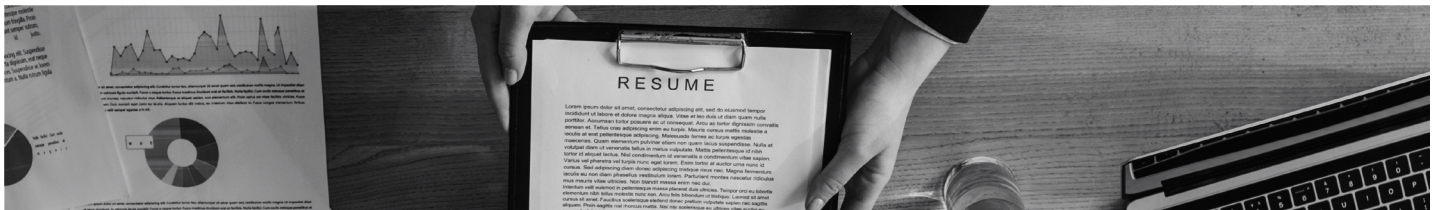


# Avoiding Scam Job Interviews & Offers

Market My Market recommends the following actions to avoid a scam job interview/offer process:



- Never pay money upfront for a job opportunity.
- Be cautious if a potential employer texts or uses social media to do a job interview, rather than by in-person or on something like Zoom.
- Research the company the scam claims to be, also try to verify and contact the company yourself.
- Verify if the people you're communicating with that are offering the job are included on the "Team" section of the website, or are on LinkedIn with the appropriate work information.
- Confirm the person you're conversing with has the appropriate email representing the company. Though a Gmail or Yahoo email isn't always a red flag, if the website of the company is a .com and the email is a .biz or unrelated extension. It may be worth looking into further.
- If the company hiring page says that the organization is conducting interviews on a platform such as Zoom and the individual offering the job interview asks for Microsoft Teams, that may be an issue.
- Take note if the email domains change throughout the correspondence with the recruiter (if it goes from .us to .life to .co, etc.)
- Even if you see the job description on other job boards, it is most secure to apply to jobs directly on the employer's website
- When in doubt, do not hesitate to reach out to someone at the company directly to confirm if you are part of the interview process. We are very grateful to all those who have done so in the past who alerted our team to imposters.

## What Market My Market likes to see on resumes:

- Make the key elements of each experience easy to decipher - Employer, title, dates of tenure, location of role (can note here if the role has been remote). Consider bolding these lines so that it is easy for a reader to scan.
- Descriptions of experience that aligns with what is in the job description. Look for keywords in the description and incorporate them where you can.
- Clarity around what deliverables and services you were responsible for.
- Add numbers to descriptions for a sense of scale. Did you have 15 clients at a time? 100? Did you write three blogs a week or 20?
- What product/services were offered by your previous employers. Did your experience include "marketing" and "campaigns" or did it include "paid media," "ppc," "social media," or "organic SEO"
- Who were your or your employers' clients (at a high level)? Were you focused on e-commerce, professional service industries or large corporations?
- What KPIs were expected of you and where did you exceed them?
- Some employers use software that scans resumes for keywords, make sure that your resume is in an easy-to-scan format and avoid fancy formatting that may not work with these programs.