8 ways to manage your digital job search

Are you actively looking for a job, but keep coming up empty? Maybe your approach is all wrong, or you are unwittingly turning off potential employers with small things that can be easily fixed.

If you want to get the most out of your job search, especially on the Internet, then you can't afford to have any little slip-ups ruin your chances. Revi Goldwasser, founder and CEO of recruiting firm Wall Street Personnel and financial services job board JobsOnWallStreet.com, provides the following job search secrets from a Wall Street recruiter.
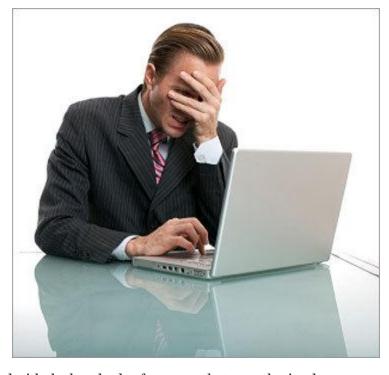

1. Give your resume a professional file name

When you apply for jobs, you usually are asked to attach your resume to the e-mail submission. But what have you named your attached resume? Is it John Doe Resume, or J Doe Resume? Or is it Draft Resume (does that mean you are still working on it)? Or 2007 Resume (it's 2009 - has it been two years since you updated your resume)? Be sure to name your resume appropriately, because HR, recruiters, and hiring managers look at this.

2. Don't use an inappropriate e-mail address

Is your e-mail address professional? If it's Jdoe@yahoo.com or JaneDoe123@aol.com, then this is perfect. But what about hotmama@xxx.com or foreclosureking@xxx.com? These are unacceptable e-mail addresses, and once again, employers and hiring managers will notice this.

3. Apply to old job postings

Just because an ad is 30 days old doesn't mean it's been filled. Positions may take from two weeks to three months to fill. So, when a job is 30 days old, or even older, send in your resume. There is a very good chance that you will be one of the very few to have applied that day (compared with the hundreds of resumes that are submitted on the first few days of a job posting). Also, don't forget that firms tend to have the "same types" of position openings ... so even if it's 30 days old, perhaps the firm is thinking of opening a new position that is similar, and then "voilá" - your resume appears.

4. Skip the objective

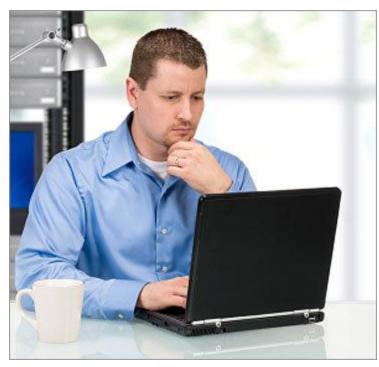So many job seekers write an objective on their resume, many of whom even state the position they desire: "Seeking an Analyst role: Seeking an Accountant role", etc. When you do this, you are basically telling the employer, "this is what I want." So, if the employer doesn't have that job you are targeting, they are most likely not going to cross reference you for other roles they may have - because you told them exactly what you want! Let the employer decide where you'll be the best fit - and let them cross reference you for other positions.

5. Upload your resume to as many job boards as possible

It is time-consuming to post your profiles to many different job boards, but you MUST. And most importantly, keep refreshing your profile so it's current. Many employers and recruiters do not want to reveal their job posting information. So they look for you on the databases.

As a tip, keep your e-mail address and contact info confidential on your job board database profiles. And if there is an option to upload your word document into the profile, don't forget to also keep your name and contact info confidential from the word attachment as well. Many forget to do this.

6. If your GPA is 3.0 or higher, include it

This tip is not just for college grads, but for those with 1-to-10 years of experience. A good grade-point average is something always worth showing off. So anything above a 3.0, write it on your resume. If your GPA in your major is 3.5 and your overall GPA is 3.3, then include both GPAs and be clear on which is which. If your overall GPA is lower than a 3.0, but your major GPA is above a 3.0, then just include the GPA in your major - but make sure to label it as such, so you don't mislead an employer.

7. Edit all of your social media profiles

The first thing firms do in today's market is their "homework" - they check out various social media sites (Facebook, MySpace, Twitter, etc.) to see what they can find out about you before even calling you for an interview. So, before you get your resume out there, review your personal pages and edit or delete anything that could negatively affect your chances of finding a job.

Use your best discretion - don't let your ego get in the way. Take, for example, a fun picture of you and many of your friends at the beach. To you it's a fun picture of a great day. But a potential employer may see beer bottles everywhere, bathing suits that reveal too much, tattoos, etc. Sometimes, less is more.

8. Go after small companies

If you have been out of the market for quite some time, don't go after those big Fortune 500 companies. They will often have concerns about that "break" from work, especially when viewed against the hundreds of other applicants that have not had a break.

Small companies (from two to 50 employees) look at applicants completely differently. They will be more likely to value your quality of life, and also recognize they can't compete with the Fortune 500 companies. This is a great avenue for you to get back into the workforce. After a few years with a small shop, you can then market yourself to a larger firm.