



Rethinking Remote Work 2022

Targeting **Remote Work** in your Resume, Cover Letter, and LinkedIn

A guide for transitioners



What We'll Cover



- **Module 1:** Key Concepts & Elements of a Remote Work Job Search
 - **Module 2:** Showcasing Remote Work in Your Resume
 - **Module 3:** Repurposing for Your Cover Letter & LinkedIn
 - **Module 4:** Digital Networking & the Hidden Job Market
- 

What Makes Me Qualified to Take Up an Hour of Your Time?

Lezlie Garr

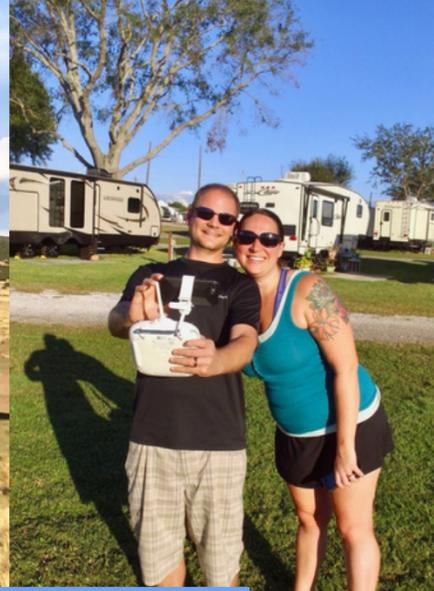
- Multi-Certified Resume Writer and Job Search Coach
 - 'Top Job Search Experts to Follow on LinkedIn 2021 and 2022' - JobScan
 - Best Dallas Resume Service 2021 - Find My Profession
 - Featured in numerous podcasts, publications, and speaking events
-

ResumeLezlie.com/about

Digital Nomad & Full-time RVer since July 2017

UnknownNormal.com

@Unknown_Normal





ResumeLezlie.com/rethink

Free Downloads

- Full presentation slide deck
- 4 Types of Remote Workers
- Career Options Research Guide
- Remote & Work from Home Digital Tools
- Top 40 Transferrable Skills for WFH & Remote
- Remote Job Description Examples
- Resume Insights eBook
- 9 Pillars of Digital Networking Etiquette
- 3 Layers of Networking

Module 1

Key Concepts & Elements of a
Remote Work Job Search

You Control Your Narrative

The only thing anybody ever knows about you is what **you** tell them.

You get to create your career story.
You decide how to present yourself.
You have the power.



What Recruiters & Hiring Managers are Looking For

AUTONOMY & RESILIENCE

Working remotely means you have to be able to set and stick to a schedule and get assignments and projects completed even when your boss isn't in the next room.

ADAPTABILITY & VERSATILITY

Being able to change gears and adapt to shifting priorities in an ever-changing world is becoming increasingly important to employers.

REMOTE WORK SKILLS

It may take some outside-the-box thinking to identify these, especially if you've never worked remotely, but it's definitely do-able - and worth it! .

Understanding Remote Work Skills

Remote Work Skills

differ from traditional job skills in a few key ways



But a lot of experience and skills developed through traditional roles can be translated to demonstrate value in a remote work setting.

Top 40 Transferrable Skills for Remote Work

Categorized to help make it easier for you to identify them in your own work history and communicate them effectively in your resume and during interviews.

[Download]



Familiarize Yourself with WFH Tools & Technology

Many of the most popular software options out there offer free trials, so get in there and look around, understand what they do, how they work, and what benefits they provide.

[Download]

Module 2

Showcasing Remote Work
in Your Resume

Strategic Targeting

Well-Identified Target Audience

Even though a resume is technically all about you, it's **not really** all about you.



IDENTIFY:

- Who your resume is targeting
- What their needs are
- Absolutely necessary
 - If a resume is too general, it won't make it through online ATS

UNDERSTAND (RESEARCH):

- Job descriptions that match your target jobs
- Companies where you'd like to work
- Note important skills, experience, and 'company culture'

PROVE YOUR VALUE:

- **As it relates to your target audience.** focusing on only the most important things to your audience

Strategic Targeting

3 Ways / Areas to Target



INDUSTRY

- Industries that lend themselves to remote work
- Industries that are growing
- Innovative industries

COMPANY

- Companies embracing remote work
- Companies with people- and tech-friendly brands
- Innovative companies

JOB TYPE

- Job types that don't require on-site equipment
- Job types that require autonomy
- Job types that are commonly remote



Career Options Research Guide

Learn how and where to reasearch various aspects of the remote job and career options available to you.

[Download]

Online Job Boards

Use online job descriptions to better understand the needs of your target audience.

Territory Sales Manager - Medical Supplies and Equipment

office. Qualified candidates will possess strong written and verbal skills, exceptional work ethic and enjoy working in a fast-paced environment. This is an entry level position however there are tremendous growth opportunities within the company.

As we grow our brand in new markets across the US, we want you to be part of our exciting expansion. If you are passionate about sales, love to win and want to work with an established, world-leading brand, please contact us today.

What You'll Be Doing:

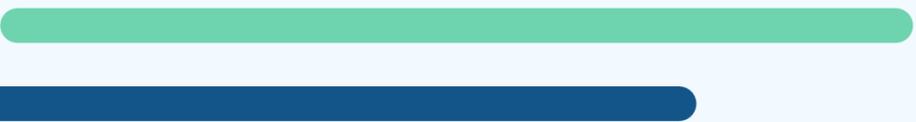
- Tracking and exceeding sales goals while working within your sales team
- Working with current customers within your assigned territory to assist with purchasing medical equipment and supplies
- Developing new business opportunities through creative prospecting, lead follow up and quoting
- Work directly with Universities, hospitals, long term care facilities, and surgical centers through email, phone, online quote requests and more

Financial Operations Processes and Systems Manager

MAJOR RESPONSIBILITIES:

1. Assist with the strategy and deployment of Continuous Improvement (CI) principles and practices for Financial Operations.
2. Represent Financial Operations on Continuous Improvement Voice of the Business (CIVOB) teams in identifying, scoping and prioritizing opportunities for improvement (OFI's).
3. Manage projects with multiple component projects. This will include providing oversight to support and coordinate project-level activities to make sure program goals are met.
4. Elicit, document and manage requirements and related acceptance criteria.
5. Ask probing questions to fully understand user requirements with the ability to provide feedback on possible implications of any and all requests.

Job Boards for Remote Work



[RVerJobExchange.com](https://www.rverjobexchange.com)

- Powered by Escapees RV club

[FlexJobs.com](https://www.flexjobs.com)

- Fully vetted job listings

[WeWorkRemotely.com](https://www.weworkremotely.com)

- Tech-focused roles

[Crossover.com](https://www.crossover.com)

- Long-term, full-time positions

[Talent.Hubspot.com](https://www.talenthubspot.com)

- Full-time, part-time, freelance

Rethink your Job Descriptions

[Download]

ASK YOURSELF

When did I use these skills in my previous jobs?
What tasks could be creatively described using these keywords?

RESEARCH

Use online job boards to research jobs similar to the ones you've held to see if you can find descriptions that utilize these keywords.

TAKE INVENTORY

Are there skills gaps that you may need to address through additional experience or training? Be honest, and make plans to get prepared.

Showcase Your Remote Experience & Skills



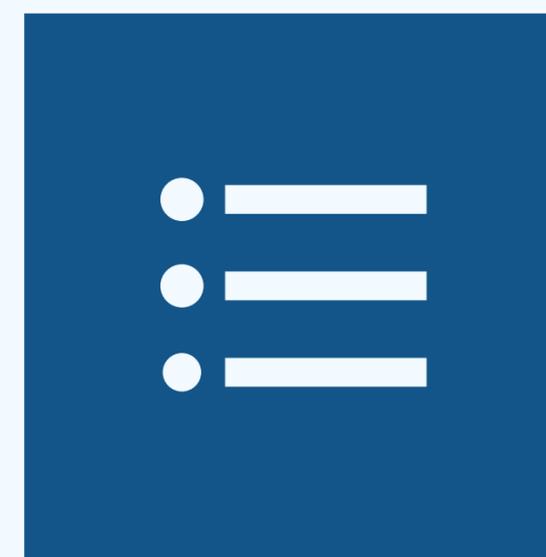
Profile Section



Remote Work Section



Location or Job Title



Job Description

Profile Section

MARY MAY

1234 Address Street, City, State 12345

Phone: 123.456.7890 Email: MaryMay@email.com

CUSTOMER CARE SPECIALIST

Sales and Branding Focused | Experienced Remote Worker | Motivated Team-Player

Customer care specialist with exceptional communication skills and an aptitude for salesmanship through customer service. Experienced remote employee with ability to troubleshoot connection issues and maintain a high level of service while working in an out-of-office setting. Proven success in executing both independent and leadership responsibilities, and achieving success in a team setting. Ability to learn and adapt quickly to new challenges and ideas, coupled with an enthusiastic attitude, and a passion for sales and branding.

**Enthusiastic | Problem Solver | Call Center Service | Inbound and Outbound Sales
Conflict Resolution | Logistics and Inventory | Cold Calling | Remote Ready | Brand Focused**

Remote Work Section

NAME NAME

1234 Address Street, City, State 75070

Phone: 123.456.7890 Email: last.first@email.com

PROFESSIONAL PROFILE

Pursuing: Corporate Recruiter / Corporate Trainer

Innovative change-agent with 20+ years' experience and unique credentials which combine solid tactical leadership with a strong background of working collaboratively across business, human resources, and training activities. Provides impeccable internal and external customer service and motivates personnel to produce high-level performance. Commitment to achieving organizational goals, maximizing profits, and creating an atmosphere of exceptional employee morale. Persuasive communicator with a direct, open style.

Talent Identification | Training & Development | Recruitment | Engagement | Retention
Cross-Functional Communication | Relationship Management | Team Building | Contract Negotiation
Change Leadership | Innovation | Strategic Planning | Process Improvement | Issue Resolution

REMOTE WORK EXPERIENCE

As a Talent Scout for Professional Baseball, built a reputation for versatility and adaptability in constantly changing environments. Worked remotely and travelled extensively over long-term, cross-country assignments, consistently exceeding expectation in remote communication, remote performance tracking, and remote people management.

PROFESSIONAL EXPERIENCE

Location or Job Title

Location

Company Name, Seattle, WA (Remotely from Dallas, TX)
DIGITAL ANIMATOR / AUDIO & VIDEO EDITOR |

2017 – Present

Create, edit, and finalize digital animation videos for a property management company, based on a provided script.

- Consistently complete projects ahead of schedule, even under tight deadlines
- Proactively identify potential issues in the script and bring them to the attention of the company contact, providing viable solutions and alternatives for each
- Digitally record and edit audio tracks and align all animation with audio

Job Title

Company Name, Dallas, TX; Seattle, WA
DIGITAL ANIMATOR / AUDIO & VIDEO EDITOR (Independent Contractor – Remote Work)

2017 – Present

Create, edit, and finalize digital animation videos for a property management company, based on a provided script.

- Consistently complete projects ahead of schedule, even under tight deadlines
- Proactively identify potential issues in the script and bring them to the attention of the company contact, providing viable solutions and alternatives for each
- Digitally record and edit audio tracks and align all animation with audio

Job Description

PROFESSIONAL EXPERIENCE

Company Name, City, ST

August 20## – November 20##

Short company description.

JOB TITLE (*remote position*)

Outbound and inbound freight sales in a call center environment. Fast paced with a focus on providing seamless solutions for all parties. Granted the opportunity to work remotely in December of 2017.

- Maintain and develop both new and existing accounts utilizing remote communication, account management, and project tracking tools
- Provide value-added solutions through a consultative sales approach; build business relationships and focus on solving customer needs while always fostering and diversifying future business
- Serve as a remote liaison between customer and asset team, providing cost analysis for short-term and long-term lane bids
- Remotely manage transactions, driver communications and dispatch, conflict resolution, and crisis management

Received 2 promotions for performance excellence and top metrics.

Received Brand Ambassador of the Year award (2017) for turning one of the smallest transportation accounts into the largest, while simultaneously solving a problem lane for our largest customer.

Results-Oriented Content



**Results
prove your
value**



ANYBODY CAN CLAIM...

...they have skills, but without proof, it means nothing.

ESTABLISH YOUR VALUE...

...by giving real-life examples of results somewhere in the resume (ideally more than once).

ELEVATE YOURSELF...

...above your competition by demonstrating your ability to repeatedly succeed and get the job done.

Results:

Quick Comparison Examples

Be Specific!

Example 1

- Before:
 - Scouted talent and recruited high-potential players for a notable baseball team.
- After:
 - Increased revenue and reduced costs by identifying, recruiting, and developing numerous high-value, high-ROI candidates (players) for a notable baseball team.

Example 2

- Before:
 - Signed [Player Name] and [Player Name] who later debuted in the Major League.
- After:
 - Sourced, recruited, and signed 2 notable, low-investment, high-ROI candidates who later debuted in the Major League and led to a dramatically positive impact on the organization.

Module 3

Repurposing for Your
Cover Letter & LinkedIn

Cover Letter

Purpose of a Cover Letter



WHAT IT ISN'T:

- generic
- a repeat of your resume
- read every single time

WHAT IT IS:

- job-specific
- emphasize your aligned experience
- humanizing

Important Sections

- **CONTACT INFO (YOURS & THEIRS)**
- **SALUTATION**
- **HOOK (5 TYPES)**
- **PROOF**
- **CLOSE**
- **SIGN-OFF**

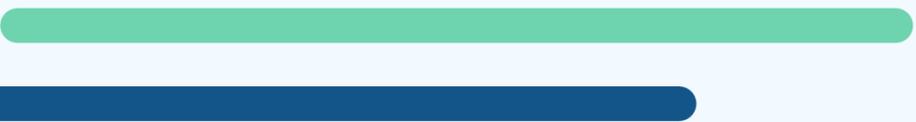
Hook

Dear Name:

You're a Senior Recruiter for a large, mission-driven company, so I imagine you take a lot of pride in finding and attracting the 'right' people for the 'right' jobs. I can relate, because that's exactly how I approach leading both projects and people – and why your recent posting on [website] for a new [Job Title] captured my interest.

My experience aligns well with the qualifications you are seeking at [Company], in particular my role as a [Job Title] in the [Specialization] Lab at [Company]. Based on my research into your company and this role, I am certain my background is an excellent fit and would make me a valuable addition to your organization.

5 Different Types of Hooks



Referral

- Referrals are always preferred

Mission / vision / values

- Align yourself with the company and job

Backstory

- Align yourself with the company and job

Big Win

- Showcases your value

Breaking the 4th Wall

- Humanizes you & gets high engagement

Referral

Referrals are the #1 preferred source of hire.

- Easier to trust
- Usually faster hiring & onboarding
- Higher retention rate over the long-term

Goal: Engage your target audience with your unique value as a referral



Referral Example

NAME NAME

City, State 12345

Phone: 123.456.7890 Email: namename@email.com

Date

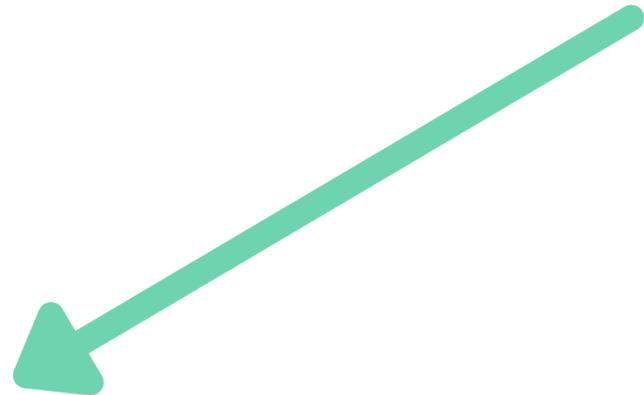
Name

Title

Company Name

City, State

Dear [Name or Job Title]:



When [Name of referral] told me about the opening for a [Job Title] at [Company], I was immediately interested because of [Company]'s focus on [company focus from job description or website].

As a skilled [job function] and leader of people, my experience aligns well with the qualifications you are seeking at [Company], in particular my roles in [most relevant experience] at [Company]. After thorough consideration, I am certain my combination of background experience and interpersonal skills would make me a valuable addition to your organization.

Mission, vision, & values

Alignment with company is key.

- Easier to train
- Usually increase morale
- Higher retention rate over the long-term

Goal: Demonstrate alignment with company mission, vision, values, culture, and/or goals



Mission / Vision / Values Example

NAME NAME

City, State 12345

Phone: 123.456.7890 Email: namenname@email.com

Date

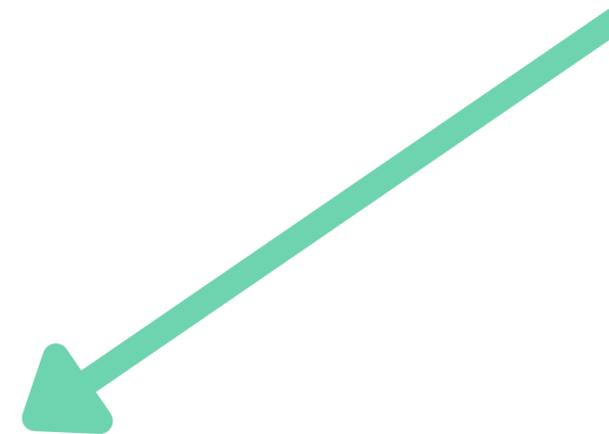
Name

Title

Company Name

City, State

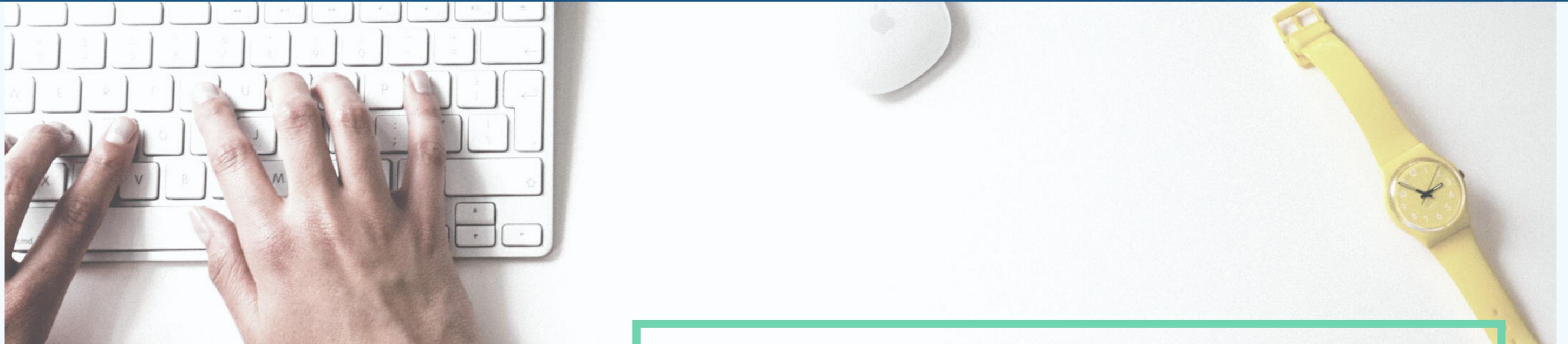
Dear [Name or Job Title]:



[Important skill from the job description] is a craft, a hard-learned and ever-evolving skill that takes continuous improvement and even still is never fully mastered. At least, that's how I approach it. Your recent posting on [platform] for a new [Job Title] captured my interest because it acknowledges that fact.

As a skilled [job function] and leader of people, my experience aligns well with the qualifications you are seeking at [Company], in particular my roles in [most relevant experience] at [Company]. After thorough consideration, I am certain my combination of background experience and interpersonal skills would make me a valuable addition to your organization.

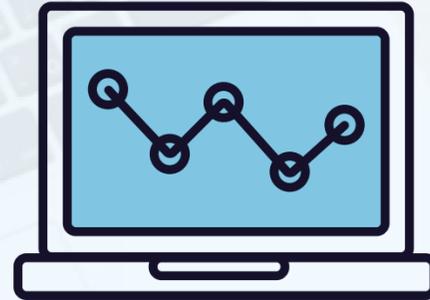
LinkedIn



Why LinkedIn

Massive Popularity & Effectiveness

- According to U.S. News, **95% of recruiters** use it.
- LinkedIn statistics show that there are currently 30+ million companies and **20 million open jobs** on the platform.
- Wired.com states that 16,000+ clients and companies, like Google and Facebook, use the LinkedIn Recruiter tool.



A Quick Note..

Your **LinkedIn profile and your resume** go hand-in-hand. What makes your profile "excellent" is the content, and your **LinkedIn and resume content should be consistent** and directly aligned with your professional brand.

Important Profile Sections

Profile & Banner Image

These are your first impression and serve a much bigger role than you may realize.

Headline

220 characters (up from 120), keyword searchable. Defaults to current job title. Change it!

About

2,600 characters and keyword searchable. Should be written in 1st person and should be engaging!

Featured

Show off the media items you're most proud of, including posts, articles, images, and videos.

Important Profile Sections

Experience

Pay attention to the company names and dates, especially with multiple jobs with 1 company.

Education

Presentations are communication tools that can be used as lectures, speeches, reports, and more.

Skills

Limit of 50 and fully keyword searchable. Best to include as close to 50 as possible.

Extras

Each additional bit of information helps effectively piece together your career story.

Building an All-Star Profile

MUST-HAVES

Industry, current work position (end date must be 'present'), profile photo, education, skills (at least 5), About

ALGORITHM HACKS

Most sections are keyword searchable and have a character limit, so use your space wisely!

PRO-TIP

In your Settings & Privacy menu, turn off 'Share profile updates...'



Networking Strategies

to Get You Started



Follow:

companies,
recruiters, career
experts



Contribute:

ideas and thought
leadership via posts,
articles, & groups



Work Smart

Strategically tag
companies in
relevant posts

Module 4

Digital Networking &
the Hidden Job Market

Hidden Job Market

Refers to jobs not posted publicly online, which means they **can only be accessed through networking.**

Networking is vital.

Start building relationships, creating dialogues, and even set reminders to reach out to colleagues so you don't miss opportunities when they pop up.

Digital Makes Networking Easier than Ever

Social Media



ENGAGEMENT

Create new relationships, join groups, have conversations, and build your professional network.

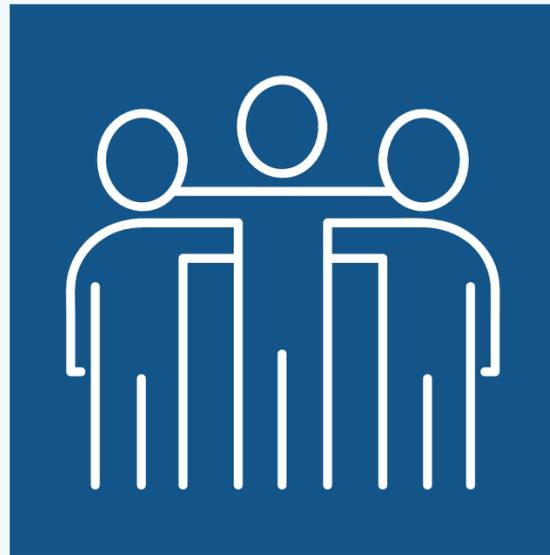
JOB LISTINGS

Search for and apply to jobs, follow companies you like, connect with recruiters.

PROFESSIONAL & PERSONAL DEVELOPMENT

Learn about your craft/industry, follow things that are important to you, expand your awareness.

3 Layers of Networking:



People You Know



New People
(w/ no immediate return)



Direct
Decision-Makers

3 Layers of Networking

[\[Link\]](#)

PEOPLE YOU KNOW

Friends, family, etc. Tell them your situation and what role, industry, or company you're looking for, and why you're a great fit. Ask them whether they know someone in that role, company, or industry they can introduce you to.

NEW PEOPLE (w/ no immediate return)

Long-term strategy. Building real relationships with people who do your target job, work in your target company, or otherwise have insider knowledge you don't. Follow and Connect on social, comment and engage without asking for anything.

DIRECT DECISION-MAKERS

Many job seekers focus their time here, but it should only be a small (but highly targeted) focus. Although this is an immediate-return strategy, don't start with an immediate 'ask'. Start with something helpful to them or some sort of compliment.

With all networking efforts, always be mindful of the person you're reaching out to, and always show gratitude for any time or help they give you.

9 Pillars of Digital Networking Etiquette

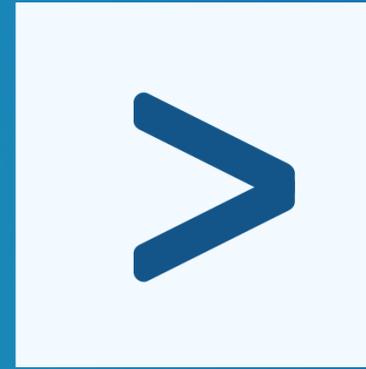
[Download]



Provide Value



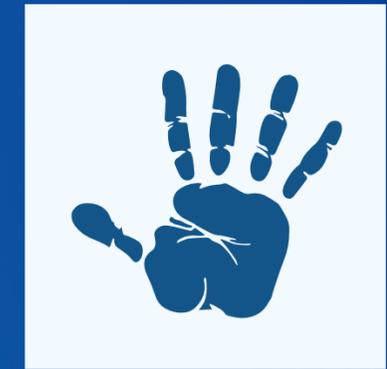
Contribute Thoughtfully



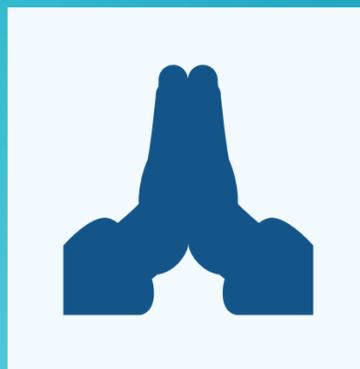
Give More Than You Get



Be Genuine



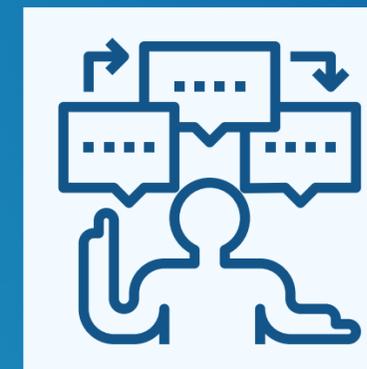
Make it Unique



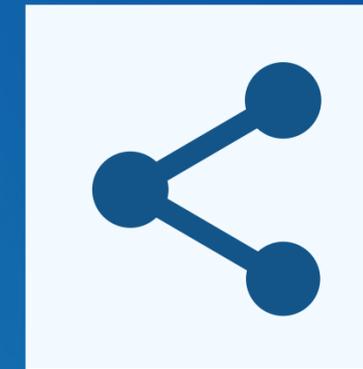
Lead with Gratitude



Respect Others' Time



Play the Long Game



Share Generously

QUESTIONS? COMMENTS? LET ME KNOW!

EMAIL

Lezlie@ResumeLezlie.com

SOCIAL



LINKEDIN
[/in/resumelezlie](https://www.linkedin.com/company/resumelezlie)



FACEBOOK
[/resumelezlie](https://www.facebook.com/resumelezlie)



TWITTER
[/resumelezlie](https://twitter.com/resumelezlie)



ResumeLezlie.com/rethink

Free Downloads

- Full presentation slide deck
- 4 Types of Remote Workers
- Career Options Research Guide
- Remote & Work from Home Digital Tools
- Top 40 Transferrable Skills for WFH & Remote
- Remote Job Description Examples
- Resume Insights eBook
- 9 Pillars of Digital Networking Etiquette
- 3 Layers of Networking