

# “Building Your Brand and a Winning Resume”

Junior Achievement of Delaware Career Event

Barton Career Advisors, LLC

April 8, 2011



# Introduction & Agenda

- Understanding Your “brand”
- The 4 Components of Professional Brand
- Quantify & Order Accomplishments
  - Real Examples (Before & After)
- Writing my Resume!
- Wrap-up- Q&A



# Brand Definition for Professionals

The “brand” of an individual professional is their personal mark of quality and implied warranty to a prospective employer and others within their field. A well thought and maintained professional brand will represent the significance of past accomplishments and a set of feature/benefit equations that are sought out by others.” –**Chris Barton**

*“Regardless of age, regardless of position, regardless of the business we happen to be in, all of us need to understand the importance of branding. We are CEOs of our own companies: Me Inc. To be in business today, our most important job is to be head marketer for the brand called You.”- **Tom Peters**, "The Brand Called You", Fast Company, Issue 10, August 1997*

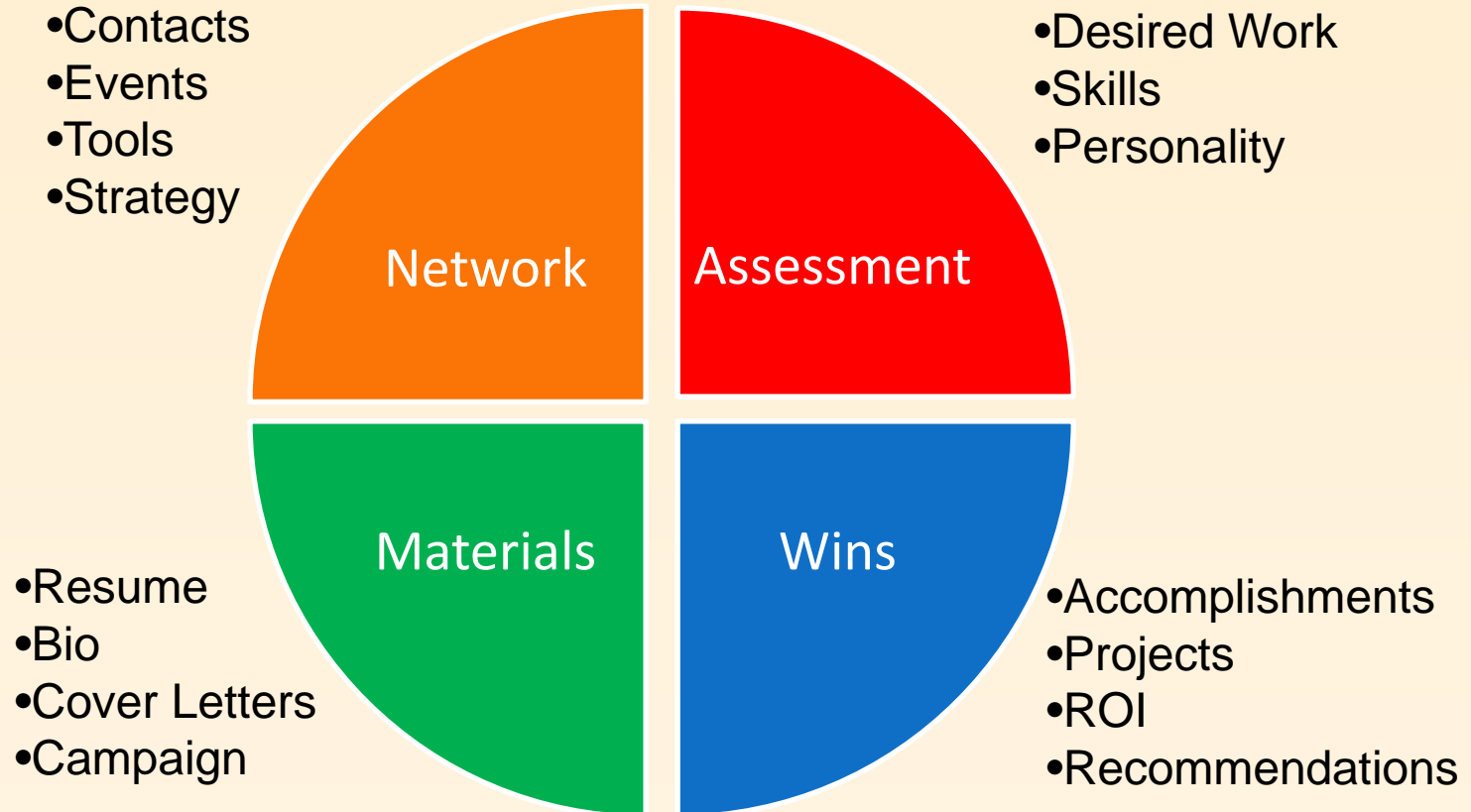


# Why Branding- Does it Matter?

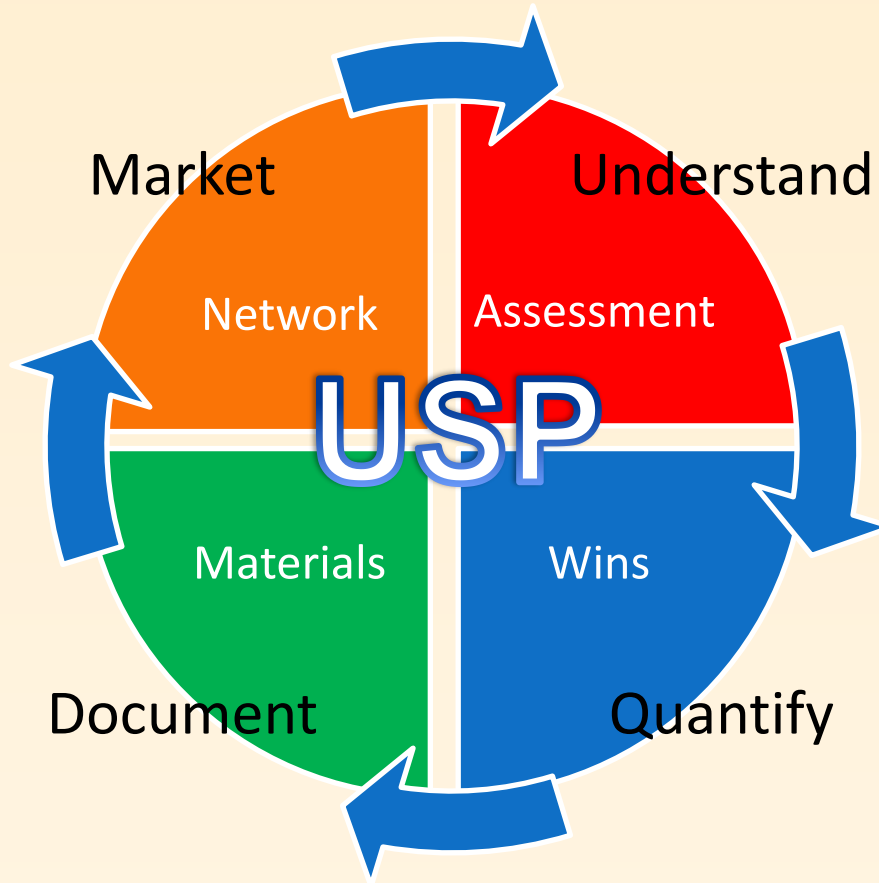
- Current competition in job market
- Modern recruitment processes
- Shrinking HR staffs, overworked recruiters
- Why are you different from everyone else?
  - Can you answer this?
  - Exercise- 15 words or less
  - Does what you wrote excite you? Someone else?



# Components of Professional Brand



# Unique Selling Proposition (USP)





# Wins

- Historical Track Record & Accomplishments
- It's no time to be humble
- Quantify! Quantify!
  - ROI
  - Efficiency
- Inventory
  - Top 5 accomplishments
  - Top 5 relationships





# Assessing Accomplishments

- Start with what you've got (resume)
  - Do bullets speak to individual accomplishments?
  - Are there quantifiable numbers, figures?
  - Long paragraphs, excess unimportant fillers?
  - Two accomplishments/year of service?
- Great places to start
  - Past performance appraisals
  - Reasonable estimates based on experience
  - Research, calling previous employers





# Example 1

Before-

“Responsible for Appointment scheduling from outbound call center.”

After-

“Contributed an average 41 monthly admissions appointments since hire, exceeding company minimum standard by outstanding 95%.”





## Example 2

Before-

“Cultivated exceptional customer service and people skills. Established a professional relationship with the staff and management through good communication. Possess good multi-tasking and organizational skills, and able to prioritize.”

After-

“Served an average of 300 nightly guests in restaurant bar, supported wait staff with quick turn for guest orders. Member of leading Bear, DE location team, restaurant consistently recognized top 5% of chain for monthly sales.”





# Materials

- Search materials
  - Resume “Your marketing brochure”
  - Professional Biography
  - Cover Letters
  - Networking Business Cards
  - Follow-up (email templates)



# Scott Super

<b>Objective</b>	Obtain an internship position to expand my knowledge and skills in the business field.
<b>Summary of qualifications</b>	§ Strong work ethic § Dependable § Excellent communication skills § Ability and eagerness learn new things quickly
<b>Education</b>	2008-Present, Bloomsburg University                      Bloomsburg, PA Major: <i>Business Marketing</i> -Econ. Macro/Micro, Financial Acct., Intro. Bus., Bus. Econ. Math  2004 – 2008, Northwestern Lehigh High School      New Tripoli, PA High School Diploma
<b>Employment</b>	May 2009 – Present, Woodstone Golf Club              Danielsville, PA Beverage Cart  June – August 2008, Northwest Children’s Centre      New Tripoli, PA Teacher’s Assistant  March 2007 – June 2008, Starlite Diner                      Allentown, PA Server/Hostess  June – August 2006, Blue Mountain Nursery              Lynnport, PA Laborer
<b>Extracurricular activities</b>	Sigma Sigma Sigma National Sorority 2009, American Marketing Association 2008, National Honor Society 2006-2008, Class Secretary 2005-2008, Student Council 2004-2008, Varsity Cheerleading 2004-2008
<b>Awards received</b>	Dean’s List: Fall 2008, Spring 2009, Fall 2009 <i>Award of Educational Achievement, Carl W. Peter Memorial Award</i> (excelled in business/technology subjects), <i>Class of 2000 Award</i> (strong commitment to class activities; high level of enthusiasm, commitment, and honesty to education and class)

References available upon request



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## PROFILE

Personable, results-focused student seeking an internship to continue academic and professional growth. Known by superiors and peers at all levels as an articulate and affable communicator who thrives on challenging assignments. Intuitive, polished customer service advocate with 3 plus years experience delivering exceptional results. Recognized campus leader with a hallmark commitment to balancing the objectives of professional development and education.

- Customer Service
- Business Management
- Spreadsheet Analysis
- Event Planning
- Team Leadership
- Student Leader
- Member Relations
- Project Work

## EDUCATION/SKILLS

**Bloomsburg University – College of Business** • Junior Marketing Major (3.43 GPA)  
**Microsoft Office** • Education in Microsoft Word, Microsoft Excel, Microsoft PowerPoint  
**Adobe** • Education in Adobe Photoshop & Adobe Illustrator

## PROFESSIONAL EXPERIENCE

**WOODSTONE COUNTRY CLUB – Danielsville, PA** May 2009 - Present  
*Premier private golf club with 18 hole championship golf course, Clubhouse, Gardens, and Patio Deck in the Lehigh Valley. Club members include prominent members within the professional community.*

**Beverage Cart Associate**  
Responsible for stocking and operating the club's beverage cart business. Served 110 players daily generating seasonal incremental revenue of \$15K in beverages and food items sold to members on golf course.

**NORTHWEST CHILDREN'S CENTRE – New Tripoli, PA** June – August 2008  
*Children's Centre which has achieved an impressive 'star 3' rating of childcare and early education for working parents in the Lehigh Valley*

**Teacher's Assistant**  
Reporting to the head teacher worked within a small team to supervise and educate 10-15 toddlers per day. Led group educational activities and exercises.

**STARLITE DINER – Allentown, PA** March 2007 – June 2008  
*Popular, award winning 24-hour local diner and lounge located on Route 100 in Fogelsville, PA serving a wide range of traveling and late night customers.*

**Server and Hostess**  
Worked to provide exceptional service to dining customers and multiple capacities from waiting tables to coordinating large groups and events. Served up to 20 tables nightly generating >\$800 in revenue with an average check price exceeding \$40.

## LEADERSHIP/AWARDS

Sigma Sigma Sigma National Sorority 2009 • American Marketing Association 2008 • National Honor Society 2006-2008 • Class Secretary 2005-2008 • Student Council 2004-2008 • School Store Manager 2007-2008 • Varsity Cheerleading 2004-2008 • Dean's List (Fall 2008, Spring 2009, Fall 2009) • *Award of Educational Achievement* • *Carl W. Peter Memorial Award* (excelled in business/technology subjects) • *Class of 2000 Award* (strong commitment to class activities; high level of enthusiasm, commitment, and honesty to education and class)





# Networking

- Networking is the “linchpin” of brand
  - Start with who you know
  - Target Companies & Roles
- Modern Style
  - Linked In, Facebook, MySpace, Twitter
  - All fine but image must be consistent
  - Missing the boat if not doing it!



# Brand Marketing Takeaways

- Don't put all your eggs in one basket
  - Multiple sources for job leads
  - Job boards are okay but can't be sole source
- Create a resume that stands out
  - Keep an accomplishments inventory
- Network and build your social media presence
  - Be found on Google (for the right reasons)
  - Build your expertise starting now!
  - Use your family– It IS okay to use these connections!



# Questions & Answers

