

# employmentEdge

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## Online Reputation Management by Phil Rosenberg, [www.reCareered.blogspot.com](http://www.reCareered.blogspot.com)

If a potential employer searched for you online what would they find? Would it help you get a job, or hurt your chances?

Online reputation management gives you the chance to gain an unfair advantage in your job search, by making it easier for you to be found. However, if not managed, your online reputation could deliver damage to your job search.

Online reputation management has two parts:

**Managing content:** Much press has been made out of companies starting to check job seeker's profiles on social networks. How could this be damaging? These tips aren't meant to suggest you don't use online services, just that you make sure to review what is publicly visible. Google searches can turn all of this up:

1. **Inconsistency:** Your profile could be inconsistent with your resume. Change your resume --> Change your profiles.
2. **Unprofessional Content:** Your profile could show unprofessional content - This is more relevant for Facebook and Myspace accounts, where friends can tag you in pictures, and can post things to your landing page. Make sure you set your defaults so you approve everything that goes to your account. On Facebook, check all your walls and pictures daily.

*See Online Reputation, Page 4*

## opportunity Spotlight

**37212 - Licensed Veterinary Technician** - Chesapeake based private veterinary office is in need of a licensed Veterinary Technician. New licensure is acceptable. Immediate need! Contact Brenda Bigelow at 757-518-8600 for more information.

**52040 - Accounting Assistant** - Firm on Peninsula in need of experienced accounting assistant. Must have 2+ years experience with A/P and A/R and be able to create complex spreadsheets in Excel. Must have Associates degree in Accounting. Contact Sam Morton at 757-873-0447 for more information.

**37187 - Senior Accountant** - Virginia Beach financial company seeks a Senior Accountant to join their team. The ideal candidate must be sharp, dynamic and able to function in a fast-paced environment. Duties include A/P, A/R, general ledger, reconciliations, financial analysis, financial statement preparation and research. Some overtime will be required. Must be proficient in Microsoft Excel and familiar with QuickBooks. The position requires a BA/BS in Accounting or related field and a minimum of 5 years of accounting-related work experience. Contact Liza Parker at 757-518-8600 for more information.



*See opportunity, Page 2*

Southside  
757-518-8600  
Norfolk

The Employment Professionals  
**DonRichardAssociates**  
Your Staffing & Recruiting Partner in Hampton Roads

Peninsula  
757-873-0447  
Newport News

*opportunity, continued from page 1*

**52013 - Paralegal** - Qualified Paralegal will assist attorneys with complex paralegal duties in connection with estate planning, long-term care and tax matters. Must deliver exceptional client service skills. Must have 5 years experience and possess excellent critical thinking skills. Prior experience working with legal time and billing systems is a must! Strong verbal and written communication skills needed as well as proficiency in WordPerfect, Word & Excel. Must be able to manage time wisely and tend to client matters simultaneously. Fantastic opportunity and benefit package. Contact Joyce Diaz at 757-518-8600 for more information.

**52042 - Clinical Auditor** - A Norfolk based hospital is in need of a Certified Medical Biller to research codes, dictation and other medical records to ensure that the most accurate combination of codes is used for each patient. Assign proper IC9-9-CM or CPT-4 codes to patient records. Enters charges, completes and follows up on missing information from Physicians. Meets end of month schedule and other administrative duties. MUST be a certified Professional Coder and must provide proof of examination completion. Contact Brenda Bigelow at 757-518-8600 for more information.

**51830 - Accounts Receivable Analyst** - Large commercial contractor in the power industry is looking for a degreed accountant to perform in-depth customer analysis on collection efforts and payment trends. Essential duties include developing changes in methodology to increase cash collections and reduce daily sales outstanding. Must be able to develop and maintain positive working relationships with internal sales team and external customers and ensure compliance with all cash application policy and procedures. MUST have strong Microsoft Excel skills, have a BS/BA in Accounting and at least 3 years experience. Contact Liza Parker at 757-518-8600 for more information.

**37206 - Attorney** - Local law firm in search of attorney with preferably real estate or foreclosure experience. Will also consider attorney with 3-4 years of defense litigation experience or mortgage/banking experience. Will assist with drafting deeds, title clearance issues, dealing with lender requirements and builder guidelines. Firm is willing to train right attorney in the intricacies of foreclosure law. Writing sample and law school transcript needed. Great law firm with strong benefit package. Direct hire opportunity. Contact Joyce Diaz at 757-518-8600 for more information.

**52043 - Paralegal** - Firm on upper Peninsula in need of experienced Paralegal to provide support to two attorneys as well as managing the office. Must have excellent computer skills to include typing speed of 65 words per minute, ability to do mail merges, ability to create complex spreadsheets and excellent communication skills both oral and written. Contact Sam Morton at 757-873-0447 for more information.

**37223 - Payroll Accountant** - Well established commercial sub-contractor is looking for an experienced accounting professional with strong payroll knowledge. Duties include processing payroll for 160+ employees including W-2 and 1099 employees, deductions, garnishments and payroll taxes. Knowledge and experience with certified payroll is highly desired. Ability to analyze payroll process to streamline is a huge plus. Additional responsibilities include A/P, A/R, general ledger, reconciliations and month-end closings. Must have 5 years of payroll experience in construction environment. Contact Liza Parker at 757-518-8600 for more information.

*See opportunity, page 3*

## **Employee of the Month**

Congratulations *Sophia White!* You have been chosen as Don Richard Associates' August Employee of the Month for doing such a great job at *Great Wolf Lodge* as a *Receptionist*.

*opportunity, continued from page 2*

**51974 - Paralegal** - Small law firm in Virginia Beach seeks litigation Paralegal. Practice includes immigration, employment law, corporate, etc. Three years of litigation experience minimum. Must have strong verbal and written communication skills. Qualified candidate will be bilingual in English/Spanish and fluent. Duties include drafting pleadings, research and discovery. Seeking upbeat and positive attitude who enjoys client relations. Hours 8:30 to 5:30, Monday - Friday. Great location! Contact Joyce Diaz at 757-518-8600 for more information.

**37177 - Business Development Manager** - Start up company is in need of an experienced seasoned Business Manager. Duties include International/Domestic business development, distribution support, sales and branding development. Strong background in sales and distribution. The right candidate will have a strong portfolio of business success in start up experience. Strong Microsoft Office skills and ability to travel. Degree in Business Management or like field a plus. Contact Brenda Bigelow at 757-518-8600 for more information.

**52053 - Accountant** - Firm on Peninsula in need of Accountant to handle high volume of accounts receivables. Must be able to create excel spreadsheets using complex formulas and be able to analyze data for trends. Position requires minimum of Associates degree in Accounting and 2+ years working extensively with accounts receivables. Contact Sam Morton at 757-873-0447 for more information.

**52056 - Secretary** - Organization on Peninsula in need of secretary to work closely with office manager providing administrative support to include mail merges, complex spreadsheets, and scheduling. You must have excellent test scores on both Word and Excel and be able to type minimum of 65 words per minute. Must possess excellent communication skills both oral and written. Contact Sam Morton at 757-873-0447 for more information.

**37224 - Business Operations Manager** - Norfolk health care management consulting company is in need of a Business Operations/Sr Contract Manager. The right candidate will have experience in developing and managing budgets. Planning and implementing enterprise-wide system tools and ensuring scalability, as well as directing organization's strategic and long-range goals. Work with IT department to generate Crystal Reports for CEO/President on progress or issues related to business operations. Experience in government contracting and the healthcare field is a plus. BS required. Contact Brenda Bigelow at 757-518-8600 for more information.

**37222 - Project Manager Assistant** - Well established commercial sub-contractor is looking for a strong PMA with construction experience and Timberline software proficiency. Duties include providing support to Project Managers in planning and management of large projects, coordinating meetings, tracking minutes and managing document control. Must be extremely detail oriented and organized. Will also assist Project Managers in quality control, creating project plans and tracking change orders. Must be very computer proficient and have excellent problem solving skills. Strong work ethic required. Contact Liza Parker at 757-518-8600 for more information.

If you or anyone you know are interested in these positions, please contact the appropriate recruiter. Please visit [www.donrichard.com](http://www.donrichard.com) for **additional** career opportunities.

3. Social Network Dating: Your dating history can show up on Facebook or Myspace. If you use either of these networks to date, make sure to hide these from your landing page, so more conservative employers don't have any reason to be concerned.
4. Online Dating: If you use online dating services, your profile can turn up, if you disclose your real name or even the same email address as you use for your job search or social networking. So use a pen name and a "pen email", and keep your private life separate from your job search.
5. Online Photos: Your online photo album can show up in a search. Normally, this shouldn't be a problem, unless you've joined groups that you might not want employers to see. Again, keep your private life private.
6. Rants: That blog or forum you blasted shows up on Google searches. Will your comments be favorable if reviewed by a potential employer?

**Maximizing Effect:** Online reputation management can amplify your exposure, and help your recognition as a subject matter expert.

1. Google & Yahoo Ranking: Posting comments, blogs, and social network activity all increase your Google & Yahoo search engine ranking. My name, Phil Rosenberg is more common than you'd think. I've heard of 6 in Chicago alone, and there are hundreds nationally. Social networking helped launch me personally from page 15 on Google last year to #1 on Google and top 4 on Yahoo (depends on the day), via my LinkedIn and Facebook profiles.
2. Promoting your subject matter expertise: Getting highly ranked on Google and Yahoo are the easiest ways to promote your subject matter expertise, and to show potential employers that you have solved their unique problem. Top consultants use this technique to keep their project pipeline full.
3. LinkedIn and Facebook profiles are just the first step: Putting up a profile gets you online, not found. Using Search Engine Optimization (SEO) techniques on your profile gets it highly ranked.

So how do you monitor your online reputation? Search for your name with Google & Yahoo - This is a requirement of many employers, prior to placing full time staff. In my previous company, it was a requirement to do a 6 combination search of a potential full time placement before start date. Why? Basic due diligence, instituted after MSNBC reported that a competitor placed a consultant awaiting sentencing for pension fraud, at another pension client...discovered by an employee Googling the consultant.

In addition, Personal Content Aggregators, like ZoomInfo, Spoke and Jigsaw crawl the web for information and references to business professionals. Look yourself up, and follow the links, so you know what employers see.

It's your choice...managed well, your online reputation can give you an unfair advantage over other job seekers. Left to run amok, your online reputation could kill your chances for a great job.



## **“I Can Do That!”** by Harry Urschel, [www.thewisejobsearch.com](http://www.thewisejobsearch.com)

There’s an old ‘Seinfeld’ episode where George quit his job in Real Estate and is trying to decide what career he would like to go into next. He and Jerry are sitting around a coffee table while George throws out ideas of what he thinks he could do. They discuss his desires to be a Professor, an Architect, a Major League Baseball Manager, and several other things. He thinks he has applicable skills for any one of them. The only problem is he has no experience or real qualifications for any of them. The only problem is he has no experience or real qualifications for any of them. Watching the show, the viewer clearly understands that George has no grasp of reality.

However, very often, when people are looking at jobs in ads or online, they apply to all kinds of things with the same kind of disconnect. They think “I can do that!” without giving thought to how their background looks to the potential employer.

Maybe you CAN do that, but if your resume doesn’t clearly show evidence of that fact, you will NOT be getting a call. Additionally, consider how your resume looks for the job compared to perhaps dozens of others that are applying that have actually done the same job at another company.

Particularly in today’s job market, employers are both looking for the closest (safest) match to hire for their openings, and getting piles of what look like wildly unqualified applicants. When people are desperate to get a job, any job, they often greatly stretch what they think they are qualified to do. When a recruiter or hiring manager scans resume after resume that doesn’t appear to fit the role, they naturally begin scanning each one even quicker. So unless a resume screams “QUALIFIED” right from the outset, it will not get much attention.

So...does that mean you should never apply for a position that isn’t an exact match to your background? Not at all! It does mean that you will have to be very deliberate about communicating your qualifications much more effectively than someone that has a more obvious background.

Here are a couple of suggestions:

- You will be much more effective communicating your relevant skills to a live person verbally than your resume ever can. Network effectively and find the right person within the organization to contact directly so that you can have an actual conversation rather than applying to a database.
- If you must apply online, make sure your resume shows the skills related to the position very prominently. Use their job description to clearly connect the dots for them between your related skills and/or experience and their stated requirements. Use the same keywords they use, and emphasize successes.

If you were able to make a compelling case that your skills, background and experience will make you successful in the role, you have a chance to be considered. However, be realistic, and if you can not make a clear cut case for them, then don’t bother applying. You must know, and be able to effectively communicate why you are a better hire than anyone else.



## When Should You Call Don Richard Associates?

- You are required to contact a Recruiter immediately upon your completion of your assignment or when you learn your assignment is ending and at least once a week following the completion of an assignment. Failure to do so will be deemed a voluntary resignation.
- You are going to be late or are unable to report to work (you may leave a message on our voice-mail).
- Your duties for the assignment are significantly changed after you start the job.
- You are asked to return to the client for another assignment or are offered a permanent position with their company or one of their affiliates.
- You accept a temporary or permanent position you found through other sources.
- You are injured while on assignment.
- You have questions about hours, policies, procedures, or your work environment.
- You believe you have been subjected to any form of harrassment or discrimination at the work-site.
- You changed your name, address and/or telephone number.
- You know of a temporary or permanent job opening with the client (you could earn a bonus or possibly secure a position for yourself).
- BEFORE completing any task while on assignment which requires the use of your vehicle, you MUST call your recruiter to get prior approval.

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### Chocolate Orange Freeze by Linda Larsen, [www.about.com](http://www.about.com)

#### Ingredients:

- 2 cups chocolate chips
- 2 cups powdered sugar
- 15 ounce can evaporated milk
- 1/2 cup butter
- 1 teaspoon vanilla
- 6 cups orange sherbet
- 5 cups vanilla ice cream
- 1 cup frozen nondairy topping, thawed



#### Directions:

NOTE: To make this dessert no cook, use two containers of chocolate fudge ice cream topping instead of the chocolate sauce.

In medium saucepan, combine chocolate chips, powdered sugar, evaporated milk and butter. Cook and stir over medium heat until chips and butter melt and mixture comes to a boil. Reduce heat and simmer for 8 minutes, stirring frequently. Remove from heat and set aside to cool completely.

Soften orange sherbet until spreadable. Spread in bottom of 13"x9" baking pan and set in freezer for 15 minutes. Soften vanilla ice cream and fold in whipped topping until blended. Spread over orange sherbet and set in freezer for 1 hour until firm.

Spread completely cooled chocolate sauce over vanilla ice cream layer and freeze for 4-8 hours until firm. Cut into squares to serve. 12 servings