

## HOW TO MAKE THE MOST EFFECTIVE USE OF JOB ADS

Help Wanted Ads / Classified Ads / Internet Job Postings are all essentially the same thing: an announcement of a job vacancy. That is to say, that some company or organization is seeking to hire a job-seeking candidate who closely matches their experience / skill / training requirements. If you found the ad / posting, you can bet that dozens or even hundreds of other candidates have found it also ... and they're going to do the exact same thing that you are about to do: announce your candidacy for the position by submitting your résumé. And ... they're off and running ... may the best candidate win!

**The purpose of this article is to show you how to:**

- ⊕ Use a variety of ads and postings as a strategy for your intelligence-gathering operation.
- ⊕ Use a diversity of ads to help broaden your career horizons or narrow your focus.
- ⊕ Use employers' requirements-for-hire to optimally target your résumé and cover letter to persuasively demonstrate that you are the best qualified candidate!
- ⊕ Identify what motivates an employer to advertise, in order fill a job vacancy.
- ⊕ Prevent yourself from disastrously screening yourself out from potentially satisfying career opportunities.
- ⊕ Maximize your results by utilizing multiple channels to connect with the potential employer.
- ⊕ Differentiate between ads placed by the employer and those placed on behalf of recruiting firms and employment agencies; and how to *optimize your advantage* with the *most beneficial strategies*.
- ⊕ ... Not disqualify yourself needlessly from some employment opportunities due to the wording of an ad.

When a company or organization has a job vacancy, they in effect *have a problem that needs to be solved*.

The problem could be a **good** one, i.e.:

“Business is booming and we don't have enough personnel to crank the work out.”

“We've just landed a new contract and don't have enough staff.”

“We've just opened a new facility and need to build a workforce for three new departments.”

“The last marketing manager was promoted to a larger territory which means that we have to fill her old position.”

The problem might also be a **bad** one, for example:

“When we closed-down the Memphis facility, not everyone could relocate to the Metro area and we need to re-staff a dozen different positions.”

“We had to fire the last person who held the \_\_\_\_\_ position.”

“The last person in this position resigned leaving us with a void to fill.”

“Our last Finance VP passed away unexpectedly.”

It doesn't really matter how the job vacancy occurred. What does matter is that the organization has a problem that needs to be fixed. YOU HAVE TO BE ABLE TO PERSUADE THE HIRING AUTHORITY THAT YOU ARE THE PERSON THAT CAN HELP THEM IN THEIR TIME OF NEED. You are '*just what the doctor ordered.*' You are the absolute '*answer to their prayers.*' This is where your own mental attitude comes into play. The job seeking candidates in today's highly competitive job market must aggressively sell themselves into the position by virtue of helping solve the employer's current and future problems. The opposite or old style, passive approach just doesn't work very well. Just imagine an old-time beggar ( ... "alms for the poor?") who essentially holds out both hands, palms-up entreating " ... does anybody have a job for me today?"

Today's job market is highly competitive. To be successful, a candidate must persuasively convince the hiring authority that s/he is the most qualified applicant for the position ... has to literally sell him/her self into being hired. In any sales situation job #1 is to KNOW YOUR PRODUCT; therefore, the sales person must absolutely know the product (what are the benefits) as well as know the needs of the customer in order to successfully match the product to the customer's needs and then close the sale. If you are in the market for a new job, then in effect, you need to be an effective sales person, selling a very special product. That product is you! The potential employer is the buyer.

How can you know what your customer (the company that you want to apply to) needs, in order to show how well your qualifications match those needs? You need current 'intel'. You have to put a comprehensive intelligence gathering mission together, in order to succeed. If you already know someone who works for that organization, then you have an inside track insofar as you can easily find out what kind of an employee the organization is looking for, to fill that job vacancy. But you are not handicapped if, in fact, you *don't* have any contacts at that company. **Using help wanted ads effectively will help you gain a handle on exactly what the organization seeks in a new employee, and therefore enable you to highlight your most relevant qualifications.** This is how you show them that you have exactly what they need. Additionally, scanning for similar ads will give you a better sense of how strong the market is for someone with just your set of skills and experience. The greater the demand for your skills, out in the job market, the stronger a negotiating position you will be in, when the time comes to 'seal the deal.' Finding numerous ads or postings for a \_\_\_\_\_ (*fill in your own job title*) also provides you with additional opportunities for you to apply to.

***Why does an employer advertise a job vacancy?*** Simple, s/he hasn't been able to find the right candidate by any other means.

***Does that mean that employers have a more preferred method of finding qualified candidates?*** You'd better believe it! Employers' first and best choice is to hire someone they already know. They know the personal characteristics, on-the-job behavior, and also the qualifications of their preferred candidate. Keep in mind that most people are more comfortable with a known quantity. The unknown is something to be wary of. The employer's next best bet is someone that a friend or business colleague knows ... '*a friend of a friend is a friend*'. Think of it this way: if you were in the dating market, which would you be more comfortable with? Having your best friend set you up on a blind date, or connecting with someone via a 'singles' ad or dating app (where you don't know if s/he is actually an 'axe murderer').

***Then why would an organization place a help wanted ad in the newspaper, or post a vacancy on the Internet?*** There are actually two different reasons. The first is that they are now desperate. They haven't been able to find a suitable candidate who is an already-known quantity. They haven't already come up with a candidate that meets their requirements for hire in terms of skills and / or experience. They haven't promoted from within. Their contacts haven't been able to refer a suitable individual (that *they* know first-hand) either. So now they are forced to explore their options with an **un-known** quantity. The second reason is for the organization to document their hiring efforts and demonstrate that they comply with requirements for equal employment opportunity purposes.

**NETWORKING** is almost always the *most successful job location method*. Building a network of contacts, and using it effectively, is *statistically the most successful method of both gaining new employment and advancing your career*. Effectively using your network guarantees that professionals, who have the authority to hire you, will be aware of not only your existence, but also your value, in addition to knowing what you are looking for. To effectively cover the strategies to ensure the above-mentioned three objectives requires more than a few sentences. It is a topic, of sufficient depth, that it deserves its own article and workshop.

However, the importance of effective networking cannot be stressed enough, even to the point of stating that ***Failure to NETWORK... can be detrimental to your career's health and your financial well-being.***

Let's get down to the actual ad or posting, because if it is just taken at face value, you will certainly end up screening yourself out of viable employment / career advancement opportunities and definitely limit your horizons. Here's what usually happens: The manager of a particular department determines that there is a need to hire one or more staff. S/he begins with the current job description for a particular function. {You have to realize that most company's stock job descriptions are pretty poor: they are behind the times, poorly written, lack critical qualifications, and rarely do full justice to the incumbent.} The manager will then use the Human Resources department as an in-house employment agency, furnishing HR with the job description and then requesting that they develop a classified ad / internet posting to be used in filling the vacancy. Right at this stage, two factors already go terribly wrong. Firstly the HR folks begin with a poor quality job description. Now keep in mind that that the HR folks are HR folks; not accounting / finance professionals, not marketing, IT, or sales professionals. Their attempt in generating an effective help-wanted ad can be compared to that old grade-school party game called 'telephone' which goes something like this: The kids sit around in a circle. The first person whispers a phrase or message to the next kid, who whispers it to the next and on it goes. By the time the message gets back to the originator, it rarely comes even close to resembling the original message because it becomes ever more distorted with each re-telling. This, in effect, is what happens to the process of placing the classified ad. Oftentimes, the ad becomes a veritable *wish list* in terms of the qualifications sought; and rarely does that '*ideal candidate*' actually exist. If that ideal candidate did exist, the organization would have already hired him/her via an already existing personal connection.

So now we have this classified ad that might be very general or might contain a lengthy list of desired qualifications. REMEMBER: This ad is based on a poor-quality job description, which is probably a bit outdated. It may even contain specifications that don't necessarily relate to what it really takes to perform, in that job capacity, at the desired level.

But guess what? ... The majority of employers just don't have a solid handle on what they are looking for ... don't have a clue as to what it takes for a staff member to perform effectively (*or even adequately*) at a certain level. They have the 'canned' company job description and maybe the résumé of the most recent person to be employed in that position and here's what will typically happen:

'Cheryl' resigned from her position to seek opportunities in another organization, but boy was she really creative. We'd really like to hire someone just like her .... Ideally, it would be perfect if we could just find her perfect clone. As we look at her résumé, it shows that back in junior college, she minored in Art History. By Golly!!!! That's got to be the reason that she's so creative. We should try to find someone with her same background!

So, with this scenario in mind, what does the hiring authority put into the on-line job posting or want ad???? How about a statement that goes something like this: ...*Artistic background required* .... Or how about: *Background in art desirable (or helpful)*.

As it turns out, her Associate's Degree in Art has nothing to do with why Cheryl is so creative. Her past coursework really didn't affect her job performance. The art background has absolutely nothing to do with a valid qualification for this job.

In a situation like this do **NOT** screen yourself out of the running for the job just because you think you are lacking on one or two stated qualifications. **Remember that the hiring authority doesn't truly have a clear picture of what they are actually looking for in a candidate.** Something in your 'bag of tricks': your skills mix or your experience may prove to be *even more valuable* to the employer than what they **thought** they were looking for, to begin with.

#### **HERE IS YOUR STRATEGY:**

- ✓ If you possess even 30% of the listed requirements, **GO FOR IT!** Apply for the position. What does it cost you to become a candidate? ... If you apply in the traditional manner, it will cost you the price of a stamp and an envelope. ... If the ad references a fax number and you have access to a fax machine (*where you don't have to pay 'retail' rates*), it costs you nothing. ... If the ad references an e-mail address, it won't cost you anything additional either, as you've already paid your internet provider's fee or you are using someone else's connection.

If the ad contains two or all three types of contact information ... **USE THEM ALL!!!!** That's right. Send your résumé and cover letter to all three! ... *more on that strategy later.*

Where should you look in the HELP-WANTED ads? How is the job classified? That depends on what the organization calls the job title for that particular position. Different organizations may call the same set of functions by different titles. One of my clients was one of 20% involved in a staffing reduction. In her old job, she was called a Financial Analyst. She found a want ad in the New York Times that literally described her old job to the 'T', but this other organization called the job a Business Analyst. In the classified ad section it was listed under 'B' rather than under 'F' as it would have been for her old job. Different job titles will be used for the very same type of position.

#### **HERE IS YOUR STRATEGY:**

- ✓ Scan the help-wanted ads literally from **A to Z**.

Let's use the field of Law Enforcement for a moment. Should we look under C for Cop, P for Police Officer, D for Detective, I for Investigator, S for Security, P for Protective Services, L for Law Enforcement, C for Criminal Justice, etc. On a good day I can easily go for an even dozen and a half (18) job titles.

I, myself, have a rather broad set of qualifications and certifications for my field. Which job titles should I be looking for, if I was searching for a new position? Well I am a certified Career Counselor; but is a Vocational Counselor the same thing? I could look under Career Coach, Job Search Coach, Résumé Writer, Career Transition Coach, Vocational Evaluator, Executive Coach, and Outplacement Counselor or Consultant. Under Management, I'll find the posting or ad for 'Director: Career Planning and Placement' at a local college of university. Let's see then, if I don't look for classifications filed under C, E, J, M, R, O, and V, ... **I could easily miss out on potential job opportunities that I'm qualified for.**

As you are scanning the want ads, circle or **highlight** all those that are even marginally relevant. By following the A to Z strategy, you will not only uncover opportunities that you would certainly have missed, but you will also gather vital *intel* on what other organizations are using for their job titles as well as their hiring requirements. This enables you to do a superior job targeting your résumé to the stated needs of the employer. Be certain to follow the previous strategy, the 30% rule, and don't screen yourself out because you see yourself

as lacking in some stated qualification. Remember, some achievement or qualification that you *do have*, may turn out to be more important to the hiring authority than what they thought they were looking for, to begin with. **Make it easy for your résumé to be screened in.**

Pay attention to the different job titles that are used throughout your targeted list. You will want to make use of the full range of functions, customizing your résumé to the different employers. Most people have a skills mix which qualifies them for a number of different types of jobs. A particular function may come with a different job title because the employer is in a different industry. Keeping this in mind; it would make sense to have multiple versions of your résumé, targeted more directly to each of the different employment opportunities that present themselves.

Remember the Financial Analyst? If she'd sent in an un-customized résumé for the Business Analyst position, there is a strong likelihood that her résumé would have been 'circular filed'. *You know where that is, don't you?* The mailroom staff knew that they were recruiting a Business Analyst, and, not knowing any better, would have thrown my client's résumé in the trash.

Additionally, you will want to **highlight the particular qualifications** that the company is seeking. You can even improve on this strategy with some judicious color coding.

#### **HERE IS YOUR STRATEGY:**

- ✓ Use one color for those qualifications that you meet 'dead on.' Here are the skills (that you have demonstrated on your current or former jobs) that you know perfectly match the employers' requirements. Use a different color for those requirements where your demonstrated skills are not perfect match, to the requirements for hire, but are 'in the right neighborhood.' A third color for those requirements that require more of a stretch in matching your experience to their requirement. **What about the qualifications that don't match your experience at all?** For the purposes of your résumé, we'll ignore them; at least for now. You certainly do NOT want to call any attention to company qualifications that you **DON'T** meet.

Identifying and cataloging the skills /experience / requirements, helps you develop a 'menu' of key qualifications for the types of positions that you want to apply for. This enables you to:

- ⊕ Make sure that you are properly targeting your résumé via an objective, summary, 'headline title', or positioning statement.
- ⊕ Ensure that your résumé contains the proper **KEY WORDS**.
- ⊕ Include the most compelling qualifications, experiences, achievements, and accomplishments.
- ⊕ Custom tailor your résumé to the different ads that you want to respond (*the different types of jobs that you will apply*) to.

As you can see, you can easily gain 'vital intel' to assist in significantly improving your chances for the desired outcome: gaining an invitation for the interview and then receiving a handsome job offer.

However, if you keep encountering ads for situations that you want to apply for, and you are lacking in a key ingredient, for example: possess proficiency in using Microsoft Excel, then you should attempt to *remedy this deficit by acquiring the necessary skills* in one way or another (...Take an adult ed course, obtain instructional CD/DVD packages where you can learn on your own time), on-line webinar, or workshop. If you do, then you can honestly state on your résumé: Hands-on experience using

Microsoft Excel. Or if you have seen an instructional You Tube video then state: Solid exposure to Excel.

### HERE IS YOUR STRATEGY:

- ✓ Make sure that your résumé isn't screened out before you are even a candidate for a job vacancy. Customize your résumé and target it to the needs of the employer. Make sure that the job title(s) that identify the position(s) for which you are applying are meaningful to the particular employer.

### Who receives the résumés or, for that matter opens the mail?

Remember 'Murphy's Law'? **WHATEVER CAN GO WRONG WILL GO WRONG!** Your job search campaign must be proactive. You must anticipate all of those instances where something *could* go wrong and then make sure to circumvent 'Murphy'. Here's my 'nightmare' for this stage of the job search. The résumé, *that's not adequately targeted toward a specific type of job*, comes into the mailroom. The person who is opening the mail (or downloading from the HQ website ... or checking recruitment e-mails ... or collating received fax pages) is a part time, temporary, entry-level worker who knows that the company is actively recruiting accountants, sales reps, IT techs, and a marketing exec. (These are the immediate vacancies that need to be filled.) S/He opens the generic résumé and is stumped as to which pile it should be placed in. The mail clerk is thinking "*I don't know what to do with this résumé. If I ask my boss, s/he will think I'm a total ditz and I'll get fired. Since nobody is looking right now, I'll just drop this piece of paper into the waste basket, and no one will ever know.*" So here is a candidate's job search campaign that is 'shot down in flames' before it ever really gets started.

The person opening the mail may not have the necessary knowledge to file your résumé into the appropriate pile to be forwarded to the proper hiring manager. At this stage, you have to make sure that your résumé is NOT screened-out, right at the 'starting line' by being 'circular filed"! **Objective #1:** Make it difficult for the 'mail opener' to discard your résumé and cover letter. **Objective #2:** Make it easy for the 'mail opener' to direct your résumé to the most relevant hiring authority, the manager of the proper department. You have to make it completely clear which job(s) you are applying for, and what type of a professional you are. Remember, the mail opener (even if s/he is the relevant manager) doesn't have the time or the inclination to play '*let's connect the dots*' or channel Sherlock Holmes and try to figure out: **a)** what job you are trying to apply for, and **b)** are you even partially qualified for such a position? {With 30+ years of experience in career management, I've found out the BEST strategy, bar none, is to do your investigative homework or intel gathering and ferret out the name and contact information of the hiring executive and send it directly to her/him.}

*But can't I just use the same 'generic' résumé and just tell them, on my cover letter, which job I am applying for?*

**NEVER use a cover letter as a 'band-aid' to fix a problem with your résumé.** Sometimes the résumé gets separated from the cover letter. Some employers (definitely **NOT** the majority) don't read cover letters. Can you afford to take a chance? Do you really want to risk being shut-out of your next career move?

### HERE IS YOUR STRATEGY:

- ✓ Make sure that the job titles that the company uses in the ad are reflected on your résumé by the way that you position yourself.
- ✓ Make sure that you have highlighted the skills, that the company is looking for, in your résumé. You'll find out some of them right from the help wanted ad/posting. Now you will also have an inside track on the key words to incorporate on your résumé as well as the relevant accomplishments that will convince the employer that you have what their organization is looking for. Make sure that you use the same or very similar terminology to make sure that the hiring authority will easily see that you will fit in well within the organization.
- ✓ Make sure that your résumé contains the appropriate key words.

## Responding to the Classified Ad or Internet Job Posting

A word about the jobs that you will find listed in the Help Wanted or Employment sections of your newspaper (or some of the Internet employment boards). This section is far from the ‘be-all’ of employment opportunities. You may actually find that these jobs are actually the ‘bottom of the barrel’ as far as desirable jobs go. Typically these jobs fall into one of two categories: 1) **jobs that the employer couldn’t fill by any other means**; i.e. they had already exhausted their contacts; and, 2) **the qualifications they are looking for are so demanding that such a candidate has not yet presented him/herself**. Statistically speaking, most of your potential next jobs will never be listed as a ‘Help Wanted’ ad. If you had access to all of the major newspapers nationwide, you would only have access to about 18% of all of those jobs that need to be filled. 5 – 15% of jobs are listed with Employment Agencies / Recruiting Firms / Executive Search Firms. So how do you gain access to those jobs that make up the 70 – 75% majority? This question can be answered with one word: **NETWORKING**. But that is the topic worthy of its own article.

Now, I would never coach someone to NOT respond to want-ads or internet postings, but I do need to voice the caution to ***not put all of your eggs into this one basket***. For one thing, it opens you to the greatest amount of competition. If you found the ad, and it seems to be an attractive opportunity, you can bet that many dozens of other job hunters have also found it as well ... .. and they are going to do the exact same thing that you are: apply for the job by sending in their résumé. If the ad or posting describes an attractive position, the ad will net the employer somewhere between 50 and literally 500 or more responses. This definitely constitutes some ‘**stiff competition**.’ So it goes without saying that you have to do a better than average job with your résumé and cover letter, positioning yourself head and shoulders above your substantial competition.

## Strategies To Optimize Your Résumé Submissions

So now that you have identified your job targets and found some ads or postings worth responding to; **how do you maximize the effectiveness of your efforts???** Find as many ways to connect with those employers as you can. Those channels can include a mailing address; fax number; as well as the e-mail address. **MAKE USE OF ALL OF THESE CHANNELS!!!** That’s right; you might be sending your résumé to the same recipient three times! “***But won’t that seem like I’m being too pushy?***” you might ask. Not at all!!! Here are the reasons why this strategy will certainly work in your favor. Firstly most other candidates won’t bother following through on this strategy, primarily because *they just don’t know any better*. But we all know that: (1) things get lost in the mail; (2) e-mails get lost in cyber space or get improperly routed; and (3) fax machines have been known to ‘*eat & mangle*’ received transmissions. So if you are following this strategy, you are ‘covering all of the bases’ ensuring that your employment documents get through and also achieving the result of setting yourself ‘apart from the rest of the herd’. You’ve taken the time and trouble to make sure that it gets through, no matter what. The employer recognizes that you put in the extra effort. ***You will have made an excellent first impression before the employer has even heard the sound of your voice!***

**SPACED REPETITION** – Using all channels to connect with an employer

Marketing professionals rely on an operating principle called ‘spaced repetition’. They will tell you that your advertising piece needs to get in front of your target audience at least three times before you even get noticed. Creators of ‘info-mercials’ take advantage of this strategy: {But wait! If you order NOW you get the free Ginsu knives!} Many years ago I tried advertising via Valpak mailings and my marketing rep told me that it generally takes at least three mailings before people remember that they saw your coupon. And as an aspiring teen musician, rehearsing in a garage we all ‘*knew*’ (don’t ask me how we all knew this because I can’t tell you why) that “...you shouldn’t judge a song until you’ve heard it (wait for it) 3 times. Now let’s take a look at how this applies to you becoming an applicant to a posted job vacancy (or anticipated vacancy).

You have dug out the ‘contact intel’ on your target company and are using the ‘snail mail’, fax, and electronic (e-mail attachment and posting) channels. **This three-pronged contact approach works for the smart applicant on a number of different levels.**

Firstly: You ENSURE that your résumé gets through. Just one misplaced keystroke in the e-mail address and your résumé is off to ‘*who knows where*’ in cyberspace; never to be heard from again. And you might never receive any notification that your e-mail was ‘*undeliverable.*’ Do letters and packages sometimes get lost or severely delayed in the U.S. Mail? Maybe not often, but they sure do! And you can also run into various problems with fax machines.

So the savvy applicant makes use of all three channels to make sure that their résumé gets to the intended recipient.

*But won't the hiring authorities think that I'm being too pushy sending my résumé in to them three times?*

Nothing could be farther from the truth! You've already **demonstrated that YOU don't leave things to chance...** to fall between the cracks.

You have differentiated yourself from the ‘*rest of the herd*’ whose only effort was to click with their mouse. You have made the effort to ferret out important information for getting your application package directly to the decision maker which delivers a strategic psychological message: this candidate goes the extra mile! This candidate puts in the *extra effort!*

Earlier I mentioned the **SPACED REPETITION STRATEGY.**

Here's where it comes into play as a ‘*force multiplier*’:

- ⊕ The hiring manager arrives in his/her office to discover your résumé in the fax machine and quickly skims through it, intending to give it more attention later.
- ⊕ Sometime later, s/he checks the incoming e-mails and here is your résumé. Two things come into play in your favor: **a)** a bit of reinforcement through repetition as s/he has already read the first 10 seconds worth and gets a second helping; and **b)** progresses a little bit further down the page to discover some of your outstanding achievements or career highlights that were missed on the first skim.
- ⊕ A day or so later your résumé arrives in the mail, printed on quality paper. Now this quality contrasts favorably with the submissions of your competition; for example ... if s/he prints theirs out, it most likely comes out on cheap photocopy paper. Which one do you think projects a higher level professionalism? Additionally, s/he is now seeing your résumé a **third time, enabling key qualifications to penetrate a bit deeper** into the ‘*top of mind awareness*’ as well as giving the document a bit more of a thorough read.

As of this point the hiring manager / decision maker hasn't met any of the candidates, hasn't heard any of them speak to determine how articulate they might or might not be and has devoted less than 30 seconds of ‘eyeball-scanning’ to the résumés sent in by the rest of the herd of anonymous candidates. How much relevant information has s/he learned about your competition? Now let's compare the first impression that you have made. S/He has seen YOUR résumé a minimum of three times ... been informed about some of your significant accomplishments ... discovered that you are **more motivated** than most of your competition and in all likelihood **potentially a more valuable hire.** Who would you extend the invitation to interview? .... You are already starting out ahead because the conversation will be centered around your most marketable attributes.

Clients who have put in the little bit of extra effort enabling them to distribute their self-marketing documents: Résumé and strategic cover letter have yielded a substantially higher success rate in landing the all-important interview. They have: separated themselves from the ‘rest of the herd’; demonstrated a higher enthusiastic energy level and taken advantage of the ‘**force-multiplying**’ spaced repetition.

## All in all, this synergy equals a winning strategy.

Mark Berkowitz is the owner and President of **CAREER DEVELOPMENT RESOURCES**, LLC. Changing lives and revolutionizing careers since 1985, Mark provides one-on-one career consulting services, résumé building assistance and guidance to help each client achieve not only job advancement, but lasting and meaningful success in their career path as well. A distinguished figure in his field, Berkowitz is one of the top career builders in the country and has been quoted in nearly two dozen books and publications on the topic of career advancement.

Passionate about empowering others to realize their dreams, Mark served as an executive board member of the PROFESSIONAL ASSN. OF RÉSUMÉ WRITERS & CAREER COACHES. He has been helping clients successfully advance in, and/or change their careers for over 36 years. With a Master's Degree in Career Development and four specialized certifications ([National Certified Career Counselor](#), [Certified Professional Résumé Writer](#), [Int'l Certified Job & Career Transition Coach](#), and [Certified Employment Interview Professional](#)), he is **uniquely qualified to help you improve your career situation**. A recognized expert in the field, he had not only taught in Graduate Schools and led workshops and seminars, but also trained other counselors. Mark served as chairman of the Certification Board for the Professional Assn. of Résumé Writers and Career Coaches and was a founding member of the Career Management Alliance (fkn Career Masters Institute). Additionally, he has shared his expertise in effectively utilizing career assessment tools with graduate counseling students from nearby Fordham University, helping to prepare them for their future counseling careers.

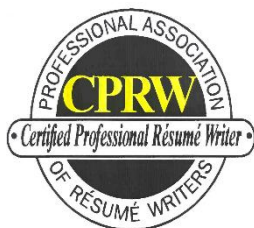
Mark connects with clients locally as well as international clients via the internet. He also provides outreach to high school and college students, presenting career planning and job search strategy workshops.

- Highly regarded with résumés, cover letters, and interview strategies showcased in nearly two dozen books.
- Enjoys an INTERNATIONAL REPUTATION as a “**Résumé Guru**” by members of the Professional Assn. of Résumé Writers and Career Coaches.

His work appears in nearly two dozen books on résumé /cover letter writing and winning interview strategies. He has been spotlighted on WCBS television in “*Acing The Interview*” and has been named as the “*Professional of the Year*” by the **PODCAST BUSINESS NEWS NETWORK**.



Berkowitz has been recognized as “... *one of the leading résumé writers in the U.S. today*” in Professional Résumés for Executives, Managers, and Other Administrators. Wendy Enelow, President of the Career Masters Institute has acknowledged Mark as “... *one of the most talented career counselors I have ever met.*”



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*See how you can **benefit from professional expertise** instead of **suffering from your career mistakes.***