

# Key takeaways: Recruiters' kitchen (round)table, 4.3.2020

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**Thank you for joining us! To help you as you move forward, we've highlighted some of the key takeaways from our roundtable discussions.**

- **Understanding the ups and downs of the job market:** This too shall pass
  - The typical seasonal hiring patterns are unpredictable and irrelevant during these unprecedented times but events and brands will likely be reopening and pressing 'PLAY' on opportunities in summer.
  - Don't be scared of freelance opportunities – potential to convert to full-time, make connections, earn experience.
  - Continue to look for industry news regarding who's pitching, winning business, lost an account, etc as well as COVID-19 job-related resources (links below).
- **The Story of the Two Lumberjacks:** Stay sharp!
  - Consider where you want to be tomorrow, as well as in 5, 10 and 20 years.
  - Make well-intentioned and strategic moves.
  - Pause now and often to reassess and track your goals.
  - Now is the time to sharpen your ax – update your portfolio and LinkedIn, engage with your network, find ways to become part of the conversation.
  - Be coachable, know what inspires you, maintain a good attitude, be a leader, take risks, learn new skills, be grateful and motivate others.
- **Be kind and human:** Now more than ever
  - Maintain, refresh and build relationships with this newfound free time.
  - Update your portfolio and make it easy to find and navigate — from awards and won pitches to results and influence.
  - Junior creatives: reach out for guidance!
  - Recruiters and industry vets: pay it forward and offer advice!
  - Use creativity for good and make an impact.
  - Prepare for the end of this crisis and begin preparing for the next one.
- **Your LinkedIn profile:** Use your (proofread!) words
  - Add a professional photo of yourself and a background that showcases your passion or personality.
  - ABOUT section: This is a summary of who you are and what you do. Keep it simple and use keywords that will come up in a recruiter's search.

- CONTACT INFORMATION, EDUCATION, VOLUNTEER, CERTIFICATIONS, and SKILLS sections: Complete and keep updated.
- JOB PREFERENCES: Add locations, titles, etc that you are open to exploring.
- BACKGROUND: Add relevant experience (including internships) from 10 years previous to present, client mix and leadership roles.
- If you're a freelancer, list time period you've been a freelancer and the agencies/brands within the same section.
- Ask for and give recommendations.
- Let recruiters know you are open for new opportunities via settings in 'Privacy.'
- If you need to password-protect your portfolio, make it easy to obtain.
  
- **Own your interview experience:** Virtual and Real Life
  - Take any interview that comes your way – build your network, explore new shops and roles, use it for practice if nothing else.
  - Be transparent with salary expectations, availability and other conversations you're having. Relationships you build with recruiters can extend further down your road.
  - Do your research: the role, the company, the client, the team and interviewees.
  - Scheduling: be accommodating, detailed, communicative and understanding.
  - Virtual (and real life) interview advice: practice, be on time, show confidence, dress the part, be yourself, have notes and resume handy, create something to share, be prepared for technical difficulties, show enthusiasm.
  - Come up with answers for commonly asked interview questions ahead of time.
  - Create your story: show passion and purpose, be authentic and personal.
  - Ask engaging questions, take notes and send a follow-up 'thank-you' note
  - Negotiation and offer: the relationship with the recruiter is critical, no one should be surprised when it comes to what an offer or decision might be, as this should be an ongoing conversation.

## Resources:



### Panelists' LinkedIn profiles:

[Leslie Kay](#)

[Hillary Black](#)

[Kara Taylor](#)

[Lionel Carreon](#)

[Carol Vick](#)

[Kim Easley](#)

### Other Resources:

[LinkedIn: Here's who's hiring right now](#)

[Candor: Who's freezing hiring from coronavirus](#)

[Introducing the One Club COVID-19 Jobs Board](#)

"Things happen. It is hard but the key is resilience. You cannot take it personally. Know that things get better. Doors open. It just takes time. Longer than we want sometimes, unfortunately. Don't be afraid to take something that seems left or right of what you set out to do. Get your foot in the door and figure out how to parlay it into what you really want to do."

- **Laurel Flatt**, *President of mcgarrybowen Chicago*

"They can teach you how to form ideas in a school, but they can't teach you personality. If you can bring unique personality to work...a unique look at life...then you will go far. That is what will separate you more than your ideas!"

- **Ned Crowley**, *Global Chief Creative Officer for mcgarrybowen*

"Be useful. Demonstrate that what you do makes an impact and affects things around you. Everyone is smart and in this time, at this moment the world needs action and impact. Show how you are able to seize difficulty, meet challenges and make a difference. What you have learned is a background for action, and action and change are what is at a premium right now."

- **Jamie Shuttleworth**, *Chief Strategic Officer for mcgarrybowen US*