Empowering Brands with Innovative Video | Brand...
3d • Edited •

+ Follow ...

I hired a stay-at-home mom for a sales support position.

Found her through [The Mom Project](#).

She didn't have a fancy resume.

But running a household with kids? It's CEO-level stuff!

I realize sometimes she may need:

- Occasional time off to care for sick kids
- Her camera turned off during some meetings
- Flexibility to balance it all

Her potential spoke louder than her experience: she's driven, attentive, and empathetic.

I have major respect for parents juggling work and family — it's pure dedication and hard work.

I try not to judge a person by a piece of paper alone.

A resume reflects past experience, not potential.

Give the right person their chance. 🙌

[#workingparents](#) [#worklifebalance](#) [#teambuilding](#)

3,646

270 comments · 151 reposts



Tips for moms reentering the workforce

Some moms are embracing their caregiving breaks and highlighting associated skills to tap into their networks and reach beyond their original industries.

September 15, 2023



Take aways from last week...

Susi's take aways:

- YOU have skills that employers need and want!
- Write your resume highlighting relevant skills and show how you are a good fit for the position.
- Write your resume so it is skimmable.



Planning Your Job Search

Actions for Success

Be selective in your search

Focus on the role you want and company you want to work for.

Maintain a strong digital presence

LinkedIn profile up-to-date and follow companies of interest on social media

Join professional organizations including LinkedIn groups

Join up to a 100 LinkedIn groups free (2.9 million groups on LinkedIn - LinkedIn, August 2021)

Learn a new skill

Many free or low-cost on-line platforms available.

Most public libraries offer free LinkedIn Learning, which offers over 21,500 self-directed learning programs.

Planning Your Job Search

Actions for Success

Assemble a target company list and view their website

Visit your local library for assistance with employer reference database

Leverage your current relationships

Identify your networking circle. Include friends, family, your community, church, sports, etc.

Make connections and have conversations that you're looking for a career opportunity

Be clear and specific in what you're looking for so people can best help you.

Explore job postings

Use job boards to view job postings but go directly to the company's website to apply and use LinkedIn to make an internal connection within the company.



Applicant Tracking Systems “ATS”

- ATS is software application that scans your resume/job application to determine if you meet the minimum requirements of a job.
- There are hundreds of different ATS, and all read your resume differently.
- Approximately 80% of job seekers that are known internally by the company are hired

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Resume Strategies for ATS

- Customize your resume and cover letter to each job description
- Use a highlighter to identify keywords, skills and phrases in job posting
- Write your achievements and skills that are relevant to the job
- Show how you are a good fit for the position
- Include transferable skills from your caregiving and/or volunteer experience should be included.

ATS Friendly Resume Format Tips

Resume must be clean and have simple formatting

Resume templates are not recommended. Some ATS cannot parse the data correctly

If using a template, it is recommended to copy text to your Notepad app and then into a Word document to remove any coding that may affect the ATS.

Graphic Free

- Avoid tables, columns, text boxes, decorative lines, pictures, open/hollow bullet points.
- Cautiously use italics, lines, underlines

Format DON'T'S

- No Headers or Footers
- No Templates
- No keyword stuffing

Format DO's

- Solid Bullet Points
- Bold Headings
- 1.0 margins

DO

- Save as .docx or plain text : JoanJobseekerWelder.docx
- Not all ATS' can read PDF's or google docs

Font

- Font Size: 11 or 12 point
- Font Style: Arial, Calibri, Verdana, Helvetica, Tahoma
- Keep Same Font Size and Style

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What Is LinkedIn



- LinkedIn is the world's largest professional network on the internet with over 900 million members
- You can use LinkedIn to find a job or internship, connect and strengthen professional relationships
- A complete LinkedIn profile can help you connect with opportunities by showcasing your unique professional story through experience, skills, and education.
- Get started by going to [linkedin.com](https://www.linkedin.com) and using a professional email.

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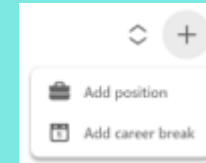
LinkedIn

Career Break

LinkedIn found half (51%) of employers would more likely call a candidate back if they knew the context of why they took a career break.



Go to the Experience Section



Click to add career break

Add career break

Experiences outside a linear career path can make people better colleagues, thought partners, and leaders. Share these moments that make you unique. Learn more about [career breaks](#).

* Indicates required

Type

Please select

- Please select
- Bereavement
- Career transition
- Caregiving
- Full-time parenting
- Gap year
- Layoff/position eliminated
- Health and well-being
- Personal goal pursuit
- Professional development
- Relocation
- Retirement
- Travel
- Voluntary work

Save

LinkedIn

Career Break



Add a description of your transferrable skills and soft skills

Add career break ×

Ex: London, United Kingdom

I am currently on this career break

Start date*

Month ▼ Year ▼

End date*

Month ▼ Year ▼

End current position as of now - Group Fitness Instructor at Geneva Park District

End current position as of now - Senior Program Specialist | Rapid Response Specialist at DuPage County

Description

0/2,000

Profile headline

[Save](#)

LinkedIn

Career Break Description Examples



2000 characters to describe your career break. Start with a summary and add experiences.

Highly motivated to rejoin the workforce in a role that leverages my organizational skills after taking a career break for caretaking.

Girl Scout Leader

9/2010 – 5/2015

- Established new girl scout troop that expanded to four additional troops over five years. Trained volunteer leaders on troop management and operations. Planned and administered meetings, projects, and recruited volunteers. Organized community service opportunities to foster growth. Maintained compliance with national organization rules and governance.

Primary Care Giver

11/2020-9/2021

- Provided general nursing care for parents, increasing their life quality and extending their life spans.
- Served as advocate during medical appointments and hospital stays to ensure quality care and managed communication among multiple practitioners.
- Coordinated bill paperwork/payments with Medicare and insurance; managed household and estate matters.

LinkedIn Headline

Picture

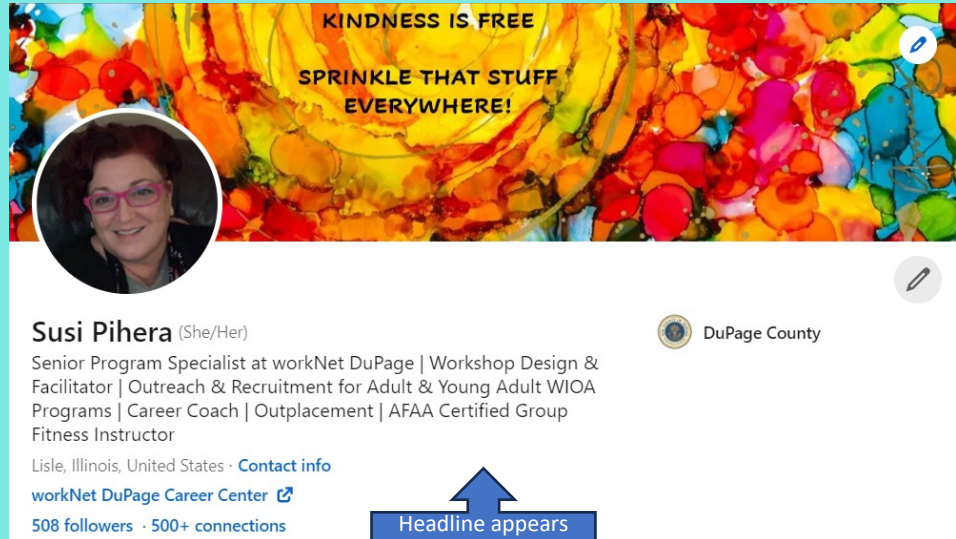
- Simple background
- Dress appropriately
- SMILE & look at the camera
- Crop & align your photo
- Test & update your photo

Background banner


- Free banners are available online

Headline (max 220 characters)

- Job title
- Expertise and the value you provide
- Hard skills
- certifications
- Affiliations
- Location
- Big achievements
- Personal Values
- Include link for a digital portfolio



KINDNESS IS FREE
SPRINKLE THAT STUFF
EVERYWHERE!

Susi Pihera (She/Her)
Senior Program Specialist at workNet DuPage | Workshop Design & Facilitator | Outreach & Recruitment for Adult & Young Adult WIOA Programs | Career Coach | Outplacement | AFAA Certified Group Fitness Instructor
Lisle, Illinois, United States · [Contact info](#)
[workNet DuPage Career Center](#) 
508 followers · 500+ connections

DuPage County

Headline appears
in posts &
comments

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LinkedIn

The About Section

EXAMPLE

I am currently a Software Engineer at XYZ company with 5+ years of experience managing teams of 50-100 members.

Responsible for managing more than 30 projects with budgets ranging from \$100K to \$1.7M.

Before joining XYZ company, I have -
Founded two startups currently valuing XYZ
Worked as a Machine Learning Engineer at ABC company

Please get in touch with me for any new opportunities.



Save time by copying and pasting sections of resume:

- Professional summary
- Achievements/accomplishments
- Key skills
- Technology skills

Use keywords that are:

- Relevant to your industry and profession.
- Specific to your skills and experience.
- Commonly used in job descriptions.
- Likely to be used by recruiters when searching for candidates.
- Include numbers and data

Note:

- Max 2600 characters
- Short paragraphs
- Can use first person

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LinkedIn Networking Tips

Simple Connection Request Message

Hi {First_Name},
I found your profile through (mutual friend, group or school, or post/comment). I am interested in learning more about your industry; given your background I trust you are the right individual to learn from. Let me know if this is something you are interested in.
Cheers,
{Your_Name}



- **Strive for 500+ connections to make you more visible to recruiters and increase your chances to learn about job opportunities.**
- **Send a connection request and be sure add a personalized note.**
- **Join LinkedIn groups**
 - There are over 2.9 million groups on LinkedIn
 - Message individuals in group
 - Informational interviews
 - Learn about job opportunities
- **Be active on LinkedIn!**
 - Comment on posts
 - Share posts
 - Post job related articles

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Next Steps

1. Be selective in your search. Focus on the role you want and company you want to work for.
2. Identify your networking circle and make connections/have a conversation that you're looking for a career opportunity. Be clear and specific in what you're looking for so people can best help you.
3. Assemble a target company list and view their website career pages.
4. Use job boards to view job postings but go directly to the company's website to apply and use LinkedIn to make an internal connection within the company
5. **Focus on the future! You have a LOT to offer an employer!**



Panel Discussion

Catherine McNeil

**Founder,
Disruptive Inc. & Talent
Development
Consultant**

Southern Company Gas

Ashley Szymanski

HR Generalist

HBK Engineering

Lisette Zuniga

HR Administrator

**Naperville Park
District**



**Thank you for
attending!**

**Join us for the next
Back to School Back to
Work session:**

**Friday, September 29, 2023
10 AM – 11 AM
Interviewing & Negotiation**

Questions?