



Marketing Strategies for Job Search Success (Even in a Tight Economy!)

By
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Terry Suffredini

The Engineer's Coach

Terry Suffredini is The Engineer's Coach. After earning her degree in Chemical Engineering from UT - Austin, she spent more than 2 decades working in the environmental field. She later transitioned into process design and then into project management, working mainly with large (\$350MM+) midstream oil and gas EPC projects. Recently, Terry decided to take a bold move and retire from active engineering to focus on her business. A certified Life and Career Coach, it is Terry's mission to use her extensive experience and demonstrated abilities to help fellow engineers excel both personally and professionally.







Does this look like you in your job search....??





Or have you tried...



Or finally, resorted to...



Poll Question



What is your current employment status?



Poll Question

You are...




What is Marketing?

"Building your brand, convincing people that your brand (meaning your product/service/company) is the best and protecting [and nurturing] the relationships you build with your customers."




Marketing 101 for Job search

- Know what you want
- Develop your Brand
- Make it consistent
- Be persistent




Marketing materials for Job Search



- 15-sec commercial
- Business cards
- **Resume**
- **LinkedIn profile**
- **Your network**



Always keep in mind...



No matter what is going on in the economy...

You are only looking for **ONE!**



Before you create your Resume, consider this...



- Most people are doing them wrong
- Standard resume formats don't work today
- Hiring managers want to know how you're going to help their bottom line



First....



A DISCLAIMER



And this...



- Rule of thumb – one page (2 max)
- 100% accurate
- Must look professional – no fancy fonts or photos
- Be honest





#1

Secret to creating a great resume...





Don't start with the resume!!





Accomplishments tell a story

- **S**ituation
- **O**ppportunity
- **A**ctions taken
- **R**esults achieved





Accomplishment Example 1

Successfully trained a tri-state team of over 800 managers, sales reps, technicians, and support staff on key company programs which resulted in improving service levels by 10%, improved operations processes, and increased customer satisfaction.



Accomplishment Example 2



Completed special assignments on inventory phase-outs, unallocated materials, and obsolete inventory resulting in savings to the company of \$1,500,000.



Accomplishment Example 3



Managed construction of a \$2,600,000 central control room (CCR) for an NGL fractionation facility. Oversaw subcontractor in the design and construction of the building. Also worked with the client to coordinate all of the electrical and control systems needed to run the facility from the CCR. The project was completed on time, despite significant delays created by many days of heavy rains.



Resume writing tips...



- Don't bury the lead
- Omit your physical address
- No solid lines
- Don't overemphasize your name



More resume tips...



- Include a seeking statement
- Provide a career summary
- Include *Selected Career Highlights* (only place for bullets or dashes)
- Keep job history/experience brief



And more...



- No dates on Education
- No GPAs (Sorry!)
- No "References on Request"
- Add Keywords!!



Finally, eliminate any phrases like:



detail-oriented
 solutions-focused
 motivated
 people-person
 excellent-communicator
 results-driven
 hard-worker
 team-player



Examples to download



1) Accomplishments Inventory

2) Resume



Poll Question



Is the preceding information on resumes:



If you need to include a cover letter, be sure to:



- Introduce yourself/capabilities briefly
- Show your interest
- Show that you've done your homework
- Plant the seed



If you need to include a cover letter (cont'd):



- Ask for their consideration of your resume/application
- Keep it to one (1) page

The objective:

To convince them that reading your resume, and then talking to you, is worth their time!



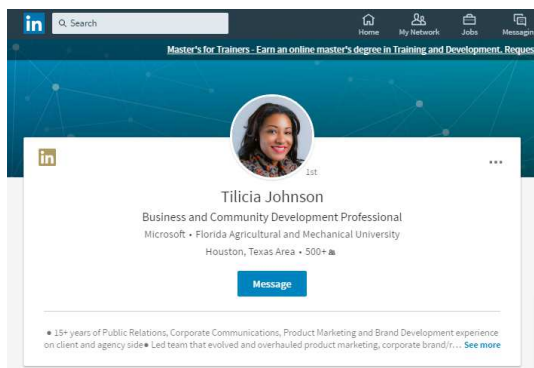
Next...



Optimize your LinkedIn profile:

- Photo
- Headline (think Keywords!)
- Summary (more keywords)
- Upload resume (if different)







Howard Gee 1st

Seeking a Reservoir Engineer position to increase a Company's profitability by drilling wells and training up engineers

In Transition • Texas A&M University
Houston, Texas Area • 500+ 

[Message](#)



Michelle (Hamilton) Peavy 1st

Looking to hire Director of IT for drilling/engineering software group. MUST HAVE E&P company experience in CALGARY.

Rimi and Company • Dr EP Scarlett High School
Houston, Texas Area • 500+ 

Optimize your LinkedIn profile (cont'd): 

- **Start connecting (300 minimum)**
- **Get references and endorsements**
- **Join groups**





Now...

WHERE. ARE. THE. JOBS??!





You have to Network!

- “Hidden” = Unpublished
- Give before you get
- LinkedIn
- Recruiters
- Volunteer





Remember...

Always be Networking!!



End result...



If you are tired/frustrated with your current career path, I can help!



1. Visit www.theengineerscoach.com and download (free!) *The Top 11 Surefire Resume Writing Strategies That Get Results!*

2. Contact me at:
terry@theengineerscoach.com to schedule a complimentary *Love My Career* strategy session.