

Building Your Brand



Presented by: Anne Lipsitz, Executive, Career and
Professional Development Coach

YOU

- Team of learning professionals from the Rhode Island and Southern Massachusetts areas
- Investing in yourself and career management tools to be more visible as a personal brand

ME

- Help professionals tell their stories and showcase their skills
- Increase the understanding of personal branding as a tool in promoting yourself and your accomplishments

Agenda-Tools for a Professional Brand

- **Resume:** Create/re-create an effective resume or improve the one you already have. Transform your resume into a powerful tool that will make the most of your work experience, skills, and successes.
- **Cover Letter:** Learn how to tell your story and demonstrate your accomplishments for a new opportunity.
- **LinkedIn:** Create, optimize, and promote your LinkedIn profile learning how to better build your visibility as well as explore which LinkedIn features can help you grow your network and expand your professional online presence.



Resume-What Does It Do?

A well-designed resume does a number of things:

- Paints a positive and factual picture of YOU.
- Sets a positive tone for the interview.
- Guides the interviewer in what to ask.
- Influences others who approve the hiring.

Common Resume Mistakes

- Including a resume objective instead of a professional profile
- Unrelated work experience
- Not providing enough detail or quantifiable results
- Irrelevant skills to the job role
- Using the same resume for all your applications
- Outdated or missing contact information
- Describing job duties rather than professional accomplishments
- Resume is too long or too short
- Grammatical and formatting errors
- Using an unprofessional email address
- Including salary requirements
- Overly used vocabulary or jargon
- Listing hobbies unrelated to the job
- Attaching a photo of yourself

What You Did & How Well You Did It MATTER

- Think about a problem that existed that you helped support a solution.
- What action did you take to resolve the problem.
- What were the beneficial results of your action?
- Can you quantify them?



Which are Good Action Statement Examples?

Examples of accomplishments written as action statements

- Increased account base by 50% at two locations.
- Developed friendly, supportive relationships with coffee shop customers, building a loyal base of repeat customers.
- Advised callers on how to make connections.
- Designed and presented hour-long weekly orientation program; doubled membership
- Assembled materials and reports.
- Developed greatly improved filing system saving time.
- Transformed a disorganized warehouse into a smooth-running organization; saved \$250,000 in recovered stock.

Resume Formatting

DAVID WEBER

Marketing & SEO Specialist

DATE OF BIRTH: 08/21/1984

E-MAIL: info@emske.com

TEL.: (+48) 123 456 789

Address: Marszałkowska Street 13/515
00-220 Warsaw, Poland

TWITTER
@JohnKowalsky

LINKEDIN
linkedin.com/JohnKowalsky

FACEBOOK
femskeEN

GOOGLE+
@google-account

SKILLS

COMMUNITY MANAGEMENT

GOOGLE ADWORDS

ADOBE PHOTOSHOP

ONLINE ADVERTISING

MS OFFICE

FRENCH

GERMAN

NATIVE LANGUAGE: ENGLISH

WORK EXPERIENCE

GRAPHIC DESIGNER
APPLE CORPORATION

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

MOSKOW, RUSSIA 2012-2014

GRAPHIC DESIGNER
SONY CORPORATION

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

NEW YORK, USA 2010-2011

SEO SPECIALIST
MC DONALD'S CORPORATION

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WARSAW, POLAND 2004-2009

GRAPHIC DESIGNER
PETLERS CORPORATION

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BERLIN, GERMANY 2000-2004

GRAPHIC DESIGNER
LOREM IPSUM LTD.

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PARIS, FRANCE 1999-2000

EDUCATION

SOCIAL MEDIA MARKETING
UNIVERSITY OF WARSAW

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MASTER DEGREE 2010

SOCIAL MEDIA MARKETING
UNIVERSITY OF POZNAŃ

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BACHELOR DEGREE 2008

AWARDS

AWARD NUMBER ONE
MUSIC INSTITUTE

1999

AWARD NUMBER TWO
NATIONAL INSTITUTE

2001

INTERESTS

ART DESIGN

WORDPRESS THEMES

BLOGGING

LOREM IPSUM

FIGHTS

WEB DESIGN

SEO

SKI DIVING

WRITING

SNOWBOARD

SCAN MY QR-CODE

FIRST NAME LAST NAME

Address • City Zip • Phone • Email

FUNCTION OF INTEREST

REGIONAL SALES MANAGER • REGIONAL DIRECTOR

An award-winning, successful, and results-driven Director of Operations offering years of experience in strategic operational planning, as well as coordinating the implementation of key projects, procedures and action plans & managing teams within the automotive services and retail industries. Distinguished history in cultivating and maintaining high-value business relationships and strategic partnerships with Fortune 500 entities, Senior Management, customers, and key decision-makers.

Personally manages portfolio of locations across the United States, ensuring key, competitive areas that have increased this multi-million dollar company's footprint and maintained its competitive advantage within the industry. Maintains particular expertise in budget development & control, business development, new product launches, and recruitment & training.

Yachest at procuring and growing markets for new products and services that become proven company performers; blends an educational and solutions-oriented sales style with a burgeoning management technique founded on strategic planning skills, project management principles, and a respect and dedication to customer needs to inspire and ensure profitability, business growth, and client satisfaction.

AREAS OF PROVEN PERFORMANCE

- Talent Recruitment, Development & Retention
- Business Development & Expansion Strategies
- Product & Demand Development
- Sales Training, Team Building, & Leadership
- Sales & Co-Op Market Planning
- Cost/Benefit Analysis Interpretation & Expense Control
- Customer Experience Strategy & Leadership
- New Product Launch & Positioning
- Operations & Sales Management
- Competitive Market & Industry Trend Analysis
- Productivity & Performance Improvements
- Public Speaking & High-Impact Presentation Delivery

PROFESSIONAL EXPERIENCE

Company Name – City

TITLE:

Serves as Director of several locations, Market Managers, and Area Managers. Manages 100% client & indirect requests, while primarily functioning as a conduit between corporate office and the field. Accountable for developing and maintaining customer-oriented, high-performing service / retail operations teams while preserving strategies to boost efficiency, equality of standards – all while optimizing company costs. Presently holds full responsibility for annual revenues.

Notable Contributions:

- Within the past year, saved the company upwards of \$800,000 by reducing variances in inventory credits by improving its store-operations processes, and strategically determining product needs to increase profitability.
- Following several acquisitions of new stores, held accountable for the effective transition of employees into the new facilities and ensuring staff retention on internal customer & procedures.
- Expanded traffic by upwards of 15% despite steadily declining trends at the national market. This was accomplished by faster service times, cleaner store locations, and superior client talent.
- Additionally supervised the company's processes by further standardizing the 3-pronged change process and determining the most efficient methods to service multiple customers while upholding the rate & quality of service.

Resume Top Fold

Name

- (401) 123-4567 - name@usa.net - <https://www.linkedin.com/in>

VICE PRESIDENT, RESEARCH & INSIGHT

Strategic Planning - Change Management - Market Insight & User Research Data Literacy - Operations Management - Process Optimization

Experienced senior level executive with over fifteen years of success. Enhances business processes and optimizes operations by researching and leading continuous improvement initiatives. Maximizes human capital performance and data collection/analytics by developing best practices, compliance metrics, and professional development systems and structure. Achieves consistent and timely project and program success by leveraging resources and results-focused priorities, objectives and timetables.

Serves as a trusted advisor and confidante to key stakeholders, management, colleagues, clients and staff. Consistently improves human capital effectiveness and productivity, by collaborating cross-functionally to create and implement innovative training, strategic planning and programs across all levels of staff. Quickly transforms underperforming individuals and groups into dedicated teams driven to achieve unprecedented results. Competencies include:

- Program Development & Leadership
- Facilitating & Public Speaking
- Executive Coaching & Management Consulting
- Mixed-Method, Qualitative & Quantitative Market Research
- Project Management & Implementation
- Communication of Direction, Mission & Focus

Career Synopsis-Work Experience

CAREER SYNOPSIS

Independent Consultant, United States

1992-Present

MANAGEMENT & MARKET RESEARCH CONSULTANT

Established two management consulting firms and several small businesses. Conducted surveys, focus groups, and market research analyses. Provided statistical analyses and research reports for academic colleagues and corporate decision makers.

-
- Evaluated processes & systems for optimization and coached executive level leaders in business efficiency.
- Co-authored a book on mentoring.
- Wrote proposals for new programs and grant funding.
- Provided background research, peer comparisons, and environmental scans for decision support.
- Presented business proposals and results to C-suite stakeholders and staff.

Resume Bottom Half

EDUCATION, TRAINING, & CERTIFICATION

State University of New York at Stony Brook
Ph.D. Sociology

TECHNICAL SKILLS

SPSS, Qualtrics, Various Academic Software, Databases and Retrieval Tools

ASSOCIATIONS, AWARDS & COMMUNITY

American Sociological Association, Section on Emotions, *Newsletter Editor*
Society for the Study of Symbolic Interaction, *Treasurer*

The Cover Letter

Cover letters should highlight your academic, professional, and personal qualifications for the position to which you are applying.

It should not be a restatement of your resume.

Instead, you should select certain experiences to highlight to the employer. You might weave experiences together, telling how one experience led to another.

You might tell a story from one or two experiences that bring depth and detail not covered in your resume.



Cover Letter Things to Remember

TOPICS

Why you?
Why them?

Highlight your experiences to showcase you as the best candidate and emphasize your interest in their organization.

STYLE

Should be narrative in style. Match tone of organization and always be professional.

FONT

Use same font as resume for consistency across your documents.

LENGTH

No longer than 1 page and around 3-5 paragraphs.

CUSTOMIZE

Tailor and customize your cover letter to each position.

Cover Letter Example

Date

Career Education Center, Providence College

Joe McCarthy recommended that I apply for PC's Graduate Student Advisor position in the Career Education Center. Joe and I had the pleasure of working together at MetLife for many years. I am very excited about your open position and know I can add an immediate impact in support of the Career Education Center's focus on helping the PC Friar graduate students be successful and make a contribution to work and society. As I review the qualifications for the role, I am confident that my years of business experience, proven track record in engaging audiences and building relationships will provide the tools and preparation needed to assist the graduate students to confidently engage in finding internships, jobs, and ultimately starting a meaningful career.

The most rewarding aspect in any of my higher education roles has been working directly with the students. It is an awesome responsibility and honor to share in a students' journey and support their academic goals. Whether it is through a career counseling appointment, classroom presentation, graduate student career change marketing plan, or assisting a student explore academic degrees, I know as Student Success Coach I will successfully encourage, support, and assist graduate and professional students in their efforts to graduate.

Through my experience in recruiting and working one-on-one with potential MBA candidates I have helped advise students on their degree requirements and map out deadline plans to meet academic requirements. At Providence College, I worked with many faculty on their classroom and certificate programming needs and enjoy working as part of a community that assists students to be their personal best and achieve academic success.

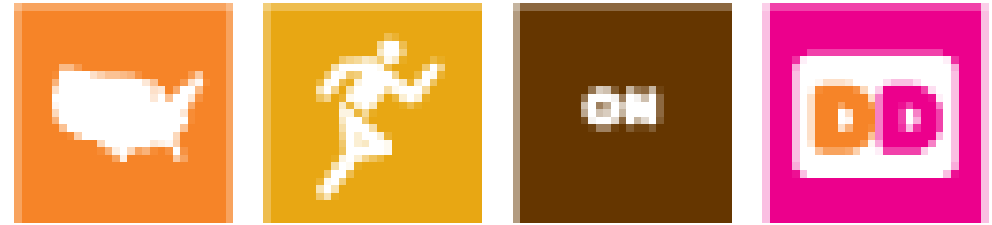
Through years of work in servicing customers, I have learned how using creative solutions to solve problems supports delivery of an exceptional customer experience. It would be my absolute pleasure to work with NEIT students again and I welcome the opportunity to be your Student Success Coach. I would like to further discuss this position with you and can be reached at (401) or by email at. Thank you for your consideration.

Regards, Name and contact information



Build Your Professional Brand

What is the Brand?



AMERICA RUNS ON DUNKIN'®



“

**YOUR BRAND IS WHAT PEOPLE
SAY ABOUT YOU WHEN YOU'RE
NOT IN THE ROOM.**

Jeff Bezos, Founder & CEO of Amazon

”

**YOUR BRAND IS WHAT
YOU STAND FOR IN THE
MINDS OF THE PEOPLE
YOU'RE TRYING TO
REACH, INFLUENCE,
AND MOVE TO ACTION.**

What does your Brand say about You?



In Creating a Brand Statement Consider This..

- What problems do my clients/audience have and how can I solve them?
- Who is solving this problem and how is my solution different?
- What do I do extraordinarily well with very little effort— what's your super power?



STAR Method

Situation, Task, Action, Result

Situation:

- Think of a situation that had a successful outcome. It doesn't necessarily have to be work related as long as it's relevant. Remember to include the who, what, where, when and how.

Task:

- Describe the task you were responsible for in that situation. Keep it specific but concise. Make sure to highlight any specific challenges you faced.

Action:

- This is the part where you describe exactly what you did. How did you complete the task you were assigned? Remember to focus on what you did and highlight traits (qualities) that a hiring manager will find desirable (initiative, teamwork, leadership, dedication, etc.)

Result:

- This is where you get to be introspective. Share what the outcome of the situation was and how you specifically contributed to that outcome. What did you accomplish? What did you learn? What were the results of your actions?

Personal Branding Statement Examples

- Results-driven Audit and Risk Management leader with expertise in customizing audit and strategic business improvement solutions
- Proven leader with experience managing complex change initiatives to improve operational performance
- Passionate leader skilled in identifying opportunities to enhance business operations while maintaining an effective internal control environment



Tell Me About Yourself Personal Branding Exercise

Share three strengths, skills, accomplishments that can answer “Tell me about yourself”



Let's Connect Your Brand to LinkedIn

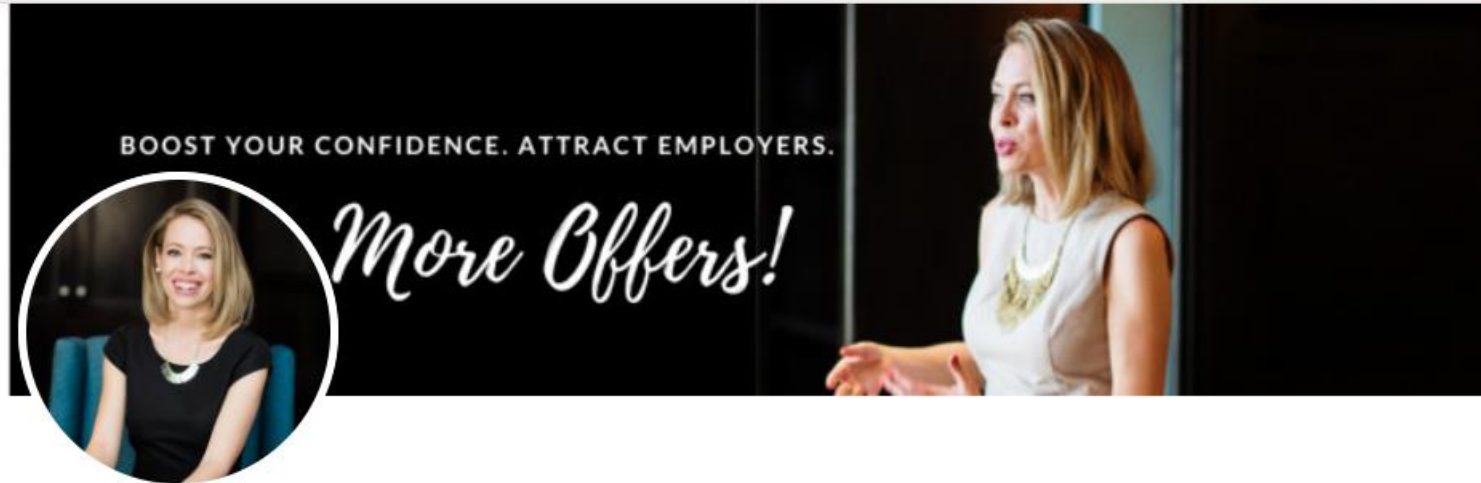


LinkedIn Facts

- 650 million members
- Executives from all Fortune 500 companies are members
- 2 new users join every second!
- 25 million LinkedIn profiles are viewed every day
- The average number of connections on LinkedIn is 930
- 56% of members are male
- 44% of members are female



Make Your Headline Unique!



Noelle Gross, Job Search Strategist · 2nd

Award Winning Career Influencer | Ditch the job boards, multiply your network & accelerate your job search with my proven approach | Our resumes result in at least 1 interview within 1 week

Talks about #ageism, #careercoach, #linkedintips, #resumewriting, and #jobinterviewhelp

Stamford, Connecticut, United States · [Contact info](#)

9,206 followers · 500+ connections



16 mutual connections: Hannah Morgan, Anne Grieves, Northeastern University, Career Design, and 14 others

+ Follow

Message

More



NG Career Strategy

About: Clear Concise Content

SUMMARY:

Highly accomplished Human Resources Executive with a bottom-line focus and outstanding qualifications in all functional areas of HR gained through a career progression of strategically focused US and international assignments. Proven success aligning human capital initiatives to grow market share, increase profit and develop successful organizations.

Established ability to form collaborative relationships and deliver key results that exceed expectations from a financial and strategic goal perspective. A trusted leader and team builder with demonstrated success providing sustainable, high-end business process solutions, quality leadership development and compelling employee commitment. Strengths include:

- Effective collaborator and problem solver in diverse and demanding environments with solid background in recruitment, talent management, global human resources, workforce planning, off shoring, site growth / consolidation, management / leadership development and compensation.
- A motivated and collaborative team leader whose integrity and commitment to achieving operational excellence and exceeding expectations are key characteristics.
- Confirmed aptitude for implementing competitive recruiting, compensation and benefits programs that reinforce the company's ability to attract, retain and motivate a quality workforce.
- Highly skilled in the design and implementation of global, national and regional human resource infrastructures in start-up and established business environments.

Specialties: AREAS OF EXPERTISE:

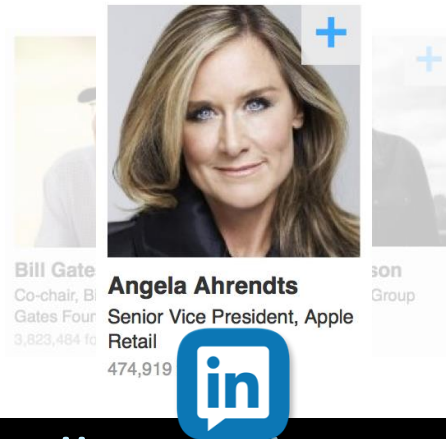
- Organizational Design & Development • Talent Management • Change Management
 - Executive Talent Acquisition • Career Development • Employee Retention
 - Organizational Change • Compensation & Benefits • Executive Coaching
 - Global Human Resource Operations • Performance Management • Succession Planning
-

Demonstrate you are a Lifelong Learner



Follow Companies

Be in the know on employers you want to work for



Follow Influencers

Learn from leaders you admire and the big guns in industries you're interested in

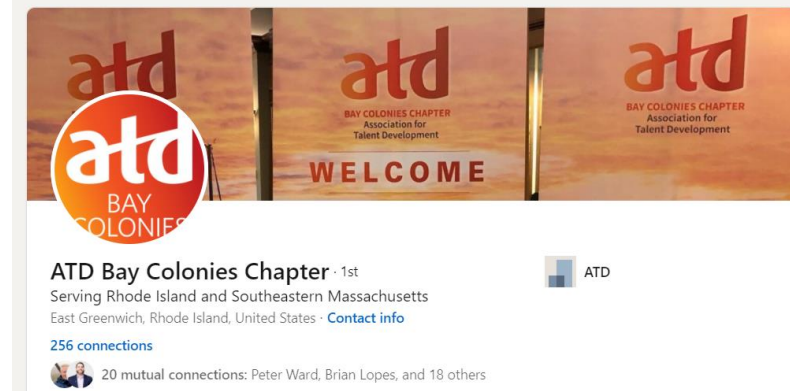


Follow Industries

Become an expert by staying on top of trends and news

Find the Right Groups to Connect to

- Join groups focused on specific topics or industries
- Align with your area of expertise
- Share your experience and build authority around your personal brand



3-2-1 LinkedIn Posting

- Post 3 pieces of industry related content
- Post 2 pieces of proud moment content
- Post 1 piece of product or services offering content

- Use **Start a post** to [share posts](#).
- Use the **Camera** icon to [share photos](#).
- Use the **Video** icon to [share videos](#).
- Use the **Document** icon to [share documents](#).
- Use **Write article** to [publish articles](#).

Hashtags

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10,485 followers
4h · 🌐

+ Follow ...

Set in the practice of keeping your resume and LinkedIn profile up to date, whether you are job searching or not. Need help with either? The Barrett Group can help! Read our newsletter to learn more: <https://j.mp/3txcoek> ...see more



Building Confidence in Your Value Proposition
careerchange.com · 7 min read


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Get in the practice of keeping your resume and LinkedIn profile up to date, whether you are job searching or not. Need help with either? The Barrett Group can help! Read our newsletter to learn more: <https://j.mp/3txcoek>

#executives #jobsearch #careermanagement #careerchange #TheBarrettGroup #careers #careergoals #careerdevelopment #personalcoaching #careercounseling #trysomethingnew #yourcareer



Building Confidence in Your Value Proposition
careerchange.com · 7 min read

Thanks for posting... I think this is... I wonder... Love this... >

Like Comment Share Send

#jobsearch
1,831,237 followers ←


Follow

Sort by: Top ▾

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Get in the practice of keeping your resume and LinkedIn profile up to date, whether you are job searching or not. Need help with either? The Barrett Group can help! Read our newsletter to learn more: <https://j.mp/3txcoek> ...see more



Building Confidence in Your Value Proposition
careerchange.com · 7 min read

Like Comment Share Send

Engagement Tools

Add to your post



Add a photo



Add a video



Add a document



Celebrate an occasion



Share that you're hiring



Find an expert



Create a poll



Offer help

Back

Ask Questions

- Questions spark engagement and improve the visibility for your brand
- A response from one follower could lead to a burning question from another that could fuel great conversation



Jump into Discussions



- Add your voice and make yourself visible in a discussion
- Your unique insights add value

Ask for Recommendations





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You are the CEO of

ME Inc.

Q

&

A



Anne Lipsitz
annelipsitz.com

