

STC International San Antonio Details the Best Types of Career Marketing Materials for Today's Economy

SAN ANTONIO, Texas, Oct. 16 (SEND2PRESS NEWSWIRE) – During these uncertain times, your career marketing materials are important components of your job search, says STC International, a leading career management and marketing firm headquartered in San Antonio, Texas. These materials fulfill different purposes for jobseekers and employers. In order to develop effective documents, it is necessary to understand their purpose from several perspectives.

Jobseeker's Perspective

STC International has encountered several job hunting myths and realities through our career management experience. One in particular speaks to the role of your resume within your career search.

MYTH: Most people know how to job hunt.

FACT: Most people job hunt with resumes, a traditional-but ineffective-method.

Consider this: Some reports show that resumes produce one inquiry for every 85 resumes a company receives, yet only half of the inquiries result in an interview. Therefore, only one interview takes place for every 170 resumes. Furthermore, the average company conducts ten interviews before it makes a single job offer. That works out to be one offer for every 1,700 resumes received. The key point is that 1,699 resume senders are disappointed for every one person who is offered a job.

The Moral: STC International advises jobseekers to put your old job search ideas behind you. Do not think the resume will get you the job; it will support the product, not be the product. Like a good advertisement, an effective resume should provide just enough information to entice the reader to contact you for an interview.

Employer's Perspective

Employers could receive hundreds of resumes for each advertised position. Resumes are used as screening devices to cull unqualified applicants from the pool of candidates who will be invited for face-to-face interviews. In reviewing resumes, employers try to answer the question: "Why should I hire you?"

Resumes are generally sorted into three piles: yes, no, and maybe. STC International reminds jobseekers that their goal is to develop marketing materials that end up in the yes pile.

With years of experience, STC International has been extremely successful in helping professionals in the San Antonio, Texas area make meaningful career transitions.

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