

**MY
COPYWRITING
PORTFOLIO**



beedgedeco Repeat after me:

You 🧠 are 🧠 more 🧠 than 🧠 your
🧠 college 🧠 degree!

As millennials, we are guilty of using our degrees to define ourselves, potentially stopping us from finding multidimensionality.

Instead of limiting yourself to fit one-dimensional jobs, use your college degree to DIFFERENTIATE yourself from your peers by crafting YOUR EDGE.

Ready to get started? Check out our free tools on our page!



beedgeco Struggling to find a company that fits you? 🤔

Looking for a company to match your personality and who you are professionally can be a bit similar to buying yourself a new pair of shoes: it has to be the perfect fit!

Here are 3 tools help:

⚡ List what industries and projects excite YOU. After all, you're the one who's going to do the work so make sure you'll enjoy it.

⚡ Find a company in that exciting industry. You've narrowed down your choices, now it's time to pick the best one for you.



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Original Audio

⚡ Stalk the company website and see what kind of project they're working on. You can check their website/case studies/client reviews/LinkedIn account for the inside scoop!

BONUS TIP: Don't forget to check out the company's mission and vision statement. See if it resonates with your professional core. 😎

Share this post and follow our page for more career tips!

21w



beedgeco #millennials
#millennialmoves





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Boston, Massachusetts



beedgedco Meet Andrew: Andrew is a former BE-EDGE student in Personal Strategy.

Andrew knew he would be successful, but was struggling with these few things.

- ⚡ What's my passion?
- ⚡ If I follow one path, am I missing out on another path?
- ⚡ What IS NEXT for me?

Andrew created his personal strategy. He might not have everything figured out, but he has this one down.

Is this something that could transform your outlook? Save this post for later.

79...



Liked by _____ and 24 others

APRIL 26



3 WAYS TO DIFFERENTIATE YOURSELF FROM OTHER APPLICANTS

 TAP TO SAVE



beedgeco Imagine being an employer... 50, 200, 300 resumes to look over.

How can YOU stand out in the crowd? It's not a resume hack, it's not an interview hack, it's a change in YOU.

Having a personal strategy will translate to your resume. Having a real-life story to tell about you as an expert makes you stand out.

Curious to know more? DM us your concerns about standing out in the crowd. We'll answer!

21w



Liked by and 19 others

APRIL 28



Add a comment...

Post

REMEMBER,
YOU are your ➤
best advocate



beedgeco No one knows you better than YOU.

There will come a time in your career where you'll be your only advocate, but this is a good thing; you are finally recognizing your own strengths and accomplishments.

With this in mind, craft your story the way you want it to be told. Mentors and coaches can assist you on the way, but it is up to you to OWN your story and tell it authentically.

It's not impossible, but it takes hard work and consistency that will eventually change the trajectory of your career. Be firm and persistent in your self-advocacy.



29 likes

MAY 21

REMEMBER,
YOU are your ➤
best advocate



It's not impossible, but it takes hard work and consistency that will eventually change the trajectory of your career. Be firm and persistent in your self-advocacy.

If you don't, who will?

Get started with our FREE Boutique Employability assessment. LINK IN BIO!

17w



beedgeco #careertransition
#careeradvancement
#careerjourney #careerplan
#professionalgrowth
#consultingcompany
#careergrowth #investinyourself
#goafteryourdreams #careerpivot



29 likes

MAY 21

Here's how I get an
**EMPLOYER TO
LISTEN TO MY
IDEA**



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Northeastern University



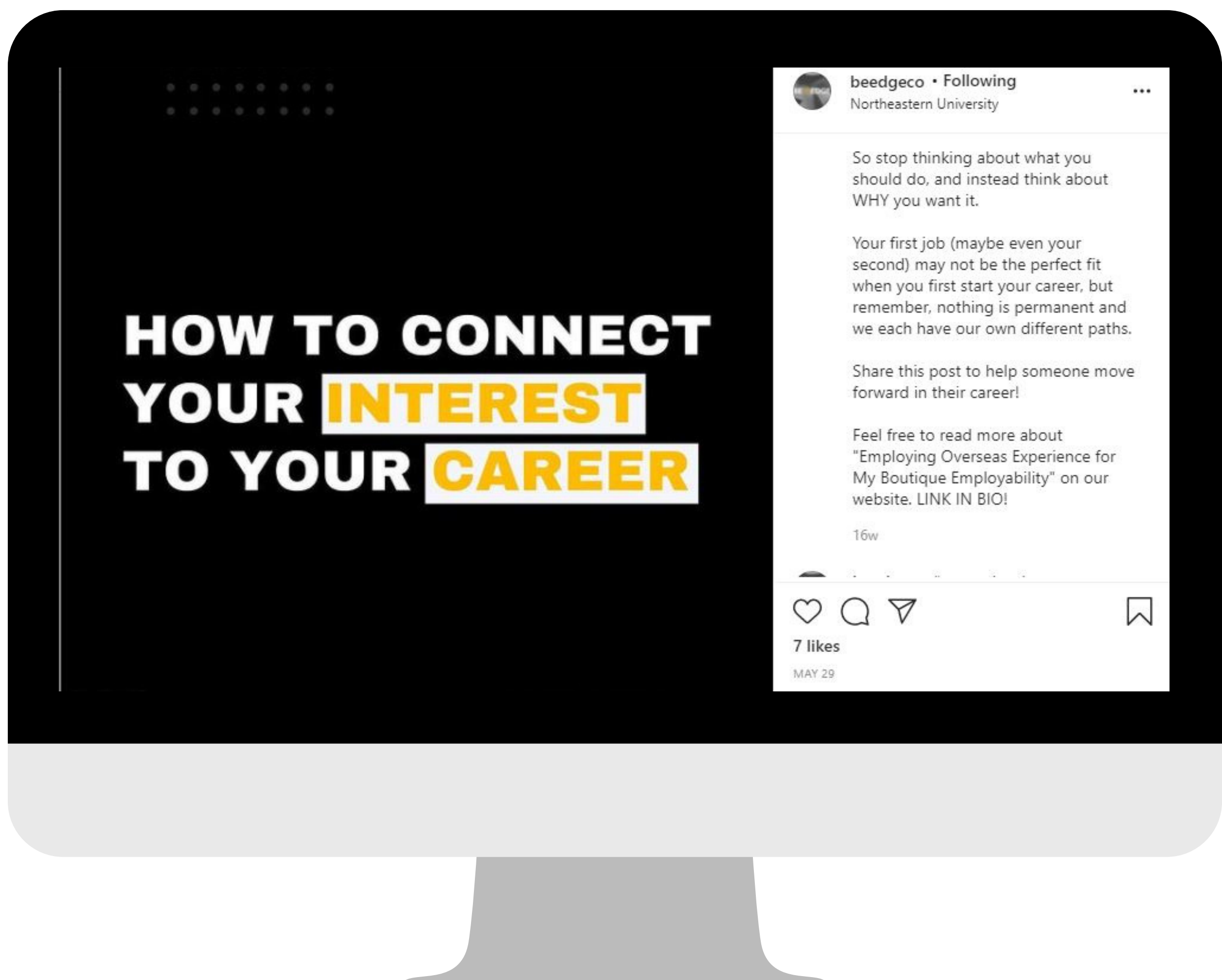
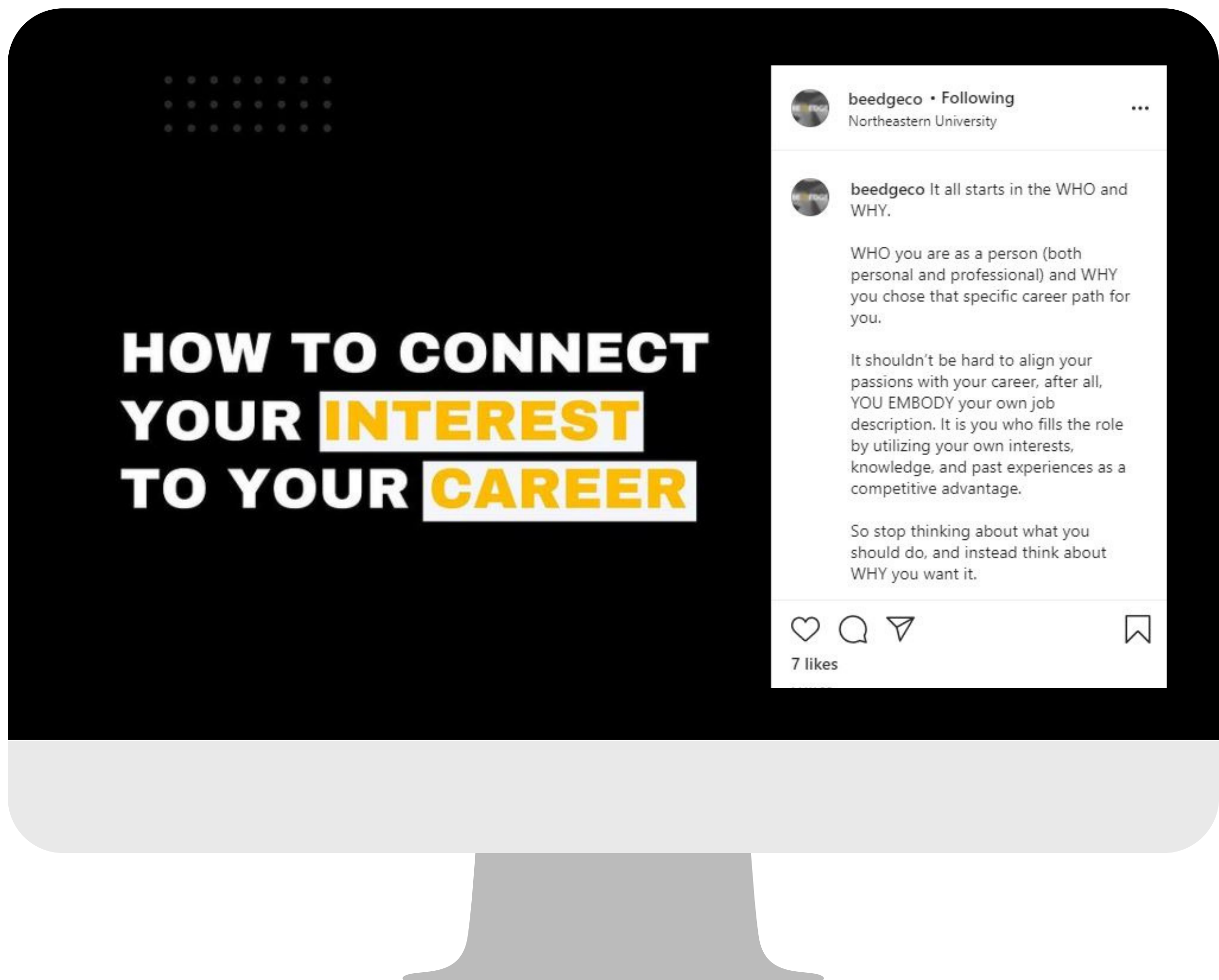
beedgeco Say you had a light bulb moment idea that you want to pitch to your employer but you have no clue where to start or you're doubting if it'll even work.

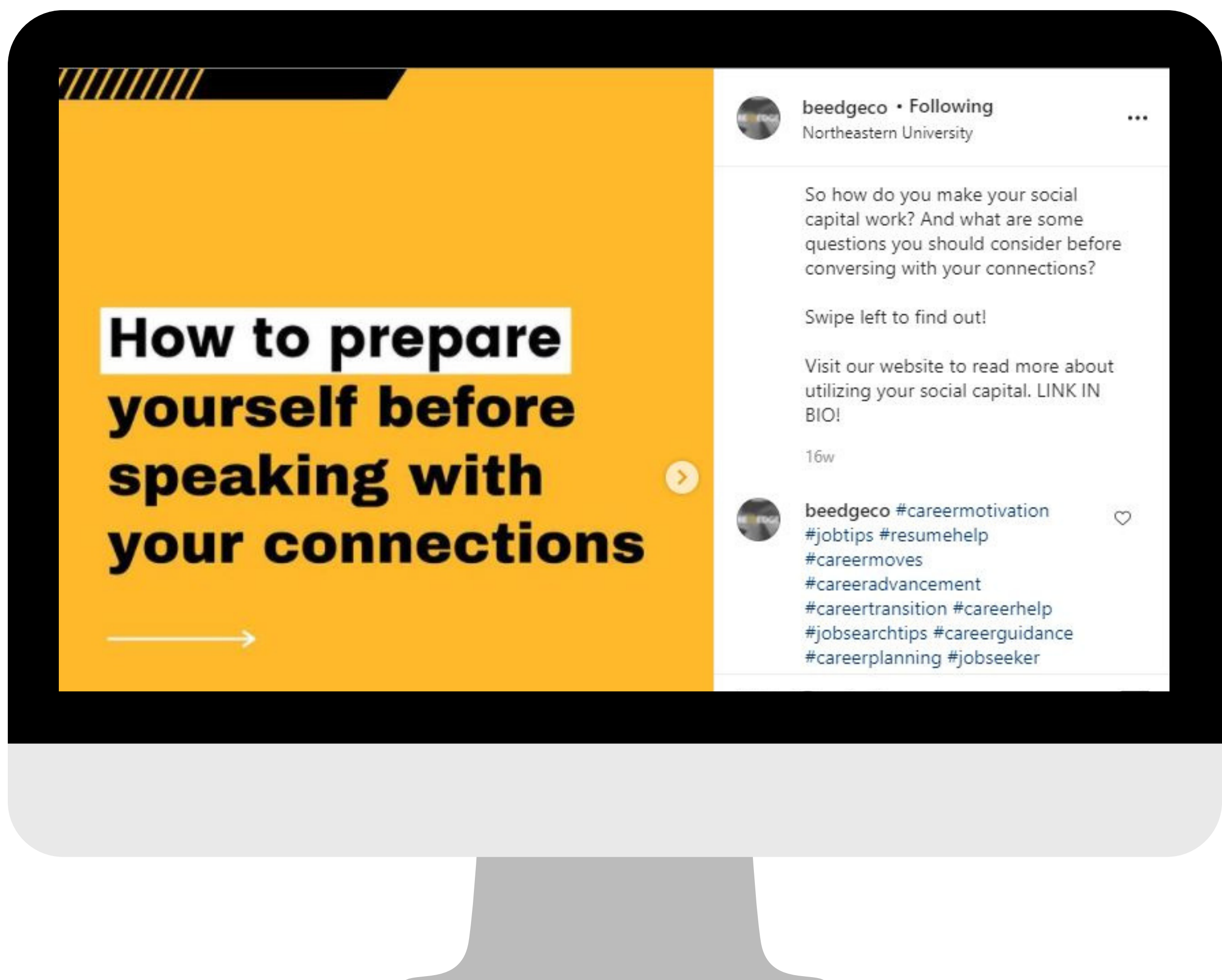
Don't be deflated.

Use these 4 steps crafted by BE-EDGE to make your employer LISTEN.

Utilize your personal, social & professional capital and gain the recognition you deserve by showing why you're the RIGHT person for the job!

Save this post for when you're ready to pitch your ideas to an employer!







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New York, New York



beedgco You and Humans of New York creator, Brandon Stanton, have more in common than you think.

Most people already know of his highly respected projects on photography and storytelling, but before his success, Brandon was just like you and me:

He lost his job, risked switching careers AND industries, and then it ended up being the wisest decision he ever made. This strategy can also apply to your career path or shift into a new industry.

Do you see yourself doing the same thing? Comment down below!

WHAT'S YOUR #1 CHALLENGE
WITH YOUR **CAREER JOURNEY** RIGHT NOW?

- (A) Not knowing how to get unstuck
- (B) I don't know what I want to be
- (C) I don't know which trust dimension I am in
- (D) Finding a way to showcase the tools that I do already have

COMMENT YOUR ANSWERS BELOW!



beedgeco • Following
United States of America



beedgeco STOP RIGHT THERE. Let's talk about your career journey for a while.

We're nearing the end of June, but we're probably still dealing with the same issues we had way back in January (maybe even further than that!)

Look, it's OKAY. You made it this far during a global pandemic and believe me, that's no easy feat.

To put it simply, what's the most pressing challenge you are facing right now in your career journey? Give us an idea and we'll find a solution together.



Liked by and 8 others

“25%
more workers
may need to
switch occupations.”

Source: McKinsey Global Institute (MGI)



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Boston, Massachusetts



beedgco As the work industry rapidly changes, competition is heightened and the stakes for employability are higher. What do you do?

Embrace change and its challenges.

Learn new marketable skills, switch up your current occupation, or upgrade your expertise based on what's currently on demand in the industry.

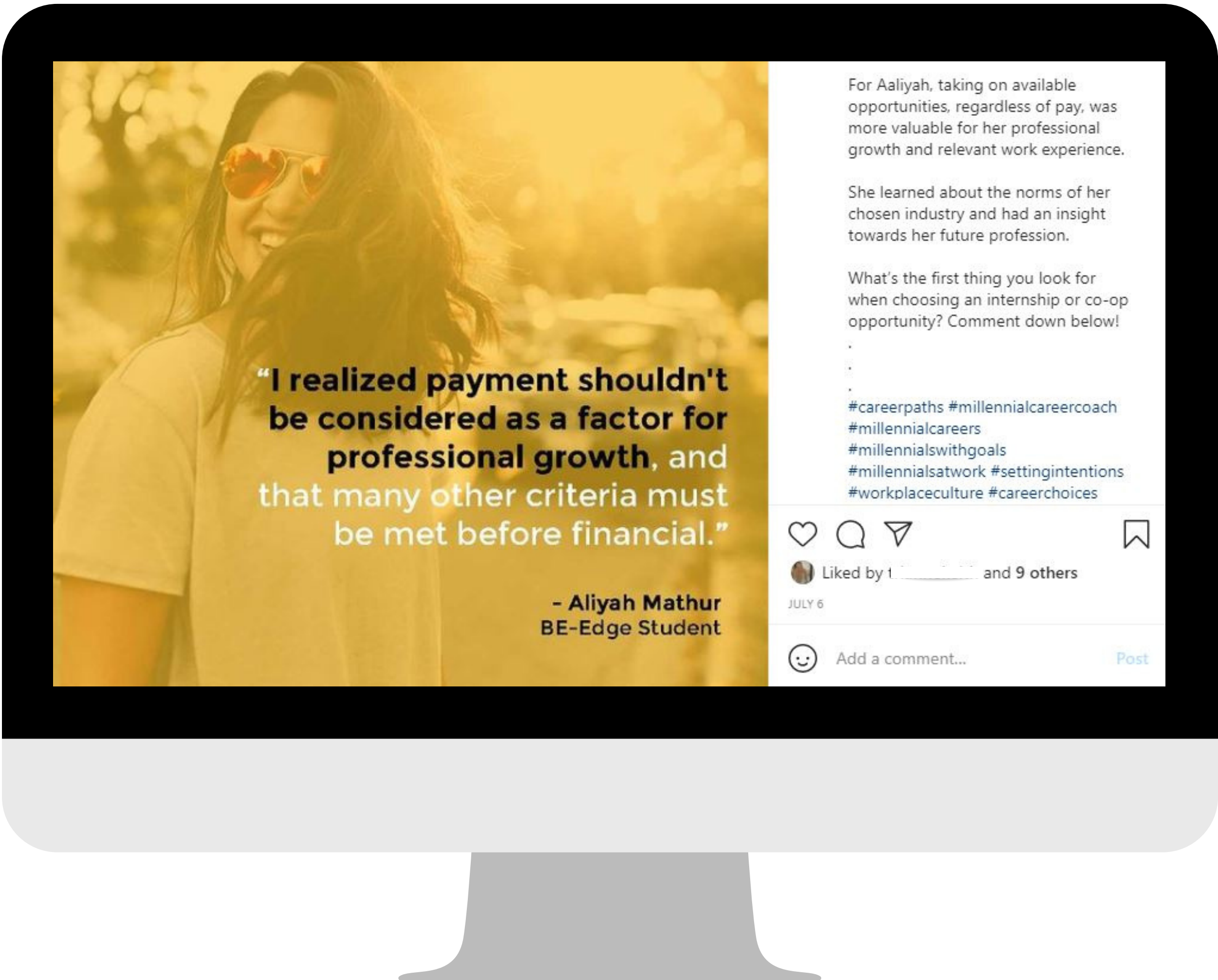
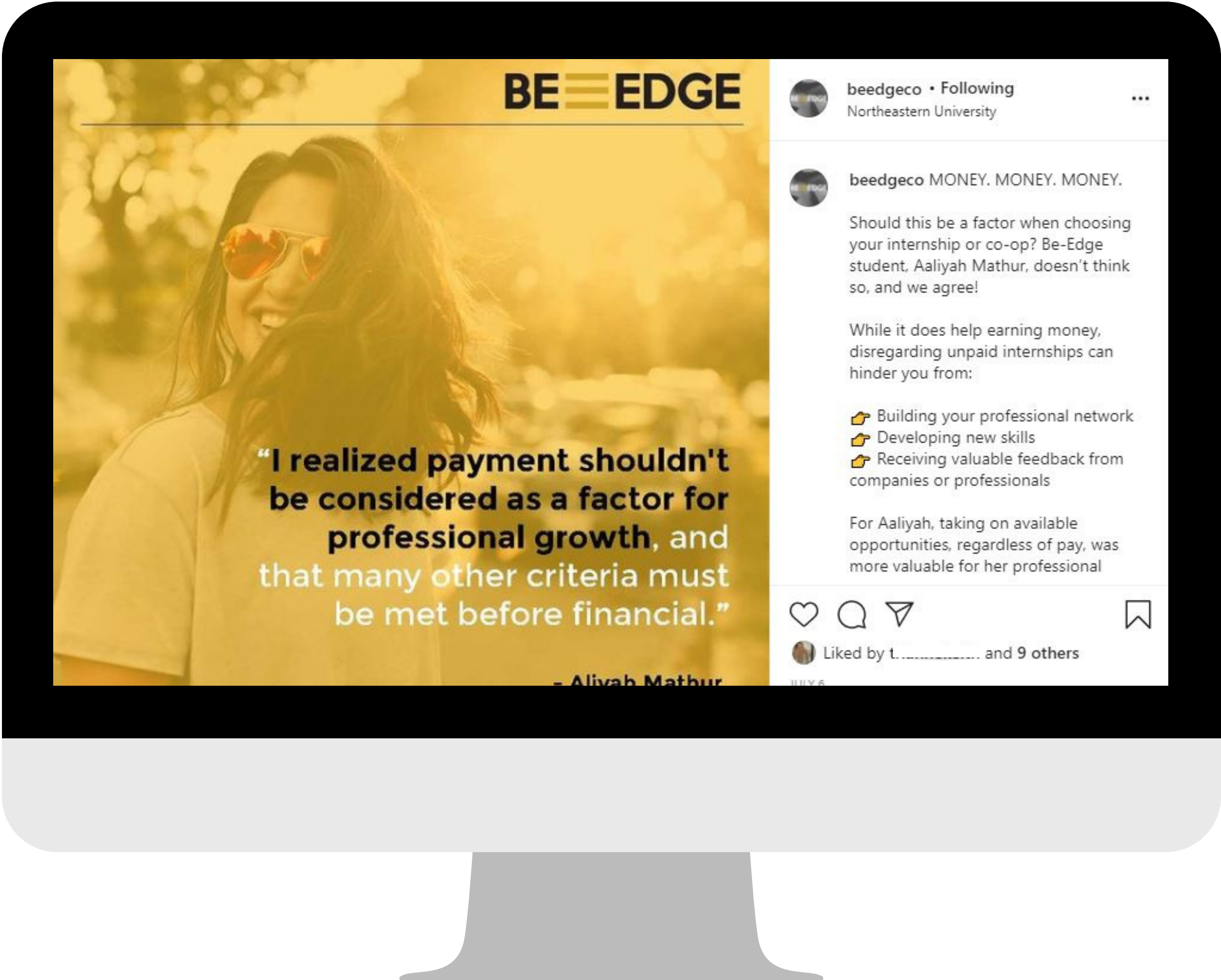
Sharpen your creative and professional vision. You either learn to adapt or risk being left behind.

How are you preparing to meet the demands of the workforce? Tell us about it in the comments down below.



Liked by t..... and 9 others

JULY 2





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Boston, Massachusetts

 **beedgeco** ⚡ What you say: "I don't need a strategy for my career. The right opportunity will come to me!"

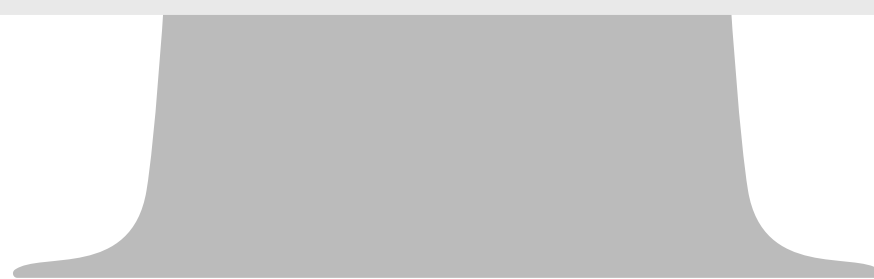
⚡ What we hear: "I have no idea how to plan my career so I'll just settle for my comfort zone."

As a multidimensional, you are responsible for having a focus strategy to navigate your career and the capability of possessing a competitive edge in the industry.

Don't settle for mediocrity in your professional life. Take ownership of your core.

The VRIO framework can help achieve



WHAT CAUSES MILLENNIAL BURNOUT?

- 72% WORK
- 46% FINANCES
- 33% SOCIALIZING
- 30% MANAGING HOME
- 29% CREDIT CARD DEBT



beedgeco - Marketing
Boston, Massachusetts

beedgeco WHAT CAUSES MILLENNIAL BURNOUT.

And why is it synonymous with millennial professionals?

45% of Millennial workers say they sometimes feel burned out, suggesting that about seven in 10 Millennials are experiencing some level of burnout on the job (yikes).

Millennials often feel detached when they've outgrown something and have low tolerance towards work environments that do not match with their professional core especially when things are already piling up in their personal lives.

Liked by t and 10 others

JULY 17

WHAT CAUSES MILLENNIAL BURNOUT?

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Boston, Massachusetts

environments that do not match with their professional core especially when things are already piling up in their personal lives.

To reduce stress, they resort to harmful coping mechanisms, but these are only TEMPORARY SOLUTIONS.

What if you can DEFINE the nature of work you can thrive in? What if you can match your personality to a company or industry that EXCITES you?

Reveal your professional strategy by taking the Be-Edge Professional Strategy Assessment on our website. LINK IN BIO.

Liked by t and 10 others

JULY 17

3 ways to gain experience for your first job

BE  EDGE



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Boston, Massachusetts



beedgco The #1 challenge that entry-level job seekers face is the "NO EXPERIENCE, NO JOB OFFER" conundrum.

Almost every job opportunity requires relevant experience before getting hired but not everyone has this advantage, especially fresh grad students like you who are just starting their journey.

So what will you do? Swipe left to find out the 3 ways you can gain the necessary experience you need to land the job you've been eyeing!

Are you an entry-level job seeker? If so, comment down below your struggles in finding your first job so



8 likes

JULY 21

3 ways to gain experience for your first job

BE  EDGE



Boston, Massachusetts

their journey.

So what will you do? Swipe left to find out the 3 ways you can gain the necessary experience you need to land the job you've been eyeing!

Are you an entry-level job seeker? If so, comment down below your struggles in finding your first job so that we can help you!

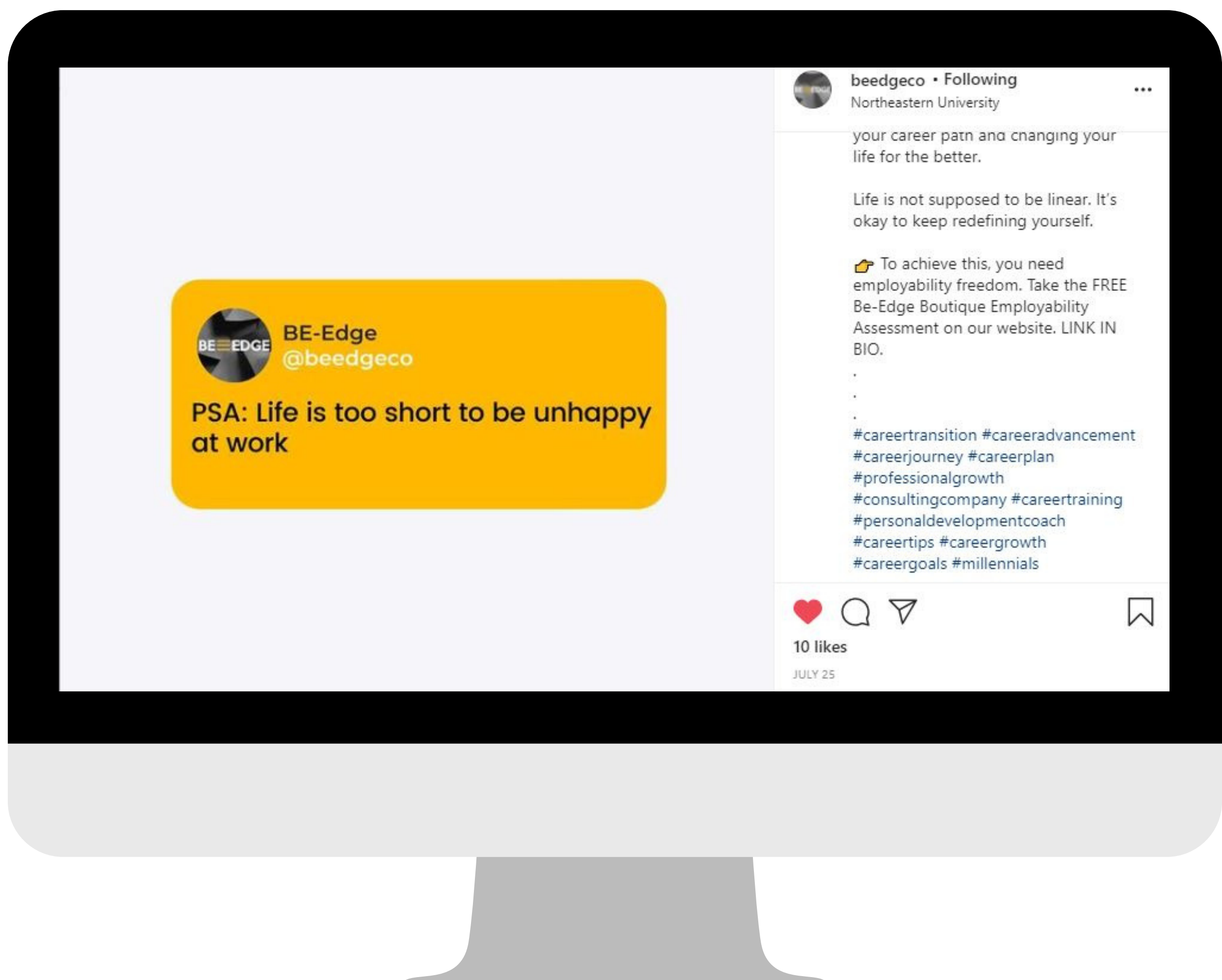
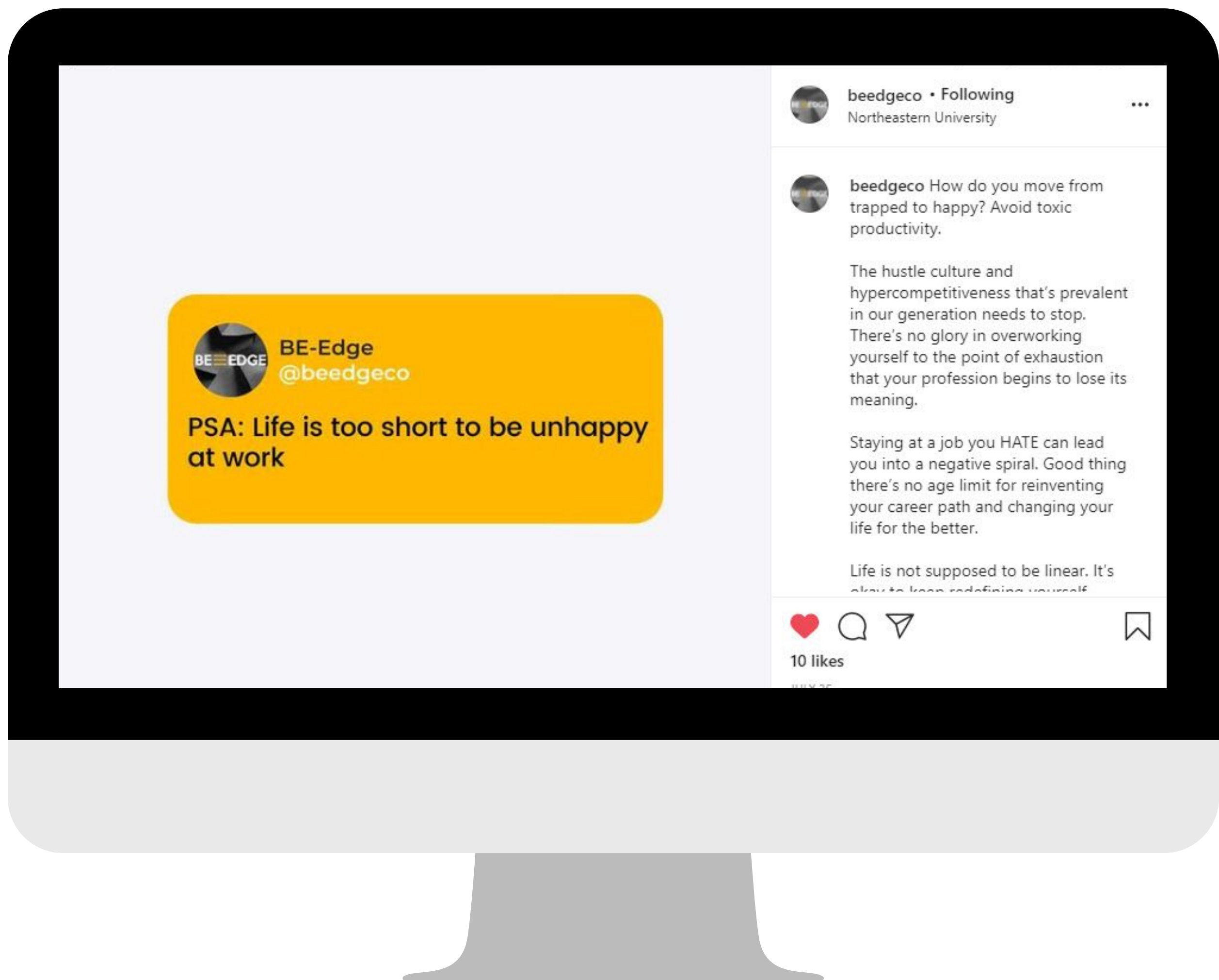
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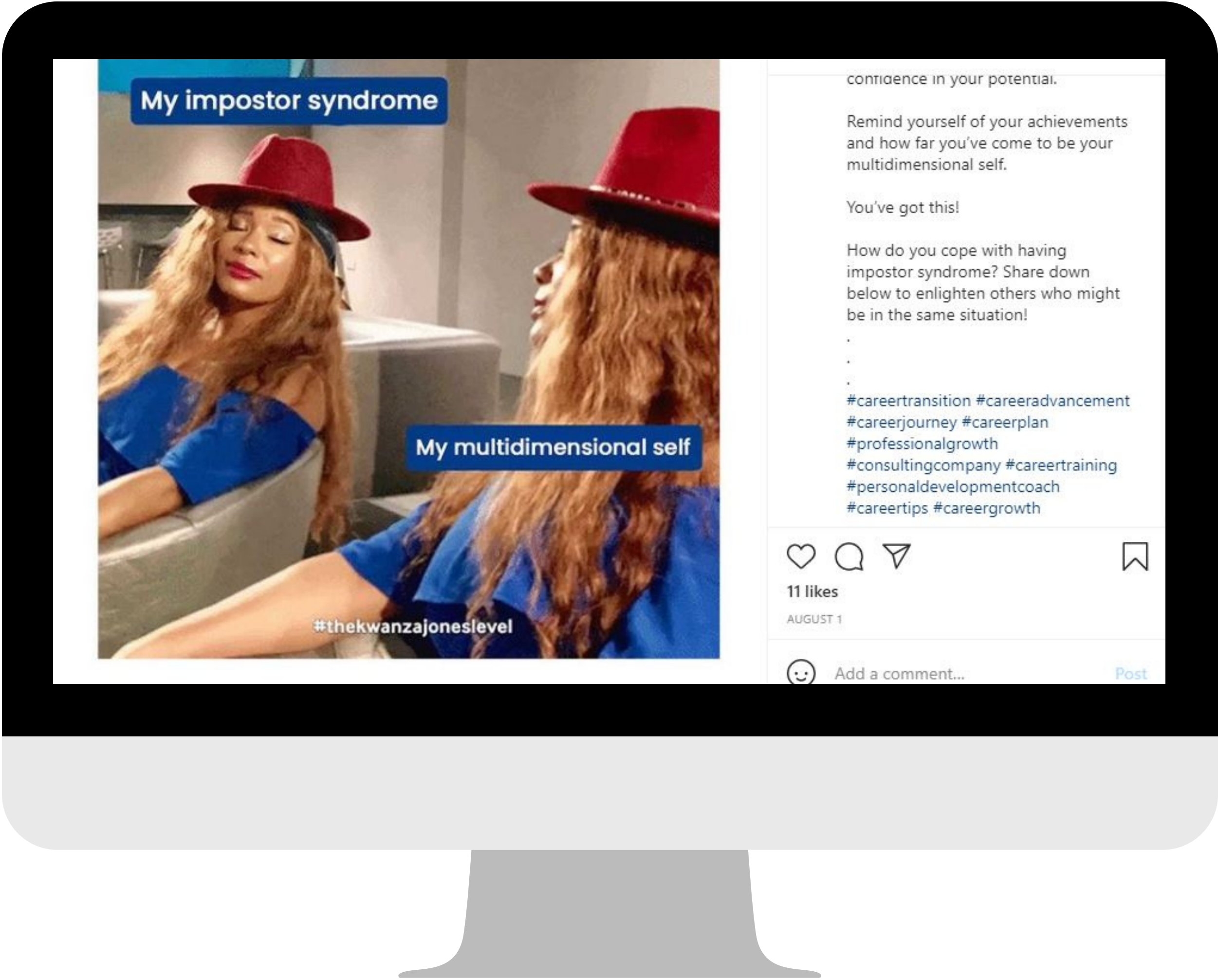
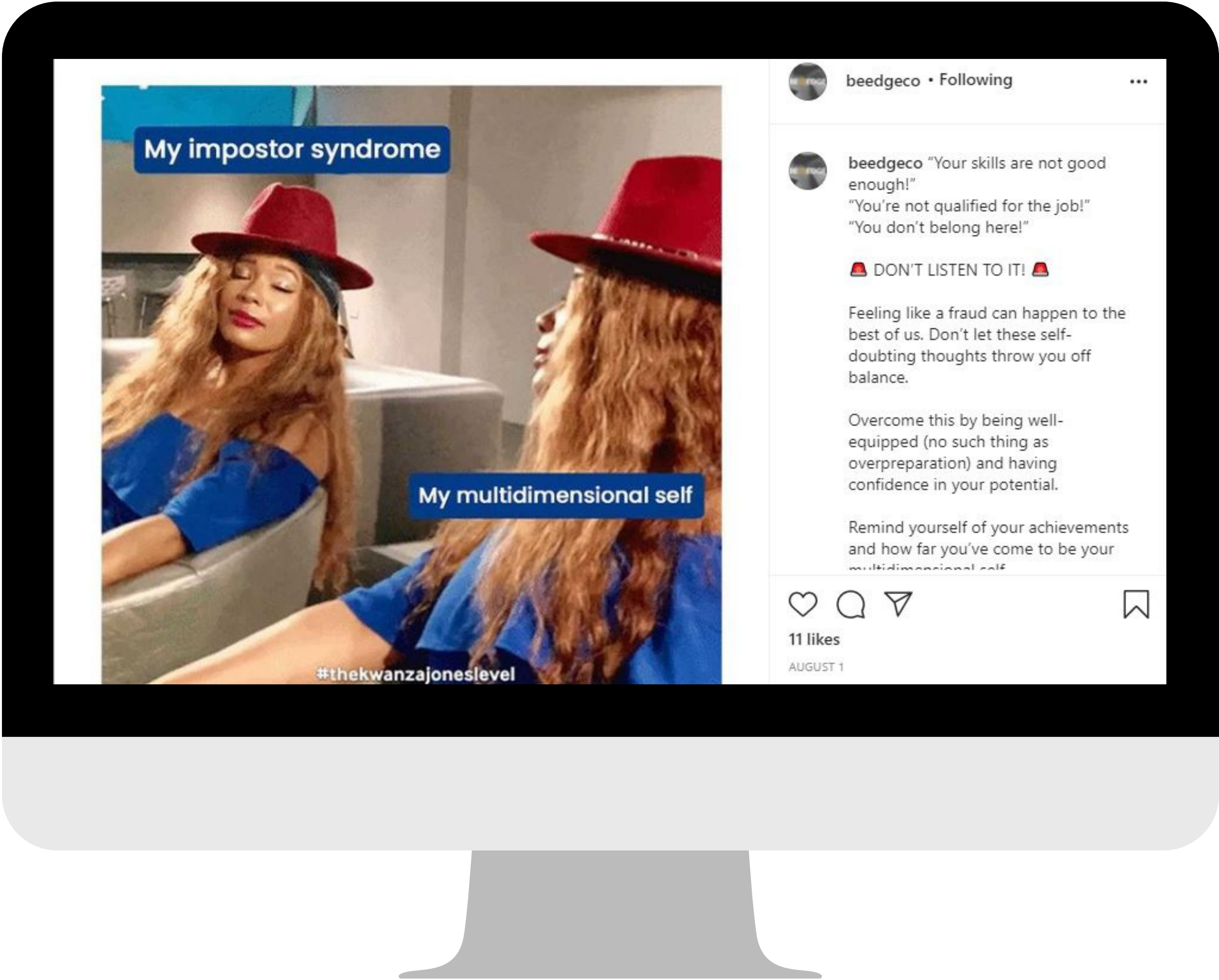
#careertransition #executivesearch
#careermotivation #careerguidance
#youngprofessionals #careerhelp
#planninggoals #millennialmindset
#professionalgrowth #leadershipgoals
#employability #jobhunting



8 likes

JULY 21





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**“I’m so bored with what I’m doing now.
I want to try something new.”**



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beedgeco YOU don't have to stay miserable in your career.

Through the Be-Edge Making Your Case" Consult-a-thon, you have the chance to work with a company that MATCHES with your professional identity.

Its goal is to connect Multidimensional Millennials to a business problem, generate innovative solutions to solve a company's challenge, and impress stakeholders with the outcome.

This allows you to have a competitive advantage in the workforce.

Find out more information about the



BE≡EDGE

Why Lack of Professional Focus Is Benefiting You



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Whether you're experiencing low motivation in your career or frequently noticing your work productivity decreasing over time, it's a sign you're ready for something new!

Lack of professional focus isn't much of an anomaly as many professionals would believe it to be. In fact, it's an important stage in your career to steer you into a better direction.

When used correctly, you can turn it into your own **COMPETITIVE ADVANTAGE**.

📖 So what's next? Read more about the BE-EDGE Consult-a-thon for 3



Liked by _____ and 9 others

AUGUST 25



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beedgeco ⚡ Myth Busting: The career you start in is the one you MUST finish in.

Honest Verdict: This idea is outdated, your career IS NOT.

By staying in one job for too long, you won't find yourself expanding your network, learning valuable skills, and growing as a professional.

As the job gets less challenging, you also risk losing interest in your work and can limit your reach within the industry.

Your career should EXCITE you, not restrict you.



Liked by [profile picture] and 12 others



beedgeco • Following

industry.

Your career should EXCITE you, not restrict you.

Bottom line is, as a Multidimensional, you're allowed to explore other work opportunities that aren't dictated by your degree or current position.

What's the longest you've stayed in a company? Comment down below!

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•

#careerpaths #millennialcareercoach
#millennialcareers
#millennialswithgoals
#millennialsatwork #settingintentions
#workplaceculture #careerchoices
#reachyourpotential #collegetips





Liked by [profile picture] and 12 others

BE≡EDGE

3 Ways To Tell That Your Job Is Exciting You






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 beedgeco Are you the type who heads off to work with a spring in your step? Or would you rather be incognito in the office?


At a time where it seems that the majority are taking jobs out of necessity instead of passion, it can be difficult to imagine that there are existing people out there whose career genuinely excites or fulfills them.

There's a chance that this could be YOU.

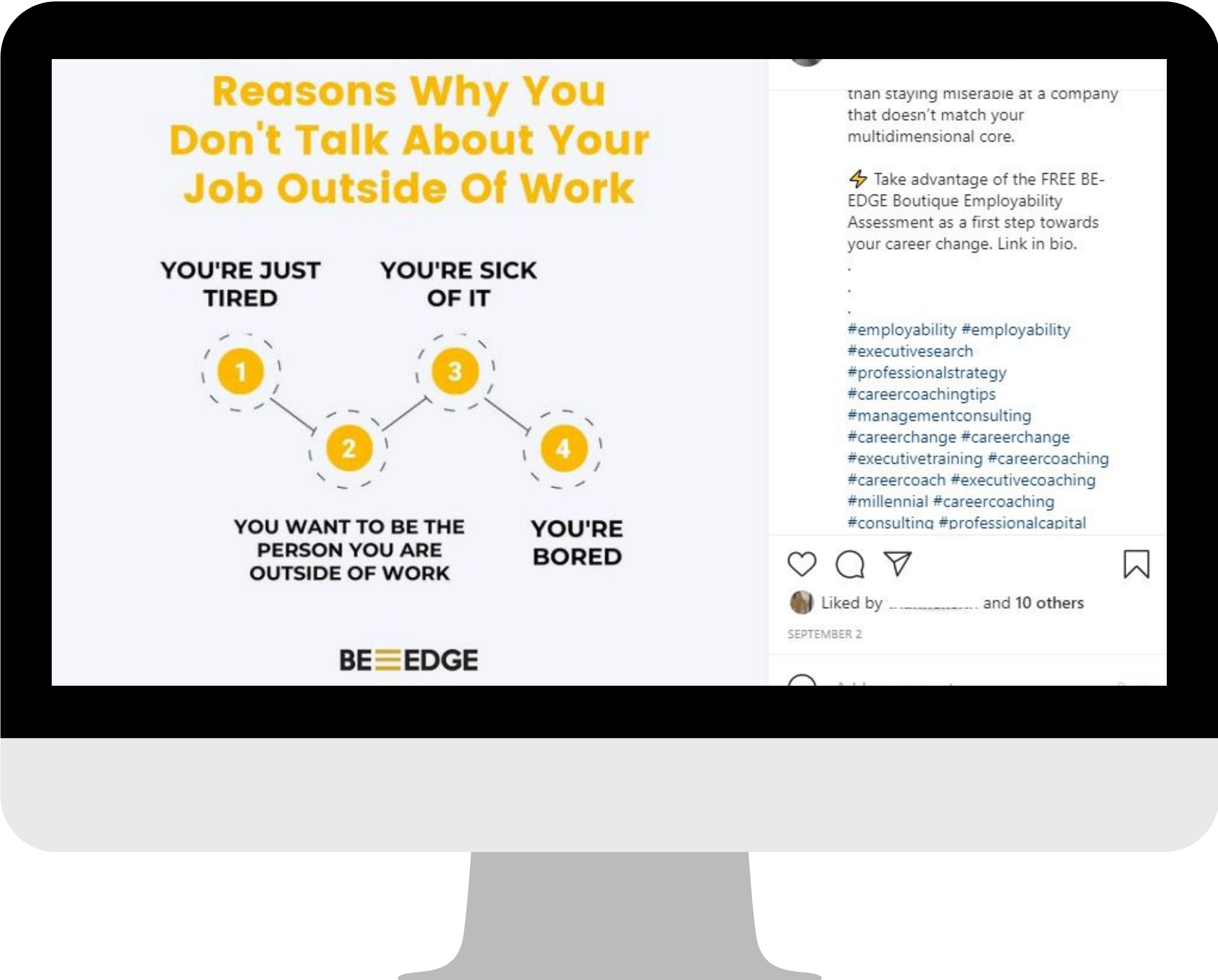
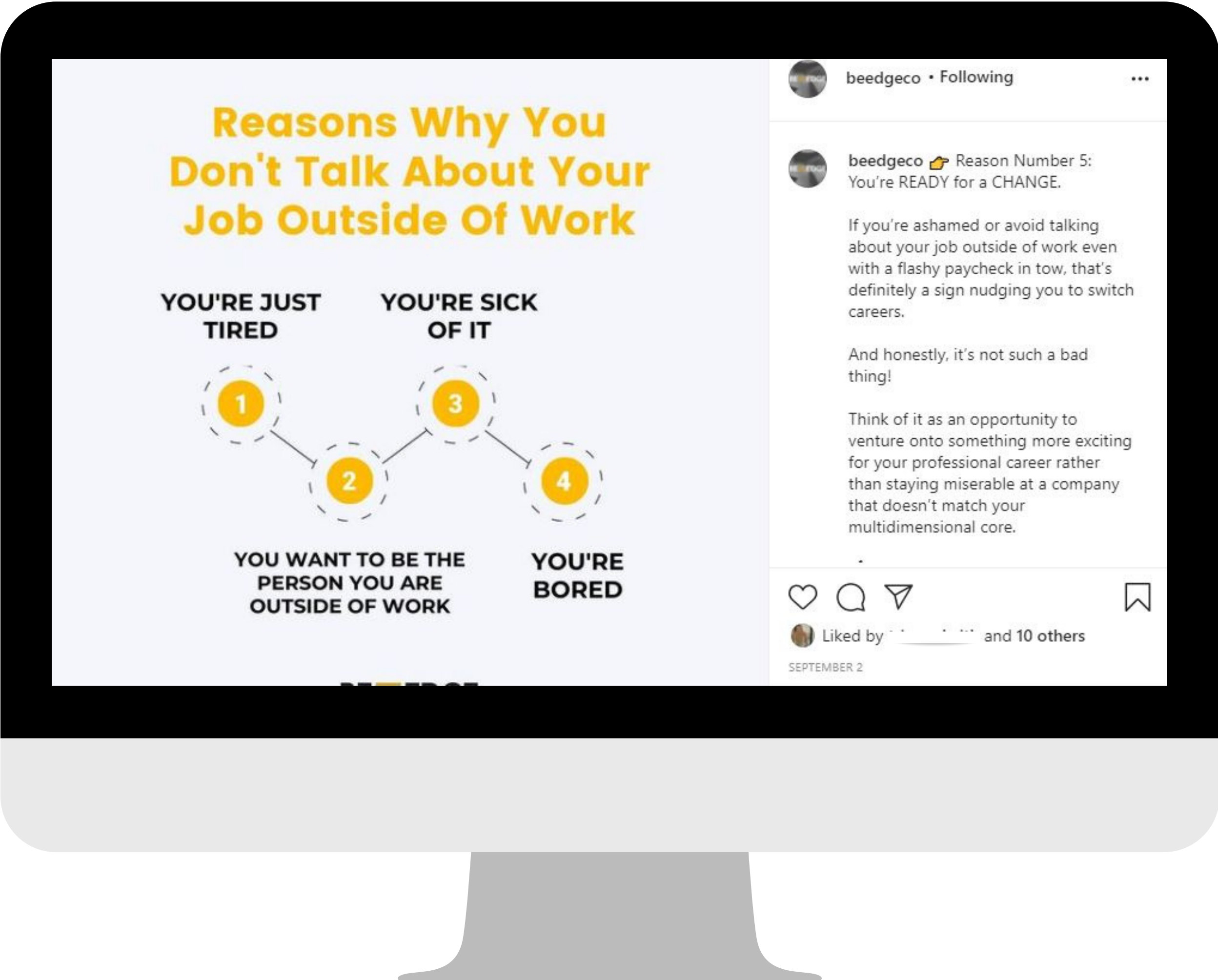
Does your current profession excite you? Tell us down below!





 Liked by _____ and 14 others

AUGUST 30





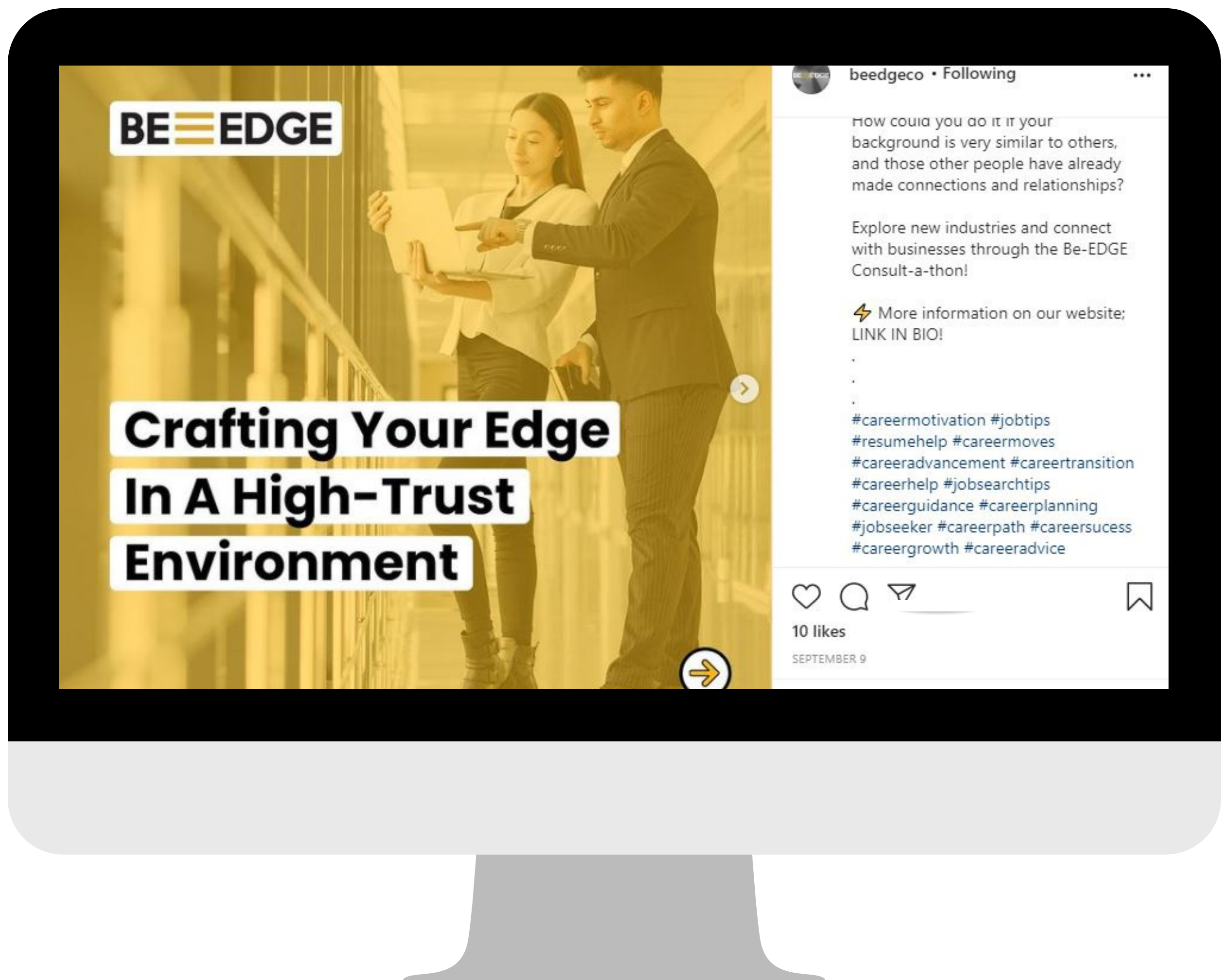
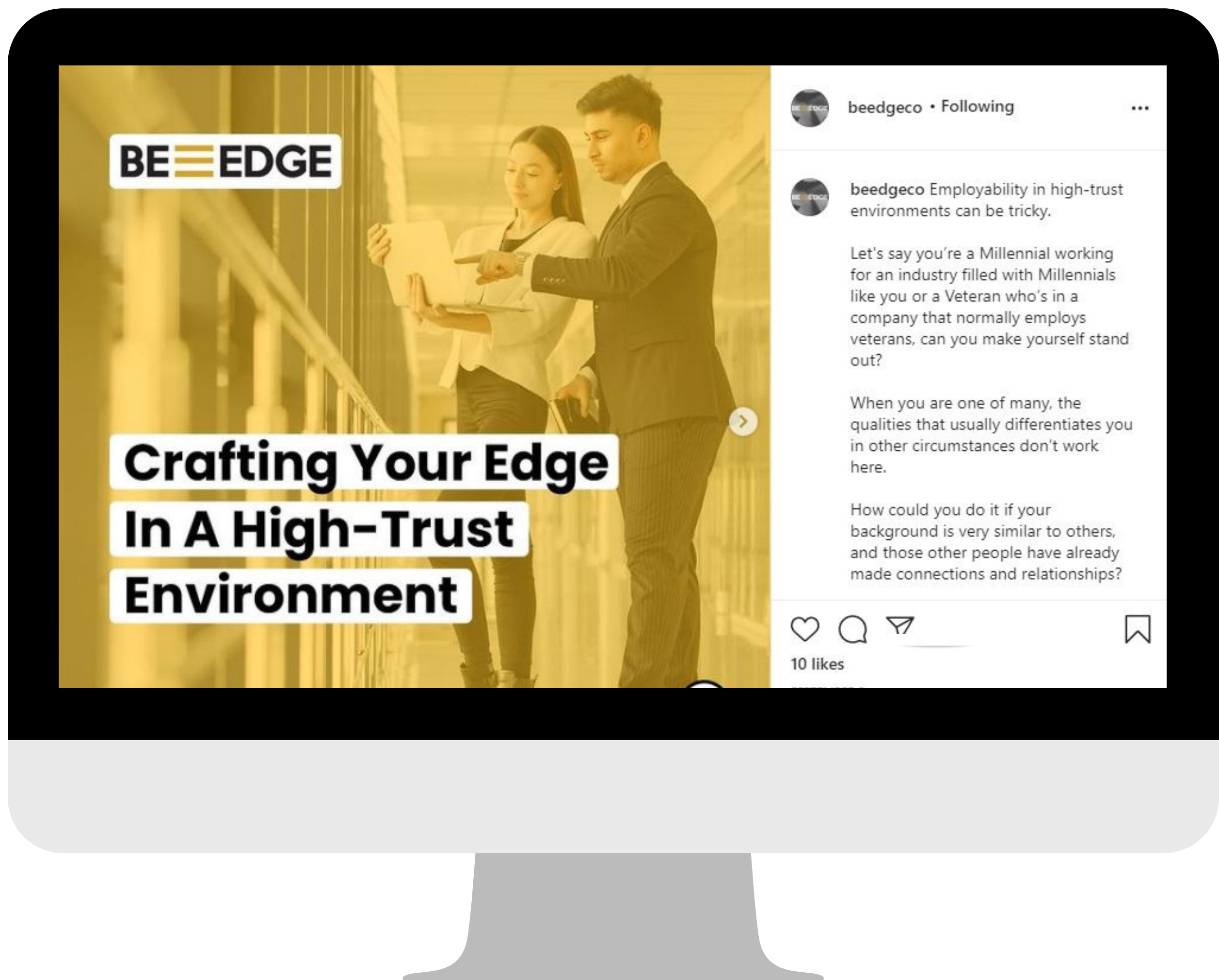
beedgedco 5 books you can read right now to LEVEL UP your individual strategy.

Pssst... we're book #5. Yes, Dr. Julia Ivy, founder of the BE-EDGE method wrote and published an entire book on Crafting YOUR EDGE For Today's Job Market.

And there's a lot more where that came from. Take a look at our profile.

#employability #employability
#executivesearch
#professionalstrategy
#careercoachingtips
#managementconsulting
#careerchange #careerchange







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NARS

HOW NARS SOLIDIFIED THEIR MARKET SHARE



beedgedeco • Following



beedgedeco Cosmetics giant, NARS, was confronted with an ethical dilemma: enter the highly profitable Chinese cosmetics market but lose their 'cruelty-free' credibility or stay true to the brand's original values and mission on animal testing.

⚡ The Be-EDGE Consulting Team eagerly took on the challenge.

⚡ The team consisted of six members, all with a variety of specialties and different career interests such as investment banking, marketing, consulting, and accounting that proved essential for this case.

⚡ "We have a wide range of skills,



Liked by _____ and 8 others

1 DAY AGO



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NARS

HOW NARS SOLIDIFIED THEIR MARKET SHARE
IN THE COSMETIC INDUSTRY

Marketing, consulting, and accounting that proved essential for this case.

⚡ "We have a wide range of skills, perspectives and past experiences that allowed us to take on this project with vigor and analyze all possible solutions to the dilemma that NARS faced."

📁 Want to find out how the BE-Edge consultants addressed this issue? Learn more about this case study on our website. Link in bio.

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•

•

#employability #employability

#executivesearch

#professionalstrategy

#careercoachingtips



Liked by _____ and 8 others

1 DAY AGO



Add a comment...

Post