JOB APPLICATION MATERIALS WORKSHOP – LET'S GET PREPPED!

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RESUME AND COVER LETTER

- **Resume**: Use a template and keep it to a single page if possible
- **Cover Letter**: Bookmark this blog post by Clay Spinuzzi
- **To consider**:
  - If a job ad isn't thoughtful, consider not putting in cover letter
  - Red flags for ads:
    - Outdated tools
    - Won't mention product
    - Won't mention duties and career evolution
    - Doesn't make values clear
    - Very similar to other job descriptions (reused template)
    - Sounds like it came from HR or a recruiter – it doesn't speak to the profession

PERSONAL BRANDING

- Think about these topics:
  - **Past experience**: What makes you unique?
  - **Strengths**: What are your specialties or wheelhouse areas?
  - **Content areas**: What are you interested in and why does it matter?
- Then combine them into your elevator pitch:
  - I am a technical writer with a background in [3 experiences]. I use these skills to [how they inform your work]. In [XYZ industry], I bring these skills to accomplish [XYZ].

JOB BOARDS

- In order of relevant and timely job listings:
  - LinkedIn (Premium if possible)
  - Glassdoor
  - Indeed
  - Editorial Freelance Association jobs (membership required)
  - STC job bank (Writing Assistance, Inc.) (membership required)

OTHER JOB BOARDS

- Dice
- https://www.virtualvocations.com/
- **Startups**: venture capital sites – look for job title and apply through them
  - Main website > look at portfolio page > Jobs or Careers section > Restricted search community within their portfolio companies
  - https://mobile.linksv.com/
  - https://wellfound.com/

ARTICULATE YOUR WRITING PROCESS

- At glance, the writing process looks like this:
  - Gather information and requirements
  - Schedule an interview/demonstration (and record it)
  - Write a draft
  - Ask the SME to review the draft
  - Seek peer review (if possible)
  - Publish

If the hiring manager is also a writer, feel free to ask them about their process too!

DIVERSIFY YOUR SKILLSET

- A diversified skill set means different skills for different industries. What skills could be useful for your chosen industry?
- If you want to expand your skills, there are plenty of free resources to sharpen your non-writing skills. For example, you can learn more about coding through these resources:
  - Codecademy (Freemium)
  - The Odin Project (Free and Open Source)
  - LinkedIn Learning
  - Udemy

NETWORKING

- STC
- LinkedIn (referrals!)
  - Recruiters
  - Connections
  - Extended connections
- Conferences

PORTFOLIOS

- Honor NDAs
- Use password protection on your website or Google Drive
  - Consider that recruiters might view passwords as blockers
- Fragment of portfolio on your own GitHub page