

# employmentEdge

October 2009

Volume 1, Issue 19

## Why Your Resume Gets Tossed

by Sara Goldsmith, WetFeet.com, Yahoo! HotJobs

The average recruiter sees 5,000 resumes a year. Any legitimate reason she finds to make one disappear makes her life that much easier -- and yours that much harder. Here, top-level recruiters reveal how candidates blow their chances to get a foot in the door.

### Numbers Don't Add Up

If accomplishments can be quantified, do it -- but use discretion. Brandishing borderline performance numbers signals a lack of experience and bad judgment. "Phrases like 'managed a budget of \$500,000' or 'led a team of two' might catch my eye in a bad way," warns Olaf Weckesser, a former recruiter for McKinsey & Co. Better to spin it as "managed company's largest budget."

Adds Alexandra DeMarino, a Citigroup recruiter: "If a small number is impressive, you absolutely have to put it in context." Because you can't provide context for academic numbers, don't include GMAT scores below 650 if you're targeting a top firm. DeMarino suggests bragging about nothing less than a 3.7 GPA.

### Formality Takes a Vacation

Don't succumb to the informality of email. "If you send a cover letter by email that starts with 'Hi', it and your resume will probably end up in the trash," says Cynthia Shore, an assistant dean

*See Why Your Resume, Page 4*

## opportunity Spotlight

**52112 - Paralegal/Legal Secretary** - Reputable firm with 14 attorneys is in need of a Domestic Relations legal professional to help support two attorneys. Must have local court experience to hit ground running for this immediate need. Will assist with contested and uncontested divorces, some adoptions and have great attention to detail. Qualified candidate will have a minimum of 3 years local legal experience to be considered. Hours 8:30 to 5:00 pm, professional environment and full benefits after temp to hire period. Ideal candidate has strong verbal and written communication skills! Contact Joyce Diaz at 757-518-8600 for more information.

**52098 - Medical Biller** - Experienced medical biller needed for medical equipment company in Norfolk. Must have knowledge of DME, HME, Medicare and Medicaid. Contact Brenda Bigelow at 757-518-8600 for more information.

**37227 - Payroll Administrator** - Company on lower peninsula in need of experienced payroll administrator to process payroll for 150+ employees. Must have thorough knowledge of benefits enrollment, wage deductions, garnishments, and various regulations and requirements relating to processing payroll. Requires 2+ years experience in similar role, knowledge of Peachtree accounting software and minimum of associates degree in Accounting. Contact Sam Morton at 757-873-0447 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

Proudly Supports Breast Cancer Awareness Month

*opportunity, continued from page 1*

**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.

**52106 - Real Estate Processor/Closer** - Local Virginia Beach title company seeks flexible PT candidate well-versed in processing and closing procedures. A fantastic opportunity with great flexibility for individual looking to work a few weeks at a time on and off for an indefinite period. Next assignment begins 10/19 and ends 11/10. Great attention to detail needed along with professional demeanor and ability to deliver memorable customer service. If you're a team player and are in search of a flexible work schedule, contact me! Must have 2-4 years real estate processing experience to qualify and be considered. Contact Joyce Diaz at 757-518-8600 for more information.

**52046 - .Net Programmer** - Immediate need! Must have at least two years working experience in: ASP.Net, SQL Server 2000, JavaScript, HTML, Visual Studio.NET and Windows 2000. One month project. Contact Brenda Bigelow at 757-518-8600 for more information.

**52071 - Project Manager Assistant** - Company on Peninsula in need of experienced project management assistant to provide support to various department managers. Must have excellent test scores in Excel, Word and Access. Must be able to create complex spreadsheets and have knowledge of job cost accounting. Previous experience working in construction industry a plus. Contact Sam Morton at 757-873-0447 for more information.

**37131 - Chief Financial Officer** - Government contractor is looking for a CFO to direct and oversee all of the financial activities of the company. Provides leadership to the accounting department staff and coordinates the preparation of current financial reports, accounting, budgeting, payroll, auditing, tax planning and analyzing financial data to direct financial strategy, planning and forecasting. Qualified candidates MUST have government accounting/contracts and interaction with DCAA & knowledge of FAR. Knowledge of ESOP plans a huge plus. CPA plus at least 8 years of financial management experience. Contact Liza Parker at 757-518-8600 for more information.

**52111 - Legal Assistant** - Well-established local law firm is in search of a seasoned Legal Assistant with years of experience to support criminal defense and traffic caseloads. Must be professional, a true go-getter and enjoy a fast-paced practice. Strong Microsoft skills a must along with great attention to detail and strong communication skills. Firm offers a competitive benefit package after temp to hire period. We offer you a great benefit plan during that timeframe! Please apply if you have 4 years experience or more, local court experience A+! Contact Joyce Diaz at 757-518-8600 for more information.

*See opportunity, page 3*

## **Employee of the Month**

Congratulations *Brenda Barger*! You have been chosen as Don Richard Associates' October Employee of the Month for doing such a great job at *Moody, Strople, Kloeppe & Higgenbotham, Inc.* as a *Paralegal*.

*opportunity, continued from page 2*

**28656 - Employee Benefits Analyst/Specialist** - Virginia Beach based company is looking for a top-notch Benefit Analyst to support several Specialists with gathering data on life, disability, health and other group and voluntary insurance. Must be able to prepare Excel spreadsheets, analyze and compare quotes. Will prepare enrollment materials and assemble packets. Four year degree preferred, but not required. Must have former experience in Benefits, Payroll or HR Benefits. Must be well organized with strong administrative skills, with the ability to support multiple personnel. Will obtain VA insurance license. Contact Brenda Bigelow at 757-518-8600 for more information.

**52072 - Legal Secretary** - Outstanding law firm in the area seeks a strong legal secretary with minimum 8 years litigation experience. Will support one partner with commercial litigation practice. Qualified candidate will be proficient in Microsoft Word, type 65 words per minute minimum and have prior experience using litigation software to manage "team rooms". Experience may include Concordance, iCONNECT or Ringtail softwares. Must have strong communication skills and time management skills. Temp to hire opportunity with attractive salary and full benefits for this immediate need position. Apply today! 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.

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.



## October is Breast Cancer Awareness Month



On October 2nd, Don Richard Associates participated in Lee National Denim Day. This program allows individuals and businesses to form teams and donate to the Women's Cancer Programs of EIF. By donating \$5 to the cause we were able to wear jeans for the day and pink ribbons in honor of Breast Cancer Awareness Month.

Although Lee National Denim Day has already passed does not mean you cannot still contribute or educate friends, family and co-workers about this worthy cause. If you would like more information please view our Lee National Denim Day team page at [http://www.denimday.com/team\\_page.aspx?tid=221374](http://www.denimday.com/team_page.aspx?tid=221374).

Over 200,000 women are diagnosed with breast cancer every year. (1)

One person is diagnosed with breast cancer every 3 minutes. (2)

There is over a 97% five-year survival rate when localized breast cancer is caught before it spreads to other parts of the body. (2)

1. American Cancer Society. *Cancer Facts and Figures 2006*.  
2. *Breast Health Resource Guide*. Avon Foundation.

at the University at Buffalo School of Management and former director of its career-resource center. Treat an email as you would a proper letter: Instead of “Hi,” write “Dear Mr. Case.” Instead of “Thanks,” conclude with “Sincerely.”

### **Keywords are Overused**

It’s true that recruiters sometimes use scanners to sort through resumes looking for certain keywords. But resumes appear contrived when candidates consciously try to include them. Describing a business-development position using such terms as “needs assessment” and “contract analysis” in order to squeeze in more keywords is a misguided strategy. Assume that a human being -- not a computer -- will be reading the resume. After all, these days fewer than 25 percent of all recruiters even use scanners.

### **Things Get Too Personal**

“If you mention your age, we have to trash your resume,” says Jeremy Eskenazi, vice president of talent acquisition at Idealab!, the California incubator firm. Since it’s illegal for a company to solicit a candidate’s age, race or marital status during the hiring process, firms have adopted a “don’t tell” policy to avoid potential bias suits. Many won’t risk even having it handed to them.

### **It Looks Too Fancy**

“A recruiter who receives resumes in pretty plastic folders will likely toss them,” says Dave Opton, CEO and founder of ExecuNet, an online executive recruiting service. “I don’t have time to take them apart.” Another faux pas: Folding a resume so that it fits into a standard business envelope. Heavy-stock paper that retains its crease can be a nuisance. Says Opton: “They’re easier to sort and photocopy if they’re flat.”

Also, don’t try to differentiate your resume with boxes or ornate lettering. When recruiters see a resume that’s designed differently, they think the person’s trying to hide something. Instead, focus on content. Your resume will rise to the top of the pile.



## Build Your Own Brand

By Elizabeth O'Neill, eLearners.com, Yahoo! HotJobs

Apple. Nike. Starbucks. What do these companies have in common? They're all successful brand builders. Consumers associate these brands with quality and style. And that brand-based enthusiasm helps to drive increased sales.

Individual job seekers can also capitalize on the idea of "brand," when marketing themselves to potential employers. Career Coach Michael Cushman suggests that everything about you -- your clothes, your conversation, your online profile -- should positively represent your personal brand. The end game, of course, is to attract an employer who's ready to buy.

### Create an Ideal Vision

When asked to identify the biggest mistake today's job seekers are making, Cushman extends the question to include most professional adults -- some of whom are already employed. "People don't put enough conscious effort into guiding their careers," Cushman offers. "Only when they are unemployed or miserable do they give it any thought."

Developing a brand will force you to think about your career in terms of long-range goals and ideal outcomes. "It's your life, and there's no rewind button," says Cushman. "Create a vision and make it happen."

### Harness Clarity and Passion

Stability can actually be a *liability*. Too often, our clearest and brightest ambitions are the ones we shrug off in favor of "practical" routes. If you get complacent in a ho-hum position, or you let yourself drift through a succession of mediocre jobs, you'll never establish a real foundation to build on.

It's OK to develop a brand that makes a bold statement. Genuine passion and aptitude will always outshine a forced-fit mentality. In other words, if you love landscaping, don't pursue nursing. "Follow your natural talents," Cushman urges. "Do what comes easily and joyfully to you. You'll become great at it, and no one will be able to out-compete you."

### Follow Through

Few people enjoy job interviews, but the experience is much easier if you're prepared to speak about yourself in a smart, memorable way. Once you've established your brand, you'll find it easier to describe yourself, your admirable qualities, and what Cushman calls your "natural genius."

Remember to maintain your brand in all the places you can be seen -- including online. Everything is accessible on the Internet. Every picture, screen name, and blog associated with your profile has implications about your beliefs and your character. "You are your brand," Cushman reminds his clients. "And your brand is significantly affected by your digital life."



## Pink Ribbon Shortbread

### Ingredients:

2 sticks (1 cup or 8 oz) unsalted butter, softened  
1/2 cup granulated sugar  
1 teaspoon vanilla extract  
1/2 teaspoon almond extract  
1/2 teaspoon salt  
2 3/4 cups all-purpose flour, plus more for dusting  
Pink and/or red paste food coloring  
1 large egg white  
4 oz semi-sweet chocolate  
1 tablespoon unsalted butter



[www.domesticgoddess.com](http://www.domesticgoddess.com)

### Directions:

1. Put butter in the bowl of an electric mixer. Beat on medium speed until pale and fluffy, 2 to 3 minutes. Add sugar and continue to beat for another minute. Mix in extracts and salt. Reduce speed to low; slowly mix in flour until dough starts to come together (do not over mix and if you don't need all of the flour don't use it - the dough can be quite dry and difficult to pull together in certain climates!).
2. Turn out dough onto a lightly floured surface; knead just to bring together. Divide into 6 balls of various sizes. Knead varying amounts of pink or red food coloring into 5 of the balls to tint dough various shades of pink and leave 1 ball neutral.
3. Place each ball between 2 sheets of lightly floured parchment paper; roll out to 5 inch squares. (Squares will be of varying thicknesses.) Trim edges of squares with a knife to make straight. Freeze squares on parchment paper on baking sheets for 20 minutes.
4. Whisk egg white with 1 tablespoon water in a small bowl. Brush egg wash over surface of 1 square. Top with another square; brush with egg wash. Continue stacking remaining squares, alternating colors and thicknesses, and brushing with egg wash between each layer. Let assembled block of dough stand until it reaches room temperature. Trim sides with a sharp knife to make straight.
5. Preheat oven to 325 F. Using a long sharp knife, slice block into 1/4-inch-thick strips (you should have about 20 strips of dough). Cut each strip in half crosswise to make 40 (2 1/2-inch-long) cookies. Transfer, striped side up, to baking sheets lined with parchment paper; freeze until firm, about 30 minutes.
6. Bake until edges turn golden, about 15 minutes. Let cool completely on sheets on wire racks.
7. Melt chocolate in a pan over low heat with 1 tablespoon unsalted butter. Allow to cool for a few minutes then dip the ends of cookies into chocolate. Place on tray covered with parchment paper and refrigerate until serving.

