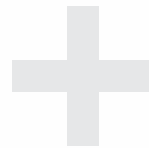




De Forest Search



Succeeding Together.



Jill De Forest, CEO De Forest Search

Jill is the founder and CEO of De Forest Search. She began her recruitment career in the 80's when big hair, wide waist belts, huge earrings, pantyhose and pumps were the appropriate work attire. Jill opened her first staffing firm in 1985, called Sawyer & Associates, Personnel Service. In 1993, when Jill experienced her first recession (Gulf war), she joined Mattel as a corporate recruiter, which is where she found her passion for the licensing industry.

After spending time as a corporate recruiter at Mattel, Jill positioned herself to open De Forest Search, to exclusively recruit for Mattel. De Forest Search has grown from a small executive suite of two, to a team of 15 (upsizing and downsizing along the way), and the business evolved into a Lifestyle Consumer Products Recruitment Firm catering to clients in entertainment, gaming, music, toy, health & wellness, fashion, and food industries, placing candidates in marketing, licensing, creative, product development, sales, operations and human resources roles.

De Forest Search just celebrated their 25th Anniversary and have placed over 2,000 employees nationwide. During this 25 years, Jill has experienced three significant recessions. None of these recessions have been easy but the experience has been invaluable as the wisdom obtained and the ability to see past the “here and now” makes the journey that much more palatable. We are all in this together!

Sawyer & Associates Personnel Service Holiday Party 1986



De Forest Search Holiday Party 2019



Finding – and Getting – Your Next Role

How do I start?

Resume Refresh

Resume should be traditional and not functional

Summary rather than Objective

Dates and company location in right margin

Highlight responsibilities and quantifiable achievements in bullet points on each role...

- Created and launched a product that generated XX in revenue
- Increased revenue by XX%
- Reduced expenses by XX%
- Created global best practices
- Streamlined processes/workflow
- Created a new stream of income by XXX

Font size should be 9-10

A 1-2 page resume is ideal.

Do not put City/State unless you are limited to that area. Most internal recruiters will back-burner candidates that require relocation so do not give them that opportunity

Make sure your email address is hyperlinked.

Do not get too creative with fonts, colors and images. It is appropriate if you are a creative or designer, but for all others, a clean black and white resume, that is easy to navigate is ideal.

Resume Submissions & Cover Letters

Once you have a powerful resume, update your **LinkedIn** profile.

Create a robust Linked In profile. The more keywords that you can include, the more chances that you will be directly recruited.

- Join industry groups and Alumni Associations
- Be sure to click on the “open to opportunities” button on LinkedIn. This is not public to everyone unless you want it to be. It can be limited to be shown to internal recruiters and external recruitment firms

Make a list of target companies that you would like to work for.

- Follow your target companies on LinkedIn and Google
- Set alerts for current opportunities and current news
- Research who you are connected to

Create a few different intro letter templates that are powerful and succinct. One for a specific role that is posted and one for generic interest in the company. Either should **not** be more than a couple of paragraphs and should include the following...

- Why you are interested in their company? (perhaps you saw an interesting announcement or article about their explosive growth or an acquisition or partnership etc.)
- Why you are interested in the role (if applicable)
- What relevant experience do you have to bring to the company/role?
- What makes you stand out amongst your peers?
- Mention a common colleague that may be able to attest to your work ethic or character or leadership.
- Maybe add a fun fact about yourself that will somehow demonstrate your ability to take risks or have tremendous work ethic.

If there is a posted role that is appropriate, post your resume with a short cover letter as outlined above.

If you know who the hiring manager is...you can email separately and indicate that you posted your resume on the career site but wanted to make sure that it got to the hiring manager ASAP. This can be tricky so must use discretion if and when you do.

If there is not a specific role, send out a personalized email with resume and say “I wanted to get on your radar in the event an appropriate role surfaces as I have a specific interest in joining your team because of the

Working with Search Firms

Email one Recruiter per search firm that includes

- Resume
- Desired role
- Geographical preference/limitations
- Motivation to consider a chance
- Realistic compensation requirement range(you will not be bound to any numbers...this just gives the recruiter a benchmark of your target and your threshold)

Request a call at recruiter's convenience. If you see a role on recruiter's website that you have a good referral for, offer that up.

Note...Recruiters get barraged with calls and can't possibly speak to every potential candidate that reaches out so ideally you will create additional value for the call. Also, while it is nice to offer to buy the recruiter coffee or lunch, it is rare that a recruiter would have the time or ever gets out to lunch. When they have the appropriate role, they will want to get to know you better and timing may be best then.

Do not **OVER**-follow up. You can send a short follow up note monthly just to keep you on their radar

Hi Jill,

I am just saying hello and reminding you to please keep me on your radar. I have attached a copy of my resume for your convenience.

Please let me know if there is anything that I can help you with.

Thank you!

Do not double or triple-submit to more than one recruiter at the same firm as that gets confusing as to who should respond and update your profile so it is possible that nobody will respond and you could get overlooked.

If another recruiter contacts you from that same firm, that is perfectly fine to respond as recruiters generally work on different roles. If they are calling on the same role that you discussed with another recruiter, be sure to mention.

Interview Preparation

- Research the company, the executive team, the interviewers and recent news. Check how the stock has performed if applicable.
- Identify what you might have in common by reviewing all of their LinkedIn profiles.
- Get a sense of all of the listed employees on LinkedIn and create an org chart as understanding the company structure is half the battle. The more you know...the better you will interview.
- Be prepared to ask good questions specific to the company or role...questions that can **not** be found on the internet.
- Be at least 15 minutes early so you have time to park , sign in with security and get a badge.
- Bring a power bar or some nuts. If you are scheduled to meet several interviewers...you may go 8 hours without lunch.
- Turn cell phone OFF.
- Be prepared to tell a story to demonstrate why the company interests you. Where did you grow up? What challenges did you have to overcome. What drove you to this profession? Who is your role model or mentor?
- Be engaging and exude energy.
- Do not wear perfume/cologne (HR really have sensitive noses).
- Be authentic...it is okay to show your sense of humor.
- Use action words i.e. drive, build, lead, create, improve, scale, reduce etc.
- Be prepared to discuss not just what you did but how you did it (what was your part in the launch or product creation etc.)
- Don't use the word "I" too much. If you are on a team, give credit where credit is due.
- Bring something that you are proud of...an article, a portfolio, a launch review, a product that you conceived (a picture or actual product).
- Bring hard copies of your resume to offer up (even if you already sent online...do not assume that they printed).
- Send an individual thank you email as soon as you get home to each interviewer (employers like to know of your interest level and that you want the role once you have had time to process). PROOF before hitting send.

Compensation

- Compensation is tricky as in 2019, employers and search firms can no longer legally ask what your salary is... however you can volunteer this information and when you do, it eliminates the very awkward conversation.
- If client asks “what is your desired salary?”
The best way to answer is... “I am currently earning \$xxx. I am open to a competitive compensation plan based on your company’s compensation structure”.
- It is actually much better for all parties when you are upfront as if you are not...it becomes an annoying cat and mouse game and employers start having doubts.
- There are many factors in compensation so until the employer falls in love and wants to hire you, there is no need to get too deep until you see a written offer.
- Do not bring up flex schedule or benefits unless they do. HR wants nothing to do with you if these are your questions on your first interview (unless they are non-negotiables). These questions should be reserved for a second interview or until they cannot live without you (whichever comes first).
- In regards to recruitment firms, it is best to do the same but you can also ask what they feel is the appropriate range for your experience. Recruiters are on your side and want to get you a competitive offer. They can guide you through the process.
- Be realistic in your expectation. Nothing blows an interview faster than a candidate suggesting a very unrealistic salary requirement. This job market is more competitive than ever. Companies are going to need to do more with less so be open, flexible and sensitive to what employers are likely going through.

Video Conference Interview

Make sure you are set up for success on a video chat with lighting, sound and a professional surrounding.

Join early to QA as many employers have different meeting preferences/capabilities... Zoom, GoToMeeting, Ring Central, WebEx, Skype, Facetime.

Good lighting is key. If you are in a room with minimal lighting, get a good computer light to clip on top of monitor or laptop. If you have a room with really good natural light, that is ideal.

Camera placement is key. An external HD camera is ideal. Best to look straight into camera so if you have a clip-on camera, adjust to eye level.

A sound check in advance is important.

Make sure all of your surrounding devices are on silent mode.

If you are in a messy office or a bedroom, you would be better off with adding a virtual background. Zoom has many virtual background options or you can add your own image.

<https://www.youtube.com/watch?v=3Zq-b51A3dA&list=RDCMU2SxmE4C-KAQuHaEfHVymgQ&index=1>

<https://www.youtube.com/watch?v=ACNGhPKnmok&feature=youtu.be>

Dress as if you were on an in-person interview. Business casual is generally the best option.

In Summary...

Treat your job search as a job. It takes effort, discipline, research, organization, networking and dedication. There is no better time to join industry meetings or virtual happy hours.

*People don't decide their futures.
They decide their habits and
their habits decide their futures.*

Thank You !

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