

**Reinforcing Strengths Presented in Your Resume by Creating Unique and Memorable Branding**



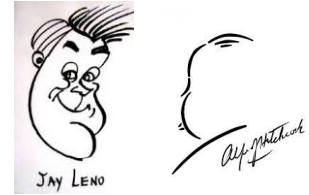
**Mystique**

The “More-Than” Effect  
Creates value and memorability



**Charisma**

Showcasing you in all your vibrancy  
Puts YOU in your resume



A few well-placed lines can be telling. For example:

- Eager to take on challenges and make a difference*
- Or
- Always proactive in finding better ways*
- Or
- Consistently strive to exceed expectations*

**Tip:** Given two equally qualified candidates, hiring managers will choose the one they like the most

**1 A Marketing Perspective for Resumes**

**Your resume is not...**

An obituary of your career  
Nor an encyclopedia of you  
And . . .  
Maybe it is not even about you

**Instead**

It’s about what you bring to the position

**Emphasizing**

Your capabilities to succeed  
Challenges you can meet  
Changes you can lead  
Your achievements  
Differences you can make

**THE 180° TWIST ON RESUME PERSPECTIVES IS YOUR THINKING UPSIDE DOWN? SHOULD YOU FLIP YOUR THINKING?**

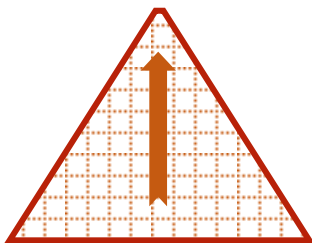
**THE RESUME DIFFERENCE, THE POSSIBILITIES**

How will your resume be different with a 180-degree twist in perspective and adopting a marketing and branding approach? It will capture attention, pull in the reader, and will earn more than the reader’s usual 3 to 6 seconds skim. Its visual layout will be structured for easy reading by following time-tested principles that engage readers. The Summary section bullet points will introduce you and impress the reader, as well as your strengths, relevance to the position, and knowledge. All sections will be clearly separated and labeled to allow your reader to focus on their interests. You will be positioned within your job category of choice to match the employer’s requirements. Your Experience section will include your accomplishments and value. It will focus on challenges you met by applying your ingenuity, changes you made as a leader, and differences you made.



**Traditional Approach**

Mindset: "My best assumptions about What will get me an interview"



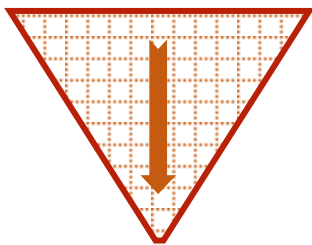
- Resume Sections  
 Summary  
 Education, Certifications  
 Skills  
 Awards  
 Memberships  
 Certifications

**Me-Me-Me-Me-Me-Centered  
 Versus**

**Reviewer-Hiring Manager-Focused**

**The Marketing Approach**

Guided by Market wants/needs (represented by job postings)



- Job Postings Sections  
 Overview, Purpose  
 Functional Job Description  
 Soft Skills  
 Hard Skills  
 Years of Experience  
 Knowledge

**Your Reviewer's Mindset**

"What's in it for me?"

"Do I need to spend more time before I move on?"

"No real information here – too bad"

**2 Cover Letters**

**The Interconnected Roles of Resume, Cover Letter, and LinkedIn About**

<b>Resume</b>	A to Z. It's comprehensive. It complies with the structure of established sections. Always includes experience and education, and supplemented with additional sections as appropriate	
<b>Cover Letter</b>	A hook: Sets the tone and pace, compels interest, and builds high expectations	
<b>Linked-In About Paragraph</b>	More about career than about job Highlights achievements Positions applicant in industry	May bring in issues and trends May identify future direction and aspirations

**The Generic Cover Letter**

Prepare your cover letter, email and thank you note in advance, at least at a generic level  
 Ask for the next step

**Cover Letter Guidelines**

The employer's point of view A "hook"	Positive, energetic tone Reason for your interest	Reinforcement of your message Explanation if needed
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**Contact Information**

Use the same layout as the contact area of your name to establish an identity and a "look"	Remember to include your LinkedIn URL (the personalized form) No date, no inside address
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**Tip:** Using AOL, Yahoo and older email address services signals "outdated." A second problem is using an email address that creates curiosity and distracts the reader. Best to acquire a Gmail.com address that uses your name or close to it. For convenience you can forward incoming emails from Gmail to the email address you are accustomed to opening. Reply from the Gmail address, though, to keep the thread consistent.

## Subject Line

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Position of Interest: \_\_\_\_\_(position, company)\_\_\_\_\_

## Salutation

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Dear Recruiter/Hiring Manager: (unless you have a specific name or title

Note: Avoid using "To Whom It May Concern:"

## Starter Phrases

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Retail Store Manager	As an experienced store General Manager, I understand the leverage points that drive sales, reduce controllable costs, and achieve margin goals.
Senior Copywriter	Your Senior Copywriter position has my name written all over it.

## Second Paragraph

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Customer Service	If your company is looking for an intelligent, trustworthy, high energy, results-oriented leader with a solid performance record, I would certainly be interested in speaking with you.
Marketing Manager	My abilities to build teams, direct talent, and understand media permit me to create bold plans designed to realize the potential sales of good products consumers want.

## Third Paragraph

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E-Business Manager	My enthusiasm and expertise reside in the "arena of the new." I am eager to contribute to landmark projects and transformations.
Team Manager	I thrive on working with diverse teams and believe deeply in the magic that can be achieved with collaboration. I enjoy learning and helping others learn as well.

## Letter Closing

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Insurance Sales Rep	I am eager to learn more about your firm and hope to take next steps toward applying for the position. May we schedule a time to talk?
Retail Store Manager	You may reach me at ---.---.--- and by email at <a href="mailto:yourname@gmail.com">yourname@gmail.com</a> . I appreciate your consideration and look forward to taking next steps in the application process.

### 3 LinkedIn

## LinkedIn Recommended Practices

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White or light background for headshot	Have 300+ connections
Replace gray default shape behind headshot with an image of your choice	Engage – react to others' postings
Use your LinkedIn internet address on your resume in the contact section	Create and enter your own posts

**Tip:** In YouTube search bar enter "Judi Fox LinkedIn" for useful videos on LinkedIn features.

## Headline Near the Top (Often a job title)

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Visited by robots, so use key words to match your targeted opportunity  
Avoid the default, which is your current job title.

Functional example	ADMINISTRATION   OFFICE   ACCOUNTING   HUMAN RESOURCES
Title and level example	TAKE-CHARGE MANAGER \ PROJECT COORDINATOR High-End Retail, Personal Image Styling, Promotion/Events
Results example	MOVING POTENTIAL FORWARD Possibilities, People, Organizations, Futures



## Your Linked In Website Address (URL)

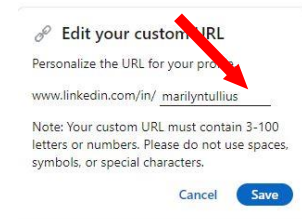
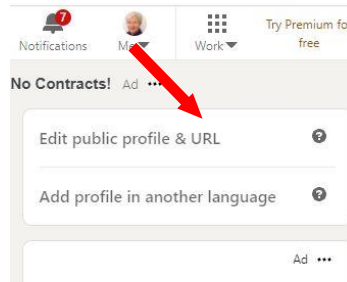
Sign in and go to Your Profile page

Find in the upper right corner of your screen the "Edit public profile & URL" link

Click and then click on the screen that opens to reach the URL and place to personalize it

Place your cursor at the end of the default address, backspace, and delete the random characters. Click save

If your name is not unique and is taken, add or change characters until you achieve a unique name



## Banner Possibilities

The Covid years have increased the need to be effective with online connections. The banner is a way to bring your services, uniqueness, and branding front and center. This is a recent trend that some LinkedIn enthusiasts are adopting.

A bit of personality plus a glimpse into her work process



A tone setter image plus the story of her life and career



## Summary Section / About Paragraph

2000 characters, which is about 20 lines

Be career directed rather than job-centered)  
Use terms such as "known for"

A middle section can list capabilities and achievements

Your next career step can conclude this section

Skip a few lines and enter your contact information  
Then add few key words

## EXPERIENCE SECTION

The Experience section LinkedIn shows only the first 3 to 4 lines of your position description. Aim at placing your most impressive content first. Online readers need to see impactful information immediately. You may need to rearrange content that works well for your hardcopy readers to fit the LinkedIn constraint.

### 4 Stories

Have you heard the saying "Your resume needs to tell a story?" Within an 8-second skim your resume reviewer should gain a sense of where you've been and formed impressions about your challenges and achievements. For each employment entry in your resume Experience section I recommend beginning with a framing or overview 1 to 2 sentence introduction to the organization and your role. This typically includes the organization's products, markets, and mission.

Ground your reader with company status such as start-up, rapid growth, or well established. Provide an anchor for interpretation by sharing strategies and initiatives such as expansion, new products, turnaround needs, and restructuring. Your overview gives the reader context for interpreting your bullet points, which are often achievements.

Developing a set of use cases and stories can be invaluable in enriching your resume. Developing stories will improve your confidence. You might place six stories on a page and attach them to an email during the application process. You would probably not include them in your initial resume submittal. Read your stories just prior to beginning your interviews. Rehearsing your stories is helpful, too, for networking, and projecting your professional image.

## Starter Ideas for Stories

Challenges met	Aha! Moments	Problems solved	A risk that worked
Changes made	Milestones	Saved the day	A team result
Achievements	Inspirations	Led the way	A goal met
Compliments	Breakthroughs	Took initiative	Change in direction

## The Classic Story Model: Problem-Solution

- Outline**
- The presenting symptoms of the problem
  - Scope and importance of the problem along with the need for a solution
  - Strategy and approach selected to achieve solution—showing insight, experience, and wits
  - Obstacles overcome—showing flexibility, perseverance, and initiative
  - Result achieved, **and of high importance:** Benefits of the solution, differences made, the enduring change, and adoption of the solution by other functions and units of the organization

## Additional Story Models

Problem presented, fixed, and relieved (think of a flat tire)	An aha moment from external or internal sources
An event occurs that changes choices	An inspirational example
An unaddressed problem becomes apparent	A day in the life of (for unusual career roles)
Downward trend in performance, reversal needed	

## Story Examples

**Conflict Management** Resolved conflicts and eliminated obstructive behaviors. Divisiveness that had begun with conflicts between two leaders within an Information Technology department had spread throughout several sub-groups, affecting performance levels, service quality, and staff retention. Intervention at multiple levels established clear norms for cooperative working relationships and information sharing, which improved performance and productivity. Conflict mediation conducted in a group setting followed by training to improve communication and problem solving skills. Policies were established to clarify the reporting and communication lines for each group.

83 words

**A Party Décor Styling for a TV Chef** Within a two-month timeframe, I prepared an at-home holiday party attended by 300 including entertainment celebrities. One objective was to establish consistency between the image of the celebrity Chef at home and her persona as the Host of her television show. Another objective was to reinforce the branding of her cookbooks. A third objective was to promote the client's image as a lifestyle trendsetter. The budget for this event was \$30,000. Accessories and furnishings used in the home were evaluated for their match to the host's desired image, which identified adjustments to be made. The use of real snow and roses everywhere added to the holiday spirit. A typical comment among guests was "amazing." This TV personality is a continuing client for her television show and for styling setups for photographs that will be used in her cookbooks.

138 words

**Tip:** Avoid seeming to magically fix things. The stories shown above would be more compelling if they included more angst and roadblocks, such as: narrowly averted crisis, confronted resistance, and a made pivot or two. Suspense keeps our attention. Problems create empathy. Overcoming struggles shows character, leadership, and follow-through.



## 5 Portfolios

Portfolios add positive reinforcement, allow you to assert your persona, and help you stand out. Having a portfolio can tip the odds in your favor.

### Examples

Beyond your resume and LinkedIn, a portfolio can acquaint your reviewer with your personality, style, and branding

Efficient to share documents such as writing samples, images, and videos

May include a subscription or contact form

May accommodate uploading a PDF file (many accept only an internet address)



Many choices of styles, fonts, and colors

Many portfolio hosting services are available

See <https://bit.ly/portfoliohosts>

May be free, free to a limit, or paid only

Your URL can begin with your name

The examples are from

<https://journoportfolio.com>

You can see my portfolio at

<https://marilyntullius.journoportfolio.com>

Journoportfolio.com is free to upload 10 articles, images, or videos. About \$60 annually for 11 and more content items



## 6 Ask Me Abouts and Additional Branding Ideas

### Ask Me Abouts

One-sheet introductions The page fits between your cover letter and resume or you may send it separately. Its purpose is to focus the reader and evoke questions. Your answers show you using your strengths and help you influence the agenda

Accolades and testimonials Your one-sheet "Ask-Me-About" may offer several testimonials on the bottom half of the page. Check your LinkedIn recommendation and extract the "best of" parts

### Additional Branding Ideas

Work samples Commonly requested in some industries, and it's best to be prepared

Mission/Purpose statement Can be important in applying for jobs in education and social services

Capabilities summary In addition to your resume, you may impress your reviewer with your depth of capabilities with 10-20 word annotations of areas of expertise you have acquired

Networking Introductions Develop a 2-minute introduction, then 45-second and 15 second introductions Understand soundbites and elevator speeches. Check YouTube for more info If you create 10 to 20 stories. These will give you a head start

In networking always be alert to ways to support the other person  
Use open-ended questions to spark dialogue and fuel the conversation

Posts Increase your commenting, liking and posting. Even short posts can be effective

