

## [ WATER COOLER ]

# E-gregious

## What's in a cyber name? Too much

By PETER SCALLION

**P**IMPSHORTY recently applied for a job at my company. Pimpshorty did not get the job. Neither did KittyKatt, Mochaangel, Fabulojjeanz or Jiggylala.

Our Craigslist ad for an administrative assistant drew several hundred eager responses. Among them were dozens from hapless applicants using online nicknames that would make a hiring manager blush, blanch and laugh — everything but take them seriously as candidates.

For example, I'd think twice about calling sexyrieka for a phone interview — she might charge me \$3.99 per minute to talk. And XXLAUXX and XoXTaNe-ShAXoX; are those really your e-mail names, or Web sites I can't visit at work?

Similarly, I'm not sure what to make of the person with the address razorlove. She could be a troubled teen into self-mutilation, or maybe it's just a guy who likes an especially smooth shave. Either way, razorlove didn't make the cut.

None too rare yet a bit too precious

were applicants like PiNkDiAmOnDz and sapphire\_pearl. Both may be real gems, but I somehow doubt they'll shine professionally.

Speaking of lacking luster, PlatNum's chances are hardly good as gold with "Admin Ass" as her subject line.

As for Blazing-Phoenix, he may have a burning desire to rise to the top, but his other online address

gives me pause: Call me crazy, but I have reservations about hiring someone with the handle Lunacy.

Then there are those who think they're revealing themselves as promising candidates by adopting smug e-mail addresses — that would be you, QuickerThanFast and Selfknowledge. Such names may very well catch an employer's attention, but for all the wrong reasons.

We also heard from Ladyelegance, SweetLadie and Mzclassylady. Not to be outdone were BambooGirl, BXCOverGIRL, and SHYGURL-JAZZEY. That's what I call Girls E-mailing Badly.

Some might say it's unfair to judge candidates by their online names, especially if they may otherwise be qualified. But with hundreds of responses to wade through, most hiring managers will reject out of hand an applicant who sounds unprofessional.

So a word of advice for BangBandit, Babybudah and the rest: Save your cutesy, suggestive, wild and wacky

nicknames for instant-messaging friends or your Nerve.com profile. If you want a shot at an interview, it's best to play it straight.

Because after all, in today's tough job market, it's hard out there for a Pimpshorty.

Peter Scallion is a marketing director at a Manhattan engineering and architectural firm. He can be reached at [BadAssPete@... that is, at \[pscalls@yahoo.com\]\(mailto:pscalls@yahoo.com\)](mailto:BadAssPete@...)



Elliot Marks

Unless you want employers to picture this, it's best to avoid e-mail names like "Pimpshorty."