



IT
IS
ALL
ABOUT
YOU!

**Desire A Brighter Future?
Turn Here ➡**

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The perfect resource for
finding your dream job

Resolve to be Happy in Your Career

What's on your list for a better New Year? For many of us, a better job makes it to the top.

Maybe you're seeking a better salary or a bigger challenge. Maybe you're looking to shake things up and go into an entirely different career. Whatever is motivating you as a new year begins, there are a few things to keep in mind during your career transformation.

1. Seek Out Connections

Numerous studies, including ones by ABC News and Payscale.com, report that up to 80 percent of today's jobs are landed through networking.

Yes, in today's digital world of emails, chats and instant messages, the most important part of your job search is good old-fashioned networking.

Here are a couple of ideas for an effective networking strategy:

- **Pick up the phone.** Skip the impersonal email for an actual phone call. Jean Simpson Personnel Services recommends educating yourself prior to speaking with the hiring manager/interviewer through internet research. Once educated on the company, talking to a recruiter or hiring manager about an open position lets you convey your professionalism, ideas and over-

all value.

- **Offer lunch. Or coffee. Or breakfast.** Invite a previous employer to meet you to discuss your current situation. On a job search, you need as many people on your team as possible.

2. Manage Your Online Presence

The number of employers using social media to screen candidates is at an all-time high. A recent CareerBuilders study that found:

- 70 percent of employers use social media to screen candidates, up from 11 percent in 2006;
- 57 percent are less likely to interview a candidate they can't find online; and
- 54 percent have decided not to hire a candidate based on their social media profiles.

Kick the new year off right by re-thinking your online presence. Scrub your Facebook, Twitter and LinkedIn profiles for inappropriate content or photos.

And don't forget about your email address and voice mail message too! (leave your pet names out of it!)

Use social media as a professional tool. You can connect with prominent leaders in your industry and post regular topics related to your field. These simple steps can help optimize your social media footprint and keep you in the running when hiring managers find their way to your profiles.



Jean Simpson Personnel Services Professional Division is here to help!

Many employed, unemployed or recent graduates find themselves seeking a more fulfilling position in their career field. This division gives the applicant an option of confidentially seeking another position while maintaining their current employment. Applicants are placed on a Direct Hire basis and the employer pays a fee for recruiting these experienced applicants to fill their needs. Most professional positions require a degree and/or the equivalent work experience. Submit your resume to topjobs@jeansimpson.com.

Types of Positions

Engineers
Sales & Marketing Professionals
Accountants/CPA's
Web Developer/Programmers
Information Technology
Human Resources
Quality Control Managers
Operations/Safety
Project Managers
Chemist
Management/Administration
Executive Assistants
And More

Resume: Art and Science

There is a lot of misinformation floating around the Internet about what to include on your resume. A simple Google search will field hundreds of responses, many of which offer completely different strategies and practices.

The truth is that each job candidate's situation is different. An executive with 25 years of experience requires a vastly different resume than that of a 25-year-old college graduate.

Since there is no "box" in which every professional resume can fit, the key to creating a memorable, effective document is all in the art and the science of personal branding.



THE ART

Many candidates have multiple versions of their resumes for various industries or roles. This can become a logistical nightmare if you're applying to multiple jobs throughout the day or week.

If you're building your resume correctly, you will likely need just two versions. Which one you give to whom requires you to understand your audience.

A longer, more comprehensive resume is great for making sure you incorporate the right keywords. When hand-delivering your resume to connections who may be able to help you find your next role, keywords aren't as important.

That's because your document likely won't go through an applicant tracking system to reach the hiring manager.

THE SCIENCE

Companies use applicant tracking systems to filter incoming resumes for open vacancies. This helps recruiters work from a more targeted stack of documents rather

than poring over every submission.

Resumes that don't align with the keywords a company is looking for are tossed before the process really even gets going. Using a scientific, measured approach to resume creation requires writing skill and knowledge of your industry. Study your target job descriptions and underline 15 to 20 strategic phrases or keywords.

Weave them into your resume in an "Areas of Expertise" section or throughout the "Experience" section of your document. Doing so makes sure your resume will play well with applicant tracking systems. Make sure your resume is a good overall representation of your career and that it is written specifically for the position in which you're applying.

You can find many good templates online or visit <http://jeansimpson.com/wp-content/uploads/2015/06/resume.pdf>

Resume Do's & Don'ts

A resume is the first, and most important, impression a job seeker makes on a potential employer. Hiring managers usually don't spend more than a minute on each resume submitted. A quick glance with a focus on job titles and dates, previous companies, and education tells recruiters if the candidates are worth their time. Drafting the perfect resume is imperative. To help job seekers navigate this tricky endeavor, we've created a list of do and don'ts to follow while drafting your resume.

Do's:

■ Resume templates are available by the thousand. Here is one to help you get started: <http://jeansimpson.com/wp-content/uploads/2015/06/resume.pdf>

It's important to list most recent first and work backwards. This applies not only for work experience but also education. Resumes that are longer than two pages are frowned upon by human resource personnel.

■ Add a summary statement/ objective: A short summary of your experience, achievements, and aspirations allows potential employers to quickly glean all the information they're seeking without going through the entire resume.

■ Include your contact info: phone number, a professional email, and current city of residence are a must.

■ Use power words: Keywords 'experience', 'management', 'professional', 'knowledge', 'establishes', and 'motivates' have been proven to have a positive impact on a resume.

■ Use numbers and data: Numbers stand out in typical text-dominated resumes. Using digits to mention years of experience or percentages while highlighting your performance are not only easier to read, they also take up less space on a resume's valuable real estate.

■ Include necessary sections: Every resume should feature a few sections by default — 'summary', 'work experience', 'education/training', and 'references' are ones that should always be included in your resume.

■ Add volunteer work experience/ community involvement: If you've worked as a volunteer for a nonprofit list it on your resume (if ample room).

■ Proofread! Proofread! Proofread!...and then have someone else proofread! A single typo on your resume can damage your credibility. Make sure you proofread your resume several times before sending it out to your potential employers.

■ Write a cover letter, especially if it's a professional position: It may not be a part of the resume itself, but a cover letter can be beneficial for job seekers. It's a letter of introduction that can be used to grab an employer's attention by highlighting key points and providing an explanation of why you are the most suitable person for the job.

Don'ts:

■ Mention obvious skills (everyone has customer service).

■ Use expression like 'duties include', 'responsibilities', etc.

■ Use undermining words (passionate, hard-working, etc.; and please leave personal pronouns out)

■ Reveal confidential information (marital status, kids, year graduated high school)

■ Use too many fonts (stick with a maximum of two fonts)

■ Include random hobbies (unless it's related directly to the job in which you're applying)

■ Go overboard with formatting (simple formatting is easy to read)

■ Send it as a Word document (always save and send your resume as a PDF file to make sure it retains its formatting)

■ Include irrelevant experiences (if it's unrelated to the role you're applying for, leave it off)

■ Copy the job description while writing the objective (inform the recruiter of your worth with examples in another section)

■ Include work history (10 to 15 years back is usually sufficient)

■ Lie or exaggerate (honesty is the best policy)

Apply to a relevant job with a resume that follows these guidelines and you'll stand a good chance of progressing to the next round of the recruitment process.

Win Your Next Job Fair

For anyone doubting the effectiveness of a well-planned job fair, you are missing out on a major chance to improve your career and meet new people.

Job fairs are teeming with potential connections and like-minded job-seekers looking to land their next role. Such amazing networking opportunities don't come every day.

Below are some tips on making the maximum impact on your next career fair.

PREPARATION MATTERS

Bring multiple copies of your resume to the job fair, and be prepared to discuss your specific experiences, achievements and projects. It's not enough to simply hand over a resume. Practice your quick pitch summarizing your skills and experience (this should be only 30-60 seconds long).

Remember, there are dozens of competitors vying for the same opportunities. How you sell yourself can be a determining factor in your chances at employment.

A key point of preparation is in how you handle difficult questions about job gaps or short employment times. Recruiters and hiring managers are trained to spot these types of issues on your resume. A concise, honest approach is best to mitigating any red flags for these hiring professionals.

DRESS FOR SUCCESS

Even if you are a college student checking out a job



fair at your university, dress appropriately for the opportunity to meet hiring managers and recruiters.

Even in today's digital world, in-person first impressions are vital to your success. Business casual attire is a solid approach. This includes a tucked in dress shirt with a tie for men, and a professional skirt- or pants-shirt combo for women.

Show initiative, be enthusiastic, shake hands when you introduce yourself to recruiters. Have some questions ready for the company repre-

sentatives that illustrate you've done your homework and by all means, take notes.

PLAN OUT YOUR DAY

Most job fairs provide job candidates with a list of the companies that will be attending. Map out your top five prospective employers and get ready to pitch yourself to their hiring managers. Check out the company's website, mission, open positions, and general information before you go. The ability to demonstrate knowledge about the company will help

you stand out. Once you mark the top five off your list, target another five.

Staying well organized will let you most effectively use your time, which is important for making as many connections as possible during the event.

Always remember to collect as many business cards as possible from hiring managers and don't discount the importance of a follow-up call or handwritten note thanking them for their time. You never know where connections might lead.

Interview Tips & Salary Negotiating Tactics

12 Steps to a Knock-Out Interview

1. Confirm the appointment. Do this one day before your interview. Know the location of the interview. Try to find out how long you'll be there. And make sure you have your contact's phone number in case you need to call.
2. Clear your calendar. If possible, keep your schedule free of any other commitments that day. The interview might run over or you could be asked to stay longer during the appointment. Explaining that you have to be somewhere else could create an awkward situation that should be avoided.
3. Say the interviewer's name correctly. If you know the names of interviewers in advance, confirm the pronunciation and spelling prior to the appointment. If necessary, ask the receptionist to help you with pronunciations.
4. Be on time. Arrive no more than 10 minutes early but whatever you do, don't be late! Arriving late will create an impression that you are unreliable. If unforeseen circumstances arise and you must be late, do everything you can to call ahead of time.
5. Dress to impress. If possible, learn in advance what attire is appropriate. If you're still not sure, dress conservatively in a dark suit.
6. Let them know you've arrived. Walk to the receptionist, smile, shake hands, introduce yourself, and state that you have an appointment with your contact's name. Offer your resume or business card and wait.
7. Shut off the cell phone. Unless you are experiencing a bona fide crisis, turn off your cell phone upon arrival.
8. Use your mouth only for talking. Unless the interview is scheduled with a meal, nothing should be in your mouth but words. Drinking, eating, smoking and chewing gum must be avoided.
9. Prepare a short statement about yourself. Be ready to answer the question, "Tell me about yourself and your background." This is your "stump speech" and should include some information on the types of companies and industries you have worked for, your strengths, transferable skills, and some personal traits. Practice saying this statement until it feels natural.
10. Be prepared to talk about your successes and experiences. The prospective employer will want to learn about your past experience — successes and failures (as a learning experience), work ethic, and professional track record. Be able to amplify every item on your resume.
11. Be nice. Everyone you meet during your interview — from the receptionist to the interviewer — should be treated with respect and courtesy. The receptionist might not be conducting the interview, but his or her opinion of you might be solicited.
12. Promptly follow up. Decide if an email follow-up is appropriate. If any documents were requested, such as references, employment application, or samples of your work, that's a good reason for an email. In any event, it's always good practice to send a thank you letter or note — on paper, mailed — within a day of the interview. In some cases, an email thank you note may be appropriate. Then a few days later, call to express your continued interest, and to see if you can offer more information.



Landing a new job is an exciting time. It can lead to more opportunities, better work-life balance and — if you're strategic — a much higher salary.

The key to securing great pay from the start is negotiating your prospective salary before you accept a job offer. The national average pay raise is about 3 percent. There is a much larger margin to be made if you can effectively set your strategy early on.

This strategy can come with some risk, so make sure you're willing to walk away from the offer if it doesn't fit your salary range.

Here are a few tips on negotiating your salary before stepping into your new office.

RESEARCH, RESEARCH, RESEARCH

There are numerous online resources that help you accurately predict the salary for a specific position in a certain geographical location. Conduct some research on your target role to find salary ranges in your neck of the woods.

Choose your target number, and be prepared to stick firmly to it if the question comes up in the interview process. A bonus tip for negotiating salary is to never be the first one to name your price. Let the hiring manager tell you what they've paid similar roles in the past and take it from there.

When using an agency, they'll have a good idea ahead of time.

■ If using an agency like Jean Simpson Personnel Service, they specialize in negotiating for you and getting the best possible offer from their client.

■ Salary discussions shouldn't be expected in the initial interview, more so in follow up interviews, but be prepared just in case!

BE CONFIDENT

Many people are too nervous to ask for the pay they want early in the hiring process. While this is an understandable situation for job candidates, the strategy can have a big payoff.

Be confident in your worth as a professional. Once you land on a specific number you would like to see reflected in your salary, explain your position to the hiring manager. Bring up the value you have given your past companies and how you plan to help your next one.

There is a fine line between confidence and arrogance — especially when you're selling yourself — so be sure to maintain a personable demeanor while you make your pitch.

NEGOTIATE OTHER PERKS

If your salary needs are unmet but you are passionate about joining the company, there are other aspects of your compensation package up for negotiation.

Work schedule, vacation days and professional development opportunities are all important aspects of a positive employee-employer relationship. See what you can negotiate in these areas.

Fastest-Growing Jobs for Grads

College grads want what everyone wants — to land in a successful, sustainable career that brings them steady pay and a strong work-life balance.

But without experience, how do they know which industry to enter? Can they be sure their chosen career field will be around for the long haul?

Research is a good place to start. There are many resources available through universities and online education platforms that guide students through the aforementioned questions. Young professionals also should rely on family members and friends who have found success.

The Federal Bureau of Labor Statistics compiled a list of the fastest-growing jobs for the decade leading up to 2026. Below are the top five with details on pay and other perks, according to the FBLS.

5. Operations research analyst

Main responsibilities: Utilize advanced mathematical and analytical methods to help organizations investigate and resolve complex issues.

2016 median pay: \$79,200 per year
No. of jobs, 2016: 114,000
10-year job growth outlook: 27 percent

4. Physician assistant

Main responsibilities: Practice medicine on teams with physicians, surgeons and other healthcare workers to

Some of the career fields in demand, particularly in this region, are accountants, paralegals and skilled trades, such as welders, machine operators and HVAC technicians.



Note: Using an employment agency is a wonderful resource to "try out" a job before a long-term commitment.

examine, diagnose and treat patients.

2016 median pay: \$101,480 per year
No. of jobs, 2016: 106,200
10-year job growth outlook: 37 percent

3. Statistician

Main responsibilities: Apply statistical methods to collect and analyze data and to help solve real-world problems in

business, engineering, health-care or other fields.

2016 median pay: \$80,500 per year
No. of jobs, 2016: 37,200
10-year job growth outlook: 36 percent

2. Physical Therapist

Main responsibilities: Help injured or ill people improve their movement and manage their pain.

2016 median pay: \$85,400

per year

No. of jobs, 2016: 106,200
10-year job growth outlook: 37 percent

1. Nurse Practitioner

Main responsibilities: Provide patient, primary and specialty healthcare.

2016 median pay: \$110,910 per year
No. of jobs, 2016: 155,500
10-year job growth outlook: 36 percent

A Legacy of Excellence

For more than four decades, a locally owned and operated staffing service has been providing Shreveport businesses with qualified workers to meet their needs and help them grow.

Jean Simpson Personnel Services, Inc. provides qualified and experienced personnel on a temporary, temp-to-hire, and direct-hire job basis. The largest staffing service in the area, Jean Simpson Personnel Services employs 600 people weekly and helps employers fill such jobs as receptionists, data entry clerks, mechanics, warehouse workers, accountants, sales personnel and many more clerical, industrial, and professional positions.

“We want to put as many people as possible to work,” said Sandra Braddock, President and GM of Jean Simpson Personnel Services. “One of the basics of living is to have a good job. That is our goal every day.”

Ms. Braddock has been running the company that bears her mother’s name for 38 years. Jean Simpson had her daughter come home from Dallas, to run the business in January 1977. Ms. Braddock then took over two years later.

“My mother managed Kelly Girl from 1962-74. It was corporate owned out of Detroit, MI, and they didn’t renew the franchise. My mother left on Friday and opened Jean Simpson on Monday morning,” Ms. Braddock revealed. “I was a 1972 graduate of LSU. I went to Dallas to seek my fame and fortune. I worked there until 1976, when my mother adopted two children and wanted to stay home with them. She had to sell the business or find someone to run it. I loved Dallas but I moved to Shreveport and started in January in 1977.”



She admitted that she didn’t have any idea that her mother’s business would reach the size it has today.

“I don’t think she had any idea we would be this large. I worked very hard so that she would be proud everywhere she went.”

Although Jean Simpson passed away in 2015, Ms. Braddock said her mother’s legacy lives on through her.

“I hope I’ve given her a legacy she might not have had otherwise. I’ve worked very hard to make her a household name,” she said. “Just because our founder passed away doesn’t mean we’ve lost anything. I’ve been running this business for 38 years.”

The proof is in the pudding as Jean Simpson Personnel has had a “tremendous” impact on the local business community, with Ms. Braddock pointing out her compa-

ny sends out 4,000 W-2s every year and has \$14 million payroll in the community.

“What we do is extremely important — offices, desks and manufacturing warehouses are being filled because of us.”

She credits their success to a sterling reputation and her ability to sympathize with the customer, explaining, “We will do whatever it takes to make it right. If there’s a problem, we’ll do what needs to be done to leave that customer or applicant with a good taste in their mouth. We care about them. we want them to be happy.”

Jean Simpson Personnel also enjoys giving back to the surrounding communities through not only job placement, but community involvement, company start-up assistance and expansions, educational opportunities and outplacement resources.

“Giving back is extremely important to us. It’s all about helping people and their families,” Ms. Braddock exclaimed. “Our commitment is helping people — whether that’s finding a job or helping the Volunteers of America, Salvation Army, or other area non-profits.”

Their track record shows their team of 35 qualified professionals cares about providing local businesses with the best service available. But Ms. Braddock is adamant that taking care of her staff is crucial to success.

“Treat your employees like they’re your family because, basically, they are. And if you treat them well, you’ll have loyalty and they’ll want to do a good job,” she noted. “I look at it as we’re in an old-time ship and I’m at the top telling them where to go but they are underneath rowing their hearts out. Without them rowing hard, we’re not going to get anywhere.”



jean simpson
Personnel Services, Inc.
FAQs

Are you a National Agency? No, we were founded by Bob & Jean Simpson in 1974. Sandra Braddock, Jean’s daughter, is President and General Manager and plans to continue her mother’s legacy for years to come. We are proud to be one of the few locally family owned and operated staffing agencies in the area. Our only other location is in Longview, Tx. We serve the regions of NW Louisiana and E Texas.

Are applicants required to pay a fee for services? No, All fees are paid by our client companies.

If I have a criminal background, can I be considered for employment? Yes, Unless your record specifically pertains to the job duties for which you are being considered. (i.e. Someone

with a record of forging checks cannot be considered for a banking position.)

Does sending my resume automatically enroll me for employment? No, It’s just the first step in the process and assists our staff in making sure you are registering with the most appropriate department.

Why can’t I complete my registration process online? At Jean Simpson Personnel, our clients depend on us to personally meet and interview the candidates in consideration. We very rarely will submit a candidate without sitting down with them face to face. Meeting all of our applicant’s also helps us better market you to clients who may or may not have an open order with us at

the time of your registration. That’s one of many ways we differ from some of the other agencies in the area.

Will I be considered for other opportunities aside from the one I applied for? Yes, Our database searches through ALL candidates for specific skills and experience. If you match that search and meet the other criteria, you will be contacted to discuss the position further.

Are all applicant’s references checked prior to submitting for consideration? Yes, The only exception is for those applicants who are currently employed and looking for work elsewhere. However, jobs prior to the current position will be contacted for a reference.

Are all your jobs posted on your website? No, We average OVER 140 openings daily between our two offices and do our best to post what we can. The only way to be considered is to complete our registration and testing process AND continue to call in every other week to let us know you are still actively looking.

What can I do to make myself stand above other applicants? Be prompt, courteous, presentable, and professional. Keep the lines of communication open and be open to other opportunities that may be a good fit. Treat us as you’d like to be treated and remember, we are YOUR employer and if we don’t get a good first impression, chances are our client won’t either.

NEED SOMEONE TO GO HERE?



LET US FIND THE RIGHT FIT

**WE OFFER TEMPORARY, TEMP-TO-FULL TIME &
DIRECT-HIRE PLACEMENT OF CLERICAL, INDUSTRIAL AND
PROFESSIONAL POSITIONS.**



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