

**THE BLACK
MEDIA
COLLECTIVE**

Job Search
&
Professional
Toolbox

Agenda

- Resume
- LinkedIn
- Interview Etiquette
- Networking



Resume

- Header should include name, email, phone number, and LinkedIn URL.
- Professional Summary – who are you?
- List all relevant experiences with the most recent first.
- Describe all positions and accomplishments from each job.
- List and separate personal skills and technical skills.
- List all leadership, community outreach, and affiliations.

Resume Example

FIRST NAME LAST NAME, MBA

Address · Phone
Email · LinkedIn Profile · Twitter/Blog/Portfolio

PROFESSIONAL SUMMARY

This is your Summary of your career and should highlight the follows:
*Years of service in all prominent area *Experience in managing people/leaderships
*Experience in financial & budgeting and a list of your Transferable skills or professional skills.
See the sample below:

A seasoned professional with over 17 years of experience in post-secondary education, academic and program recruitment with a background in business development. Proven leadership and management in successfully motivating team members to exceed institutional goals as well as individual performance objectives. Budget and financial management of funds, grant, programs upwards of \$30millions dollars to date. Shows creativity and innovation that have positively influenced cross-departmental relationships, student body growth, and diversity of student populations and staff. Core Competencies: or (Specialized, Expert) achievements have been obtained in the following areas:

- **Leadership Training** - The ability to hire, train, supervise, development, evaluate staff, faculty, and managers
- **Strategic Planning**- enhanced learning outcomes, enrollment management, accreditation standards, and marketing initiatives for traditional and graduate Institutions with student populations of 500 to 30,000.
- **Specialized Knowledge in Finance, Budgets and Auditing** - finance, budgeting, federal and state funding programs, general accounting practices and accreditation
- **Advanced Oral and Written Communication Skills** - offer effective and professional written and oral communication that supports positive outcomes.
- **Staff Development** -
- **Innovation** - considering markets and stakeholder for new opportunities and positive disruption

EDUCATION

MONTH YEAR
DEGREE TITLE, SCHOOL
It's okay to add your honors (Cum Lauda)

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PROFESSIONAL EXPERIENCE

JOB TITLE, COMPANY

DATES FROM – TO

Accomplishments:

- Describe your accomplishments in terms of impact, capacity, and results. How did you make this company better? Why is the company better because of you? Use qualitative measures such as %, \$, etc. Bullets points she started with actions verbs (i.e. Created, Enhanced, Completed, Conducted, Lead, etc.)

Responsibilities:

- Describe your job responsibilities in terms of capacity. You can find the majority of this in your job description. Quantitative measures support the capacity of duties and responsibilities.

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TECHNOLOGY

List Technology experience: i.e. software, Apple products, MS, social media. All technology experiences. See example below:

- Higher Education Systems: Datatel, Jenzabar, Banner, PowerFacts, PeopleSoft, Salesforce
- Teaching Platforms: Blackboard, Dropbox, CRM Integrated platforms, Webinars, GoToMeeting, Saki Platform
- MS Office: Word, Excel, PowerPoint, Publishers, Outlook
- Apple Products: MacBook, iPod, iPad, iPhone
- Android: Galaxy, etc.
- Marketing Systems: Marketing Cloud, Photoshop, Adobe Pro/X
- Social Media Platforms: Facebook: Twitter, Instagram, LinkedIn, Snapchat, Blogs, Website Management, YouTube
- Google: Google Docs, Google Mail, Google Hangout
- Virtual Plats Forms: Zooms, Skype, What's App

LEADERSHIP DEVELOPMENT & TRAINING

Use this section to highlight your relevant training and leadership development. Certificate programs, workshops attended (certificate of completions), etc. This is the place you brag about being in an Executive Coaching program, your investment in YOU.

Example:

MKCircle Enterprises, CEO Institute:
Executive Coaching for Leaders Program - 1/2020 to present

HONORS, CERTIFICATION, PUBLICATIONS & SELECTED PRESENTATIONS

Use this section to highlight your honors, certifications, publication (even if they are on LinkedIn), presentation and workshops conducted by you. List your college honors and awards here.

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COMMUNITY OUTREACH & AFFILIATIONS

Use this section to highlight your relevant passions, activities, and how you like to give back to your community. Also, use this section to highlight your professional and community activities, memberships, boards, Fraternities, Associations, volunteer experience, etc.

LANGUAGES

This section is optional: use it to highlight languages other than English. Denote if you read, speak and write,

Example:

English: Speak-Read-Write

Spanish: Speak-Read

French: Speak



LinkedIn

- Recent descriptions and accomplishments should match resume.
- Include links and examples of past projects if applicable.
- Follow current company and potential companies that you would want to explore opportunities with.
- List a personal mission statement. See LinkedIn header for example.



Kim Barber · 1st

Strategic Communications Expert| Relationship Builder| Closing the Gap Between Vision and Reality| Peer Negotiator| Navigator of the Choppy Water| Humanistic Value Translator|

Los Angeles Metropolitan Area · [Contact info](#)

500+ connections



27 mutual connections: Jordan Levy, Gregg Rosenzweig, and 25 others

Message

More

Experience



VP MEDIA DIRECTOR, MLMEDIA GROUP

ML Media Group, LLC · Full-time

Jan 2019 – Present · 3 yrs 1 mo

712 SANTA FE, ST 204, LOS ANGELES, CA 90021

Joined the startup bringing established and season accounts with revenue of over \$4 million with consistent monthly billing and growth.

- Billing estimated at 40% of agency earnings
- 30+ years of agency experience and knowledge of setting up agency departments
- Established relationships with key and top-level management at major TV, Radio, Digital Outdoor, and

Sports offices

Responsibilities:

- Managing buying and planning department
- Lead negotiator on all major sports sponsorships, lead negotiator on all major markets for buying
- Part of the planning and strategy team
- Manage and train all buyers and planners within the buying department
- New Business Account Director. Responsible for finding talent for agency hire

see less



ML Media Group, LLC



Paralegal Trade School



Interview Etiquette

- Dress appropriately for the interview. Avoid the following,
 - Busy patterns
 - Poor fitted clothing
 - Casual wear
 - Overpowering scents
 - Unnatural hair color (purple, green, etc.)
- For video interviews:
 - Setup interview space to have good lighting and eliminate noise.
 - Keep background clean, simple, and professional.
 - Test audio, camera and internet connection ahead of time.
 - Login early.
- For in person interviews, map out the directions and plan to arrive 15 mins early.



Networkin

g

- Know why you are contacting a person or organization.
- Make a powerful impression.
- Always stand when being introduced.
- Firm handshake, avoid fist bumps.
- Practicing active listening.
- Don't ask for a job, as for information.
- Exchange contact information.
- Ask for suggestions to expand your network.
- Contact every new referral that you receive.
- Follow-up and write a handwritten thank you letter.

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