

# Are You the Perfect Candidate? How to Stand Out ?

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Even if you believe you're the ideal candidate—unmatched in skills and experience—you still need to stand out from the crowd. Job boards and technologies like LinkedIn's Easy Apply feature provide visibility, but there's a catch: Recruitment teams face a deep increase in the number of applications and must rely on technology to screen candidates.

In today's job market, standing out as a candidate requires more than just a polished resume and a strong LinkedIn profile. With the increasing integration of AI technology in recruitment processes, it's crucial for job seekers to adapt.

As a Headhunter, I received an average of 700 applications per job. But did we read them all? Even with the willingness, it's not effective or efficient. We rely on technology and networks.

### Here are some tips:

Keep your LinkedIn profile up to date, include accomplishments, and industry-relevant keywords. Share articles, participate in discussions, and actively network to build a strong digital footprint. AI tools often scan social media profiles and online portfolios.

Start with a strong CV, craft compelling summary or objective statement, emphasize achievements, and include measurable results.

Adapt your CV to the job, highlighting unique aspects of your background. "Brag" about your accomplishments using specific examples that showcase your skills and fit for the role.



Speak AI's Language and match keywords and phrases from job descriptions. Analyze the job posting and incorporate relevant keywords naturally into your resume. All the recruiters I know, use technology to screen.

Avoid arrogance, senior candidates sometimes skip customization, assuming their skills should speak for themselves. Unfortunately, first, you need to get noticed.

Strengthen your network and connect with professionals in your field who can help with introductions. Additionally, work with Headhunters as Lucas Zehnder shared in his latest blog for SAMBA.

Remember, you're not just competing with other candidates; you're also navigating digital gatekeepers. Adapt wisely, and best of luck in your job search!

### **About the Author**

*Berenice is a Talent Leader with 20 years of international experience in driving strategic growth, identifying and developing leadership capabilities, and transforming organizations globally through a holistic approach to leadership development. She currently serves as the Executive Director for Recruitment and Talent Management at Viking Cruises. Her international career spans leading local, regional, and global teams in multiple locations across diverse industries ranging from FMCG to Life Sciences, Chemical, and Finance.*

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