

Don't Just Polish Your Resume. Polish Your **BRAND**.

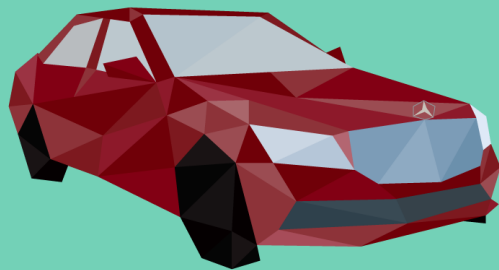


**How to
land your
first job**

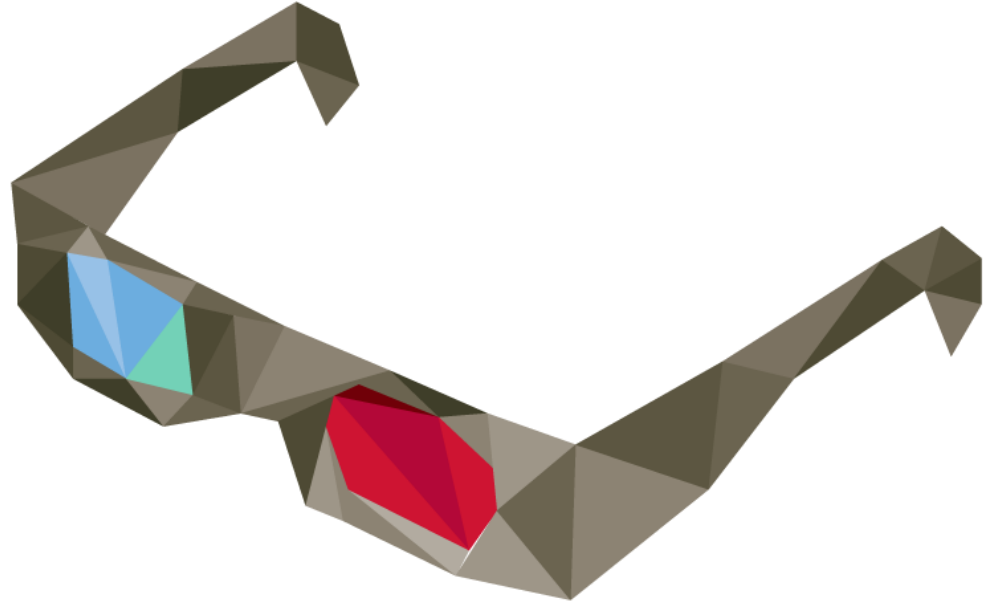


Market yourself to potential employers by creating a personal brand.

Which car brand suits you?



55% of executives surveyed
said they found gimmicky job
search tactics unprofessional.





Core Attributes

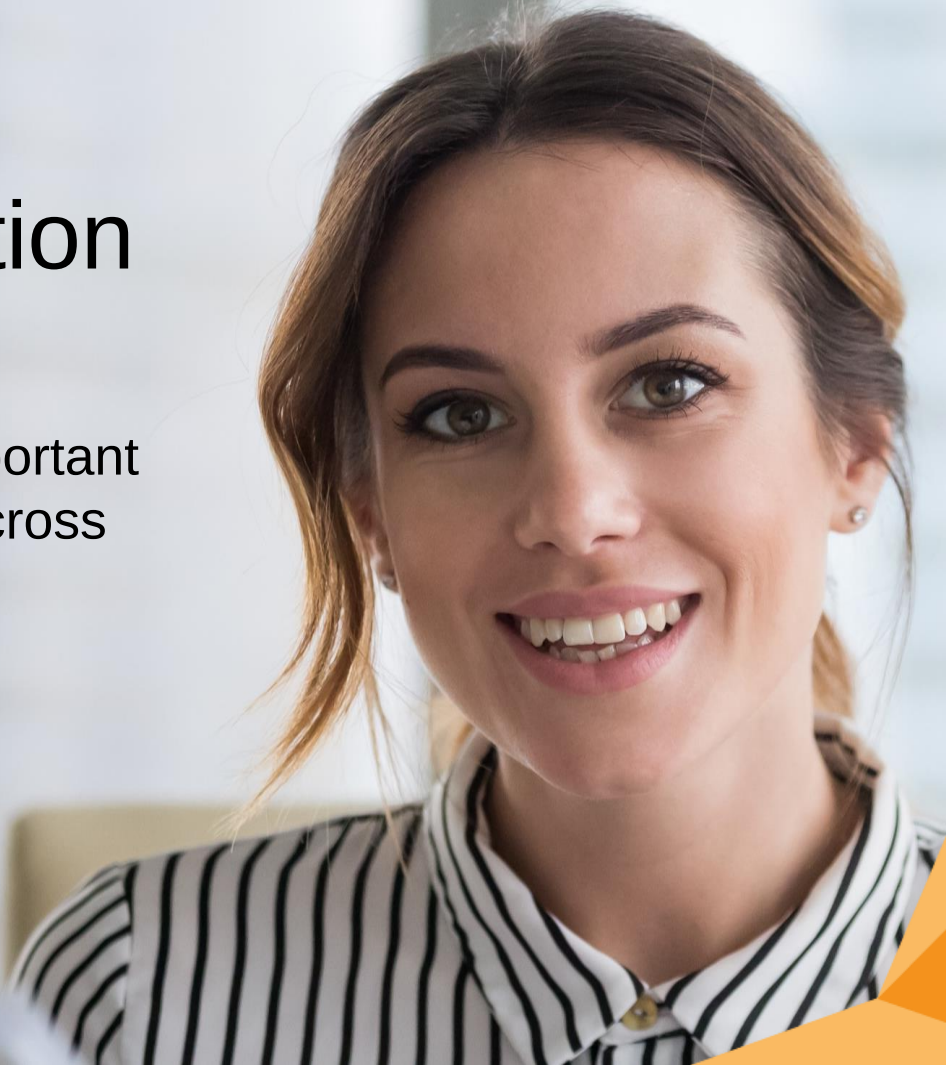
What are your best
skills and qualities?



Priority of Communication

What are the most important
things for you to get across
to a hiring manager?

In what order?



Goals

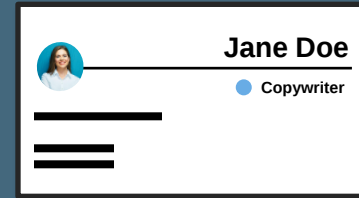
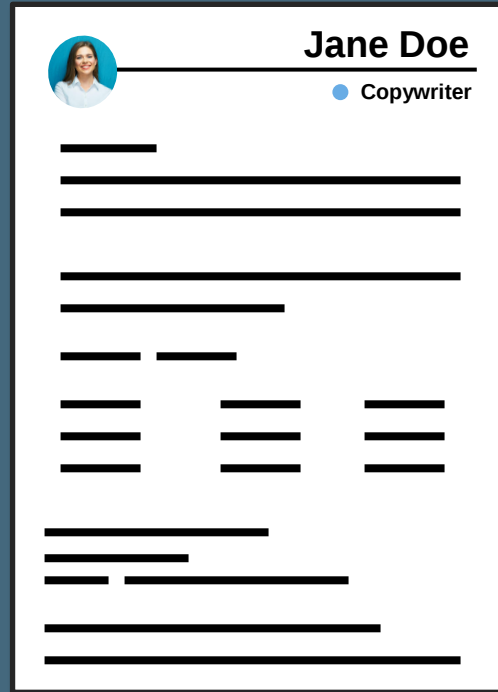
What's your ultimate job goal?

What smaller, measurable goals will help you get there?





Core belief:
I love to solve problems!

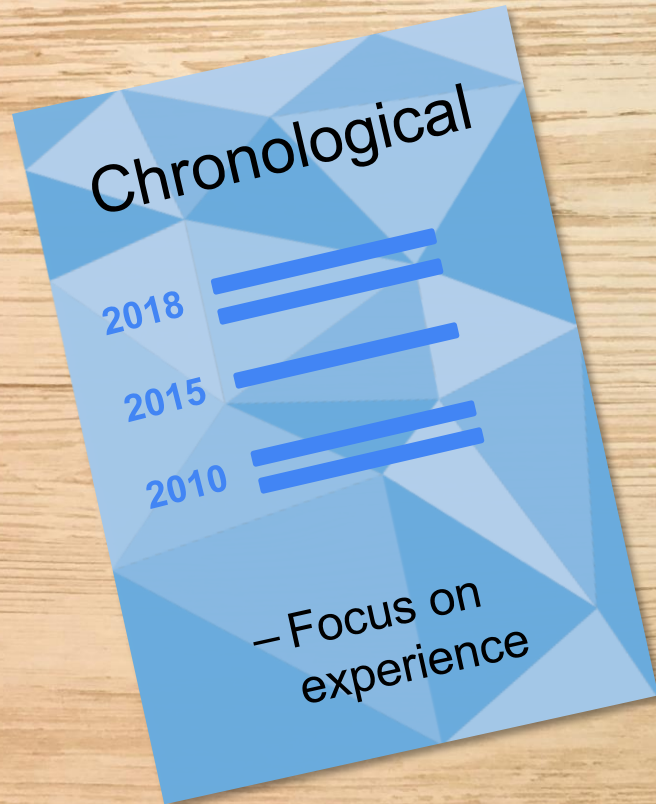


- Work on LinkedIn profile!
- Practice elevator pitch for Monday!

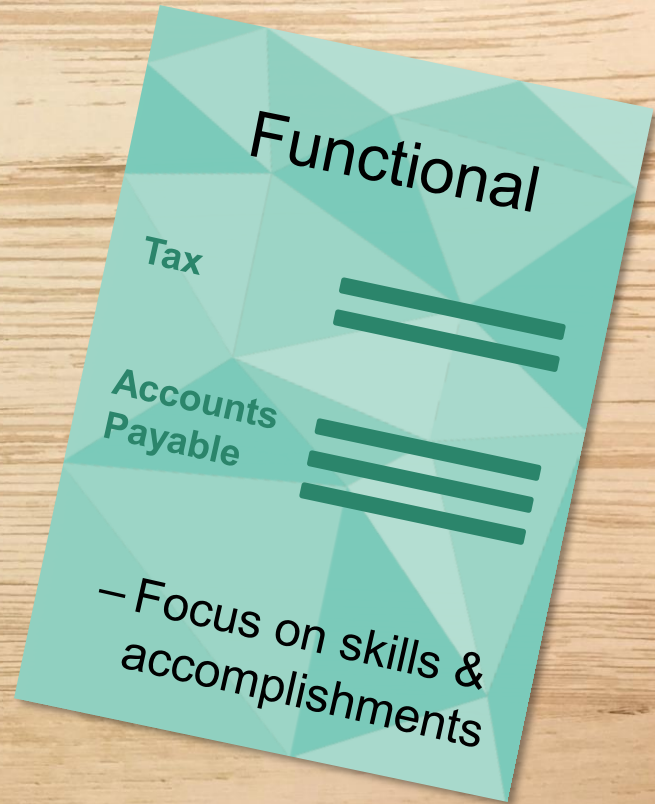
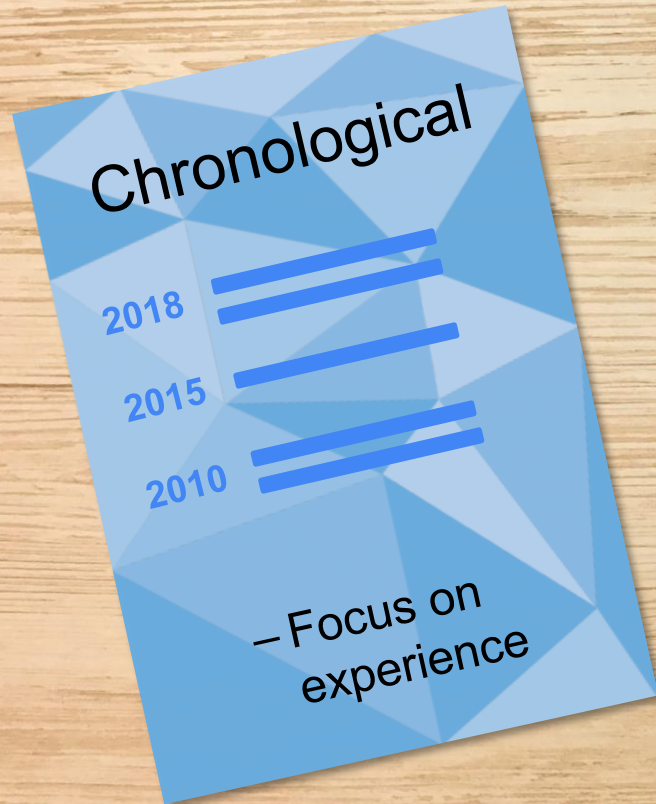
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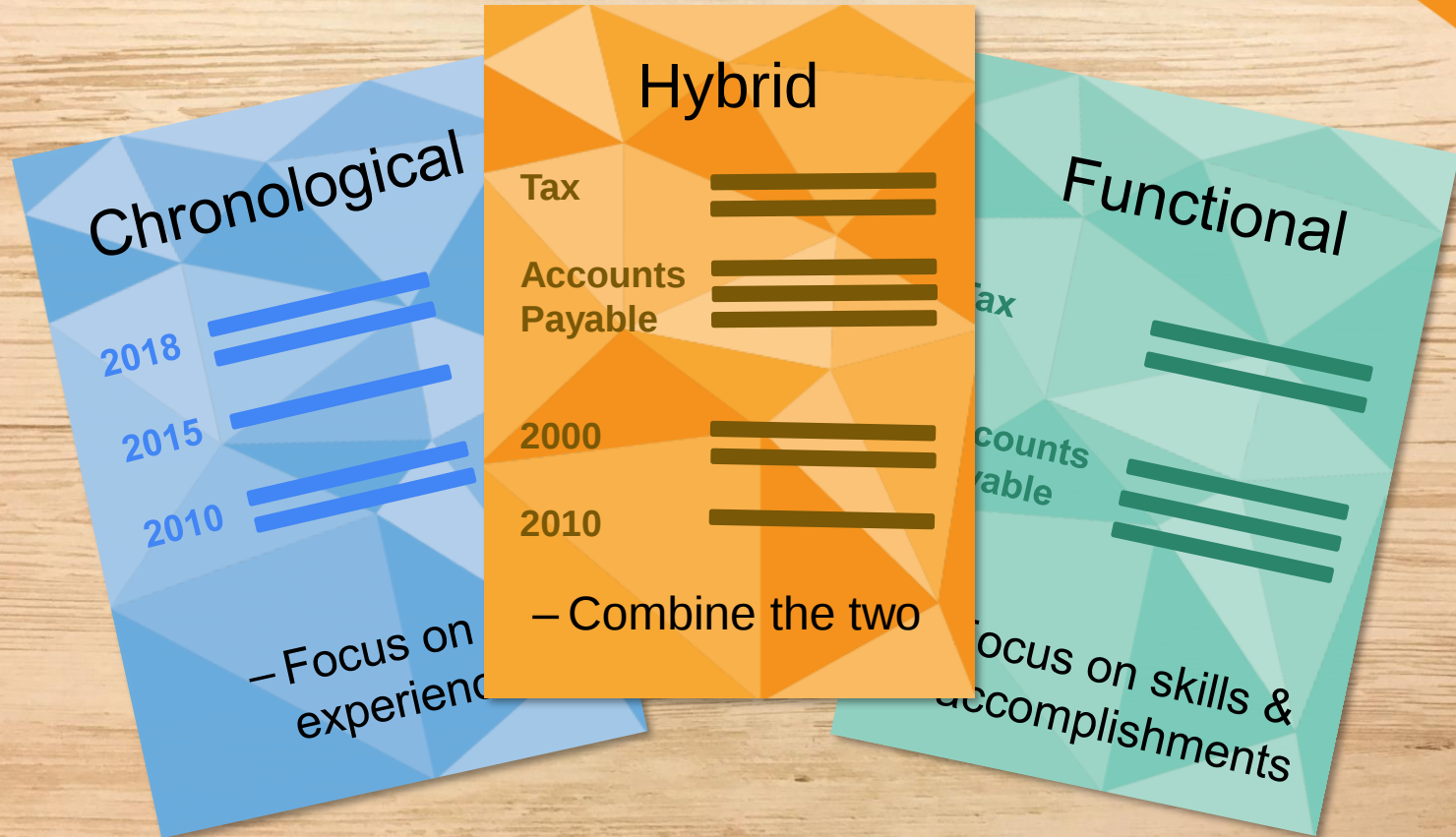
Types of Resumes



Types of Resumes



Types of Resumes





JANEDOE

★ COPYWRITER

OBJECTIVE:

Seeking a full-time position as an advertising copywriter in the healthcare field where my copywriting, editing and proofreading skills can be utilized.

SOFTWARE SKILLS:

- ★ Microsoft Office: Access, Excel, PowerPoint, Word
- ★ Design: Adobe Flash, Illustrator, Pagemaker, Photoshop
- ★ HTML Editing Tools: Adobe Dreamweaver and GoLive, Microsoft FrontPage

PROFESSIONAL EXPERIENCE:

Creative Writer-Intern
August 2009 – Present
XYZ Group

Responsibilities:

- ★ Edited and wrote press releases for new products
- ★ Proofread copy to check spelling and grammar
- ★ Created marketing plans, proposals, media schedules
- ★ Took part in scheduling and production of catalogs

EDUCATION:

ABC University, March 2010
Bachelor of Arts in Communication

Jane Doe phone: (555) 333-1212 website: www.janedoe.com email: JaneDoe@janedoe.com

- Honest
- Easy to understand
- Keyword-rich
- Customized

Resume Must-Haves



ROI

Show measurable results whenever possible.



Visually appealing

Create a professional design that matches your brand.



Error-free

Double-check spelling and grammar.

100%

of HR managers said job candidates should contact hiring managers within two weeks of applying for a job.

Source: Robert Half survey of 300 managers





of executives said
they've decided against
a candidate based on
information they found
online.

Digital Damage Control

- Conduct a search on yourself.
- Take down any negative items.
- Untag inappropriate photos.

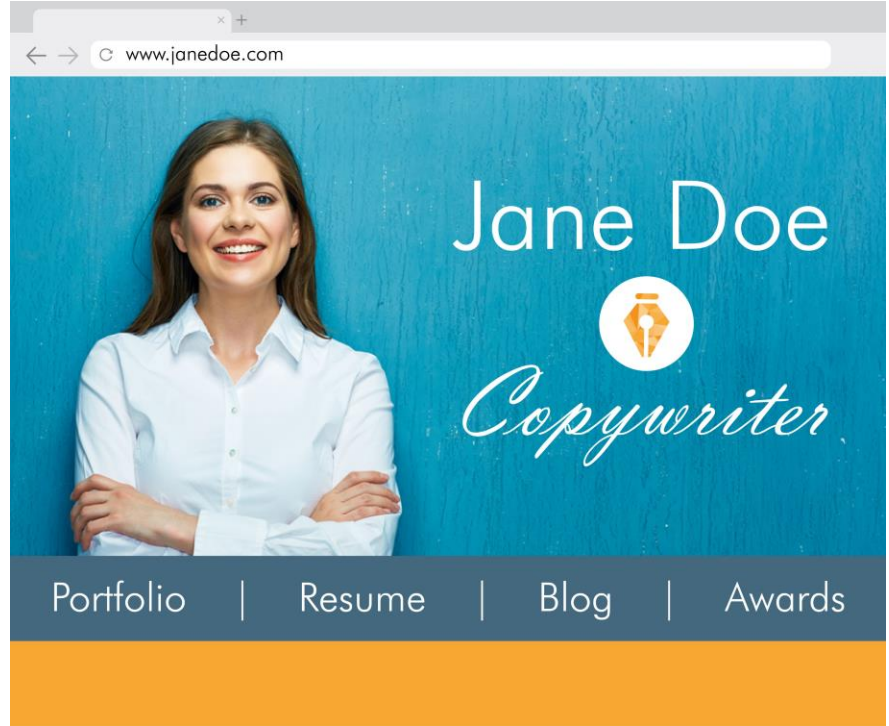
Search



Brand-Building Online

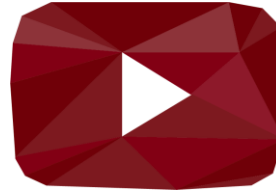
Consider a personal website:

- Makes it easier for you to own the first search result for your name
- Serves as another job-hunting tool
- Creates a hub for all your online activity



Social Media

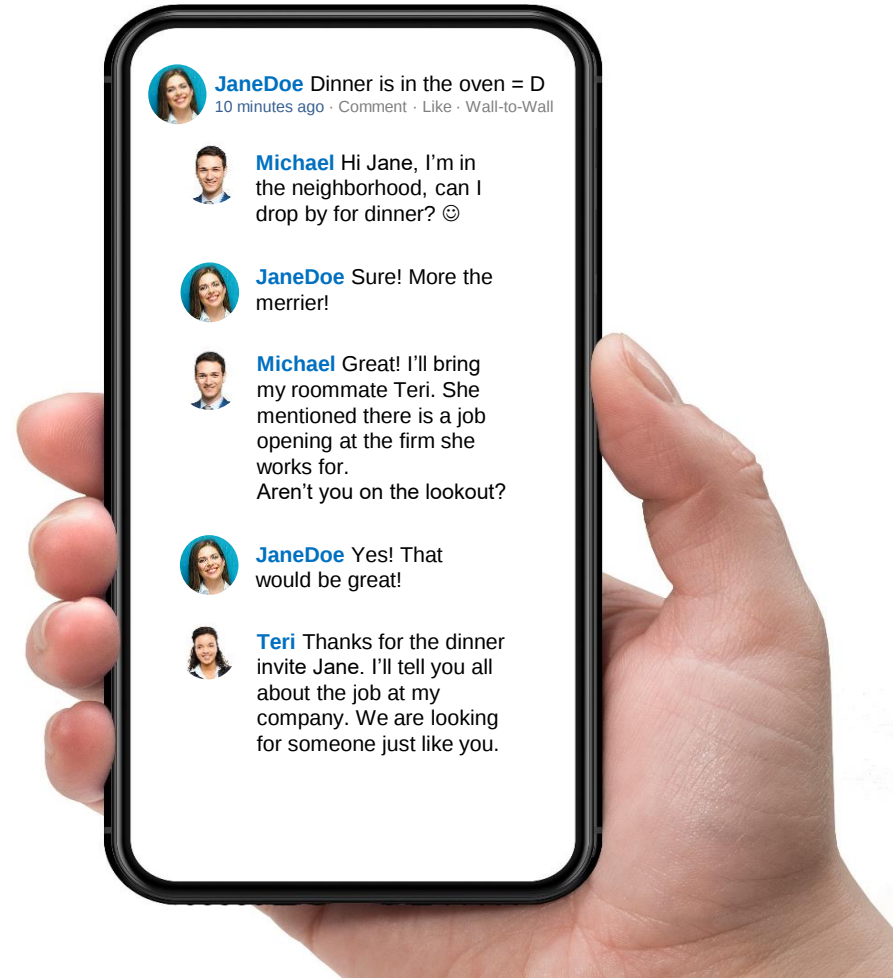
Focus your efforts on one or two of these platforms:



Social Media

Treat social media as a conversation:

- Actively participate.
- Provide personal updates.
- Listen as much as you talk.
- Comment on blogs; respond to questions.
- Promote your contacts.
- Share valuable information.



Participating in Professional Networks

- Industry associations
- Interest groups
- Professional-oriented meetups



Staying in Touch

Existing contacts

- Touch base once a quarter.
- Share useful leads or information.
- Connect on social networks.



Staying in Touch

New contacts

- Follow up within 48 hours.
- Briefly recap your conversation.
- Share useful leads or information.



The background is a low-poly geometric landscape. The sky is composed of light blue and grey triangles. The ground is made of teal and light green triangles. A path of light brown triangles leads from the foreground towards the horizon. In the lower-left foreground, there is a silhouette of a red sports car, rendered in dark red and black triangles.

**Are you ready for
the test drive?**

Do Your Homework

Research the company:

- Scour their website and social media pages.
- Search for recent news articles.
- Research the company's values and vision
- Check Glassdoor reviews.



Do Your Homework

Gauge your fit:

- What do they do?
What do they excel in?
- How can your skills
help this company?



Standard Questions

- Can you tell me a little bit about yourself?
- Why do you want to work here?
- What's your biggest career accomplishment so far?
- Do you have any questions about the job or our company?



Tough or Tricky Questions

- What's your biggest weakness?
- How did you overcome an issue at work?
- Where do you see yourself working in five years?
- Why should we hire you over other candidates?



Your Turn to Ask Questions

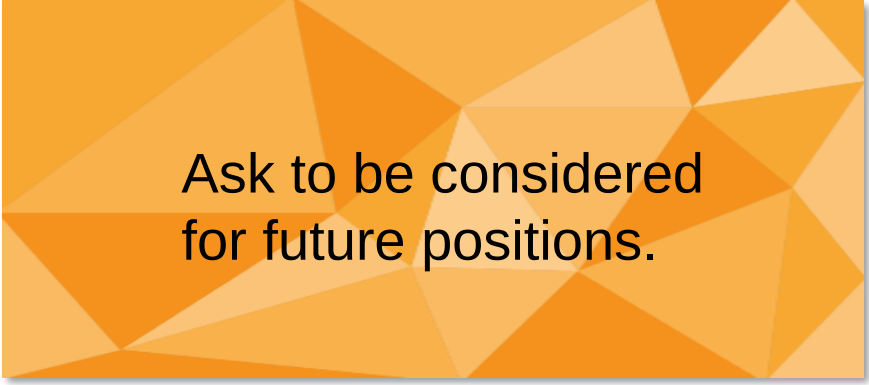
- Show your knowledge of the company.
- Ask about the scope of the job.
- Ask what success in the role looks like.
- Ask about the corporate culture.
- Ask about the company's long-term outlook.
- Ask about the hiring manager's career.
- Don't ask about salary or vacation.



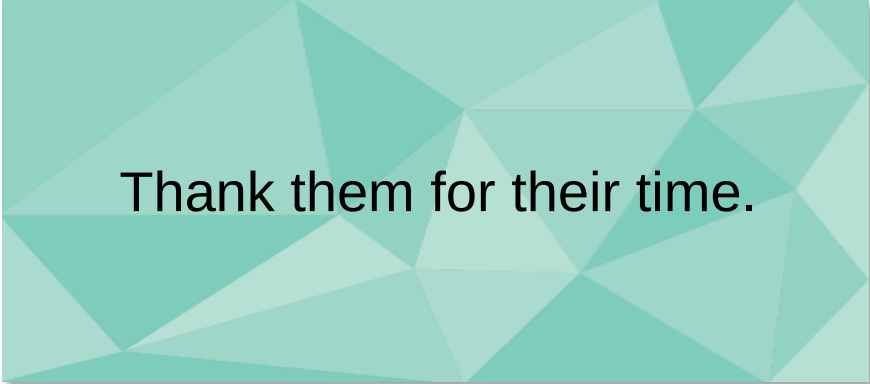
When You Don't Get the Job

A rectangular box with a background of overlapping triangles in various shades of blue, ranging from light to dark.

Don't take it personally.

A rectangular box with a background of overlapping triangles in various shades of orange, ranging from light to dark.

Ask to be considered
for future positions.

A rectangular box with a background of overlapping triangles in various shades of teal and green, ranging from light to dark.

Thank them for their time.

A rectangular box with a background of overlapping triangles in various shades of dark grey and blue, ranging from light to dark.

Request feedback.

Revisit Your Brand

- Trade reviews with a classmate.
 - Request honest comments.
- Ask a professor or internship manager for feedback.
 - Graciously accept any comments.
 - Thank them for their help.
- Reassess your brand every few months.
 - Try to look at your materials with fresh eyes.



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