

SOCIETY'S BEDROCK Case Study



Chicago, IL
Billy, Chicago, IL
Marketing Manager
Marquette '22

BILLY WENT FROM UNEMPLOYED TO A \$86K OFFER.

Overview: When mid-career marketer, Billy, connect with Society's Bedrock, he wanted to blend his passions with this professional life. He was unemployed, discouraged, and unsure of his next move.

A recent graduate with 3-years of experience but no job offers, Billy felt overlooked and under-qualified in a competitive job market. He came looking for clarity—and left with a job that matched both his skills and values.

Initial Pain Point:

- Lack of direction and confidence after months of unemployment
- An outdated resume and weak interview performance
- A disconnect between his passions and job search approach
- Low self-esteem from repeated rejections and limited mentorship

Goal: To land a marketing manager opportunity that paid him more than his last job within 90 days.

APPROACH



"Letting Anton take over my job search helped quickly."

Billy came to Society's Bedrock with limited work experience and minimal job leads. Billy's first email said *"I feel like a failure and I don't want to let myself or parents down. How can I get in front of the pack of applicants". We created a customized roadmap to get him there.*

1. 1-on-1 Coaching Sessions to identify Billy's core values, transferable skills, and ideal work environment.
2. Resume + LinkedIn Overhaul with storytelling that highlighted his unique impact and character.
3. Mock Interviews to build confidence and refine his pitch
4. Strategic Job Mapping with SB's industry professionals to connect with values-aligned employers, not just apply to listings.

PROCESS



Billy said the process was "simple, but also required him to commit to a direction and take steps everyday to move towards it."

- Completed a professional and personal goal assessment and updated his resume and LinkedIn messaging.
- Created a portfolio from scratch to share with hiring managers, posters, and LinkedIn. Yielded a 50% return interview.
- Increased his capacity to apply for 5X more jobs per week by producing 3 industry focused resumes.
- Improved his application ranking to 80% of candidate pool in most Applicant Tracking Systems with customized hacks.
- Introduced him to 12 new LinkedIn contacts with job opportunities.
- Received an offer that was \$22K above market rate.

OUTCOMES



Wondering what happend:

In less than 10 weeks, Billy received multiple interview requests. During each one-on-one session, we'd review his job prospects lists to ensure we were not missing opportunities. Eventually, Billy received two offers at once and was able to negotiate a salary almost double his last. Ultimately landed an \$85,000 role with a marketing firm in a bigger city.

Billy said " now that I've worked with Anton, I have the tools to do this again just in case. Also, I recommend keeping Anton while you onboard. It's helped me make sure my company keeps my development in mind and just help with paperwork. "