

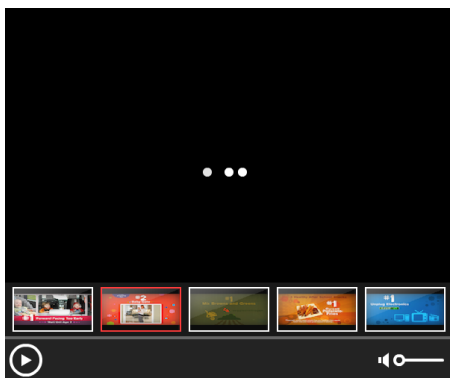


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# 2015 Job Hunt: 4 Ways to Stand Out From the Crowd

By Nicole Fallon, Business News Daily Assistant Editor | January 8, 2015 08:41 am EST

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The beginning of a new year is one of the most popular times to look for a job. In fact, data from job search website [SimplyHired.com](#) revealed that searches on Monday (Jan. 5), the start of the first full week of the month, were up 56 percent from December averages. So if you're seeking a new position right now, you're going to have to deal with quite a bit of competition.



Credit: Oleksiy Mark/Shutterstock

Knowing that there are hundreds, if not thousands, of other candidates vying for similar positions in the same industry can be intimidating for any job seeker, regardless of experience level. Standing out in the sea of applicants is no small challenge, but with the right strategies, you can bring your résumé to the top of a hiring manager's pile.

Job search experts agree that the most successful candidates will be the ones who use technology to their advantage. Here's what they had to say about increasing your chances of getting hired in 2015. [\[4 Secrets to Keeping Your Career Resolutions\]](#)

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## Pay close attention to your social profiles

Unsurprisingly, [social media](#) has become the go-to tool for today's recruiters. The majority of candidates have profiles on at least one major networking site, so it makes sense that hiring managers would research potential employees there. You probably know to keep your social presence free of questionable content, but if you haven't taken the time to actively enhance your profiles' SEO for your job search, you might want to think about doing so now.

"Be sure to constantly update your social profiles with buzzwords and keep experience and information relevant," said Kimberley Kasper, chief marketing officer of recruiting platform [Jobvite](#). "On LinkedIn, (more than 90 percent of) recruiters look for professional experience, length of professional tenure and specific hard skills (according to Jobvite's 2014 Social Recruiting Study). If you want to catch the attention of recruiters, keep this information current."

Kasper noted that social media can also be a great place to show off your portfolio of work. The Jobvite survey found that about a quarter of recruiters will check out personal blogs and/or Facebook to view candidates' writing or design work.

## Keep your résumé with you on the go

While mobile job applications may not be standard across the board yet, they are becoming more popular. In February 2014, [LinkedIn](#) reported that 45 percent of active job seekers have used a mobile device to apply for a job, and that number has likely increased since then. Susan Vitale, chief marketing officer of applicant tracking system [iCIMS](#), advised keeping an accessible version of your résumé on your mobile device through Google Drive or Dropbox so you can apply to jobs as soon as you see them, before someone else does.

"Recruiters are looking to fill jobs yesterday," Vitale told Business News Daily. "They don't want to have [positions] posted forever. Apply as soon as possible – if you see it on the go [and you have your résumé handy], you can apply right away."

Because recruiters are increasingly using mobile devices to review job applications, it's even more important to make sure your résumé looks great on any screen. Kasper recommended emailing your résumé to yourself and opening the PDF attachment on your phone to check and correct any formatting issues.

## Be prepared for video interviews

Another emerging recruitment trend is video applications and interviews.

Today's employers are speaking with potential employees via Skype and reviewing candidate-created video content as a time- and cost-effective screening method, so it's wise to get comfortable in front of the camera.

"Video is going to give people the opportunity to make themselves stand out," said Jack Hill, director of talent acquisition solutions at [PeopleFluent](#), a human capital management software company. "It all dovetails into understanding the company and the role you're trying to get, and then relating your skills and expertise to that role and the ultimate goal of the organization. This can be done in written form, but it can also be done quite well in video."

"[Recruiters] are starting to leverage video to pre-screen candidates," Vitale added. "[They may] send video requests for candidates to answer one or two questions. It really gives job seekers a leg up and shows off their creativity, skills and professionalism."

### **Network with potential employers online**

Career fairs and in-person networking events are great for making connections with potential employers, but don't underestimate the power of joining in online conversations and communities. Vitale encouraged both active and passive job seekers to connect with companies they might want to work for on social media, especially if there's a mutual connection.

"Stay in touch early and often," Vitale said. "It helps your chances of being hired later on. If you're a referral from someone [associated with the company], note who referred you [so you can] leverage that."

Industry-related Twitter chats and LinkedIn groups can also be a great place to get introduced to individuals who can help you get the job you want.

"Start engaging on professional websites or discussion boards in communities that are relevant to the job or industry you're interested in," Kasper said.

Finally, be sure to stay on top of company news through their most frequently updated channels.

"Get to know the company you want to work for," Kasper said. "Check out their career site, follow them on Twitter and keep up to speed on their recent news. This will help you to showcase your own personality based on how it aligns with that company's values and culture in the application process."



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*Nicole Fallon*

Nicole Fallon received her Bachelor's degree in Media, Culture and Communication from New York University. She began freelancing for Business News Daily in 2010 and joined the team as a staff writer three years later. She currently serves as the assistant editor. Reach her by [email](#), or follow her on [Twitter](#).



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