

## Ask the Employment Experts

Dear Job Aces,

I have emailed my resume to dozens of positions that really fit my background, but they all seem to get sucked into the Black Hole of Cyberspace. If I really fit their job description, how can I get noticed?

Signed: Into Black Hole.

**Steve Hines**, consultant, career coach  
and author of [Atlanta Jobs](#)

Dear Into Black Hole,

Steve: Simply emailing your resume is also tossing your time into that black hole. Best approach is to determine if the company pays Employee Referral Bonuses, and if so, network to find an employee there who will submit your resume to either HR or the hiring authority. Stress to your “new best friend” that it’s a win-win-win situation: he will get a bonus, you get a job, and the company gets a great new employee.

**Jon Harvill CPC**, consultant and recruiter with  
[Dunhill Professional Search](#)

Dear Into Black Hole,

Jon: Your goal is to get face-to-face with the hiring official in as favorable a circumstance as possible to be considered for their open position. It may take ten phone calls to identify the hiring official and another four or five to actually reach him or her. Do not expect to be successful more than one in six attempts to get face-to-face. Alternatively, you may know a recruiter, who is respected in that industry, who also knows the hiring official and who is willing to market you to them.