







Job Search in the Digital Age

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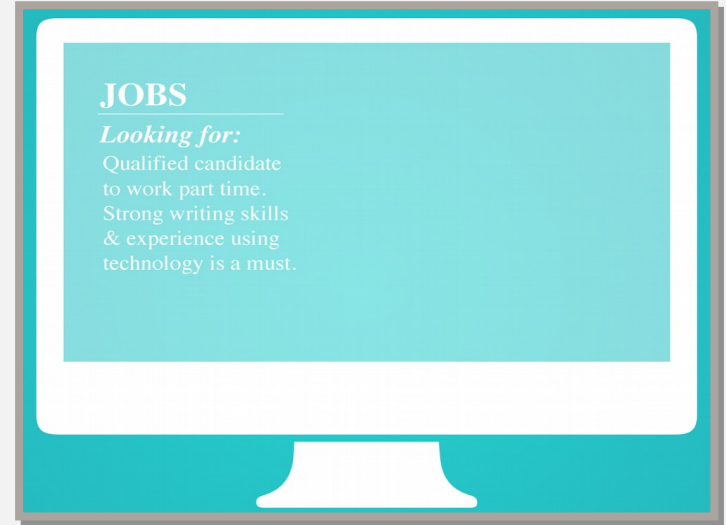
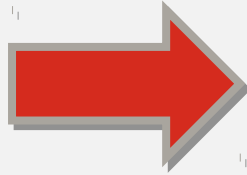
Real Possibilities

60-Minute Overview

In this session, you will learn about:

-  Job Search Engines
-  Resume Reminders & Age-Proofing
-  Importance of Keywords
-  LinkedIn Tips for Online Networking

Evolution of the Job Search



Finding a Job Online



**Job
Search
Engines**

Job Search Engines



Resume Reminders



Resume e Tips

Resume Reminders

- **Length:** No more than 2 pages
- **Font:** At least 11 points
- **Error Free:** Check for grammar & spelling
- **Save as a PDF:** To maintain style & formatting

Resume Reminders (continued)

Action Verbs:

Managed. Designed. Led. Developed. Directed. Oversaw. Advised.

Quantify Results:

"Wrote three successful grant proposals, resulting in funding to serve an additional 100 clients." "Developed billing system that trimmed costs by 10 percent."

Recognition:

Salesperson of the Month, Customer Satisfaction Award Winner, etc.

Age-Proofing Your Resume



List Recent & Relevant Jobs

PROFESSIONAL EXPERIENCE

General Manager, Pine Tree Restaurant, Oklahoma City, OK (2012-Present)

Store Manager, The Cake Factory, Oklahoma City, OK (2007-2012)

Sales Representative, Good Coffee Company, Boulder, CO (2003-2007)

Remove Dates of Graduation



B.A., Biology, Pitcairn University – 1969

Certified Hospitality Specialist – 1989

Use a Professional Email Address

Sparklebutterflies@aol.com
janesmith@hotmail.com



trisha.washington@gmail.com
janesmith@icloud.com

Highlight Skills & Certifications



Customize Your LinkedIn URL



[linkedin.com/lexi-sanders-292847b2](https://www.linkedin.com/lexi-sanders-292847b2)



[linkedin.com/lexi-sanders](https://www.linkedin.com/lexi-sanders)

Keywords to Get Noticed

daily operations

fast-paced environments

staff development

KEYWORDS

customer loyalty

restaurant management

process development

Keyword Example

Job Listing

This is an exciting job opportunity where you will work on a wide variety of **residential and commercial** products. Add to your experience as you work on commercial solar jobs, install generators and more! You will have the chance to travel throughout the area.

“residential and commercial”

Resume

Journeyman at Electricians, Inc.

7 Years

Worked as a Journeyman electrician serving both **homes and businesses**, with a focus on cable splicing and installing fire alarm systems.

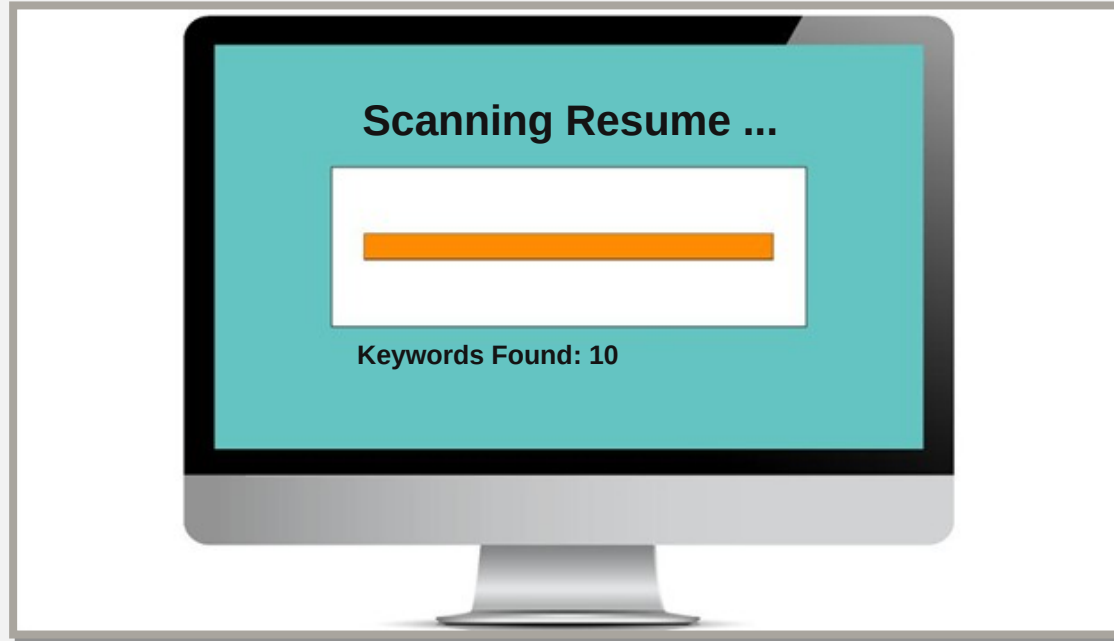
Apprentice at Lightning Electric

3 Years

Apprenticed at leading local electrical company while studying electrical theory and building code.

“homes and businesses”

Scanning for Keywords



Online Networking



LinkedIn

400+ million
REGISTERED MEMBERS

Leveraging Your Networks

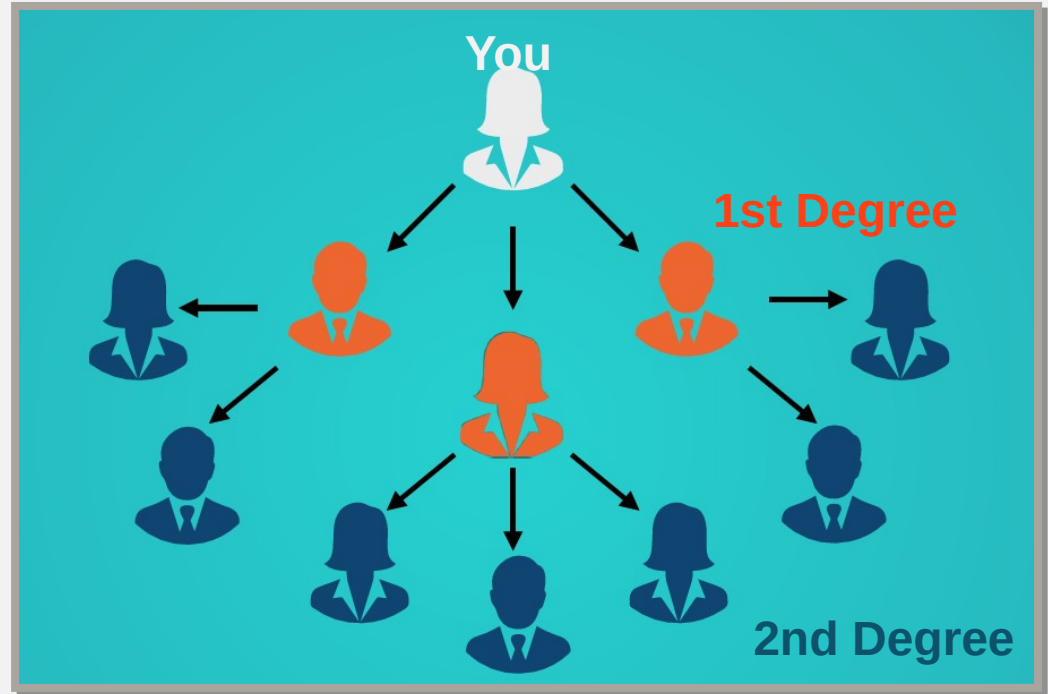
1st Degree

People You Know







2nd Degree

**People Your
Connections Know**



Enhancing Your LinkedIn Profile

-  **Profile Photo**
-  **Skills & Endorsements**
-  **Recommendations**
-  **Groups**

Additional Resources



Learn@50+

aarp.org/learnat50plus



**Thank You for
Joining Us!**

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