



10 Recruiting Myths

Take a look at these 10 recruiting myths to ensure you're putting your best foot forward.

Myth #1: Resumes should only be one page. If you worked hard for years, then you deserve recognition. Describe your role, responsibilities and accomplishments with concise sentences using bullet points. It's ok if it's more than one page.

Myth #2: A visually attractive resume helps you stand out. Applicant Tracking Systems (ATS) use Digital Character Recognition to "read" your resume text into the database. Graphics and callouts are visually appealing images that an ATS cannot convert to text. Avoid using images in your resume.

Myth #3: Repeat key words in your resume. This is true. Recruiters will search resumes using key words such as title, employer names, industry "buzz" words and functional terms. Avoid uncommon abbreviations.

Myth #4: Recruiters only skim your resume. It's true AND false. Recruiters will skim your resume in a matter of seconds, especially focusing on key words, employer names and titles. But if they find something that interests them, they'll give it a more thorough review. Avoid long paragraphs.

Myth #5: The recruiter knows what you do. Unless your resume lands in the hands of a specialized recruiter, like 3PLR, it is almost certain that the reviewer has little knowledge of your vocation. Adequately describe your roles, responsibilities and accomplishments. Avoid writing a novel.

Myth #6: The recruiter knows your employers. No one has an encyclopedic knowledge of all companies and what they do, even specialized recruiters. Add a short description of each employer, such as their products, services, industry and revenue. It makes a huge difference.

Myth #7: Excluding your address casts a broader net. False. In fact, it may exclude you entirely from searches that are location based . . . and most candidate searches are location based. Exclude city and state at your own peril. Also, state your relocation preference on your resume.

Myth #8: Recurring job postings are irrelevant. Not true. Recruiting takes time. Recruiters will post the job until it's filled. Granted, some employers "troll" for resumes. If the job post is recent, within 30 days, apply for it.

Myth #9: Employers will view your social media. True. Employers are performing internet searches on your name. Be mindful of the content that you make public and search yourself to see what comes up.

Myth #10: Employers avoid job jumpers. This is true. Employers don't want to invest in someone who's going to leave right away. It's best to state the reasons for short job stints, less than 3 years, to dispel assumptions.

About Us

3PLR provides experienced Logistics professionals for a range of short- and long-term resource needs, including full-time hires for Executive, Operations, Continuous Improvement and Logistics Sales jobs, interim management roles and specialized consulting projects. We offer flexible resource options with a focus on 3PL and Logistics. If you have resource challenges, call 262-527-5327.