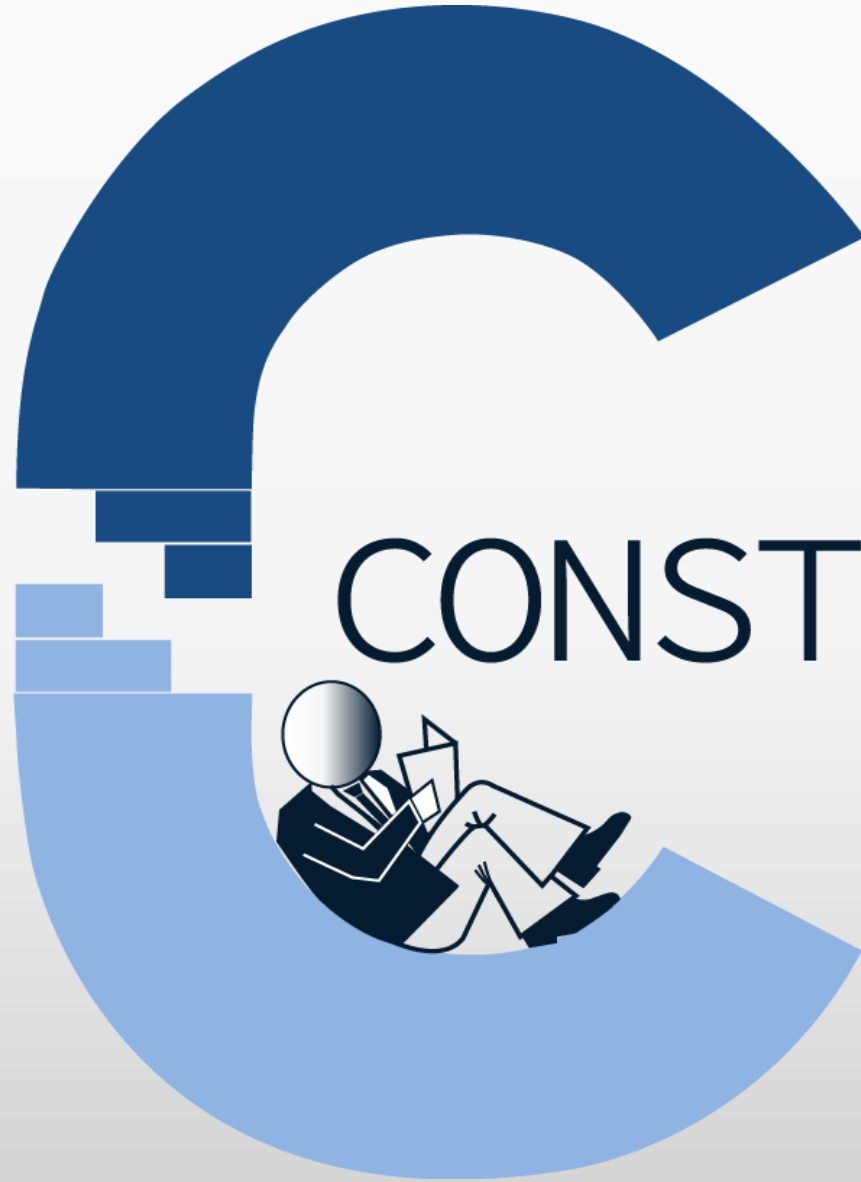


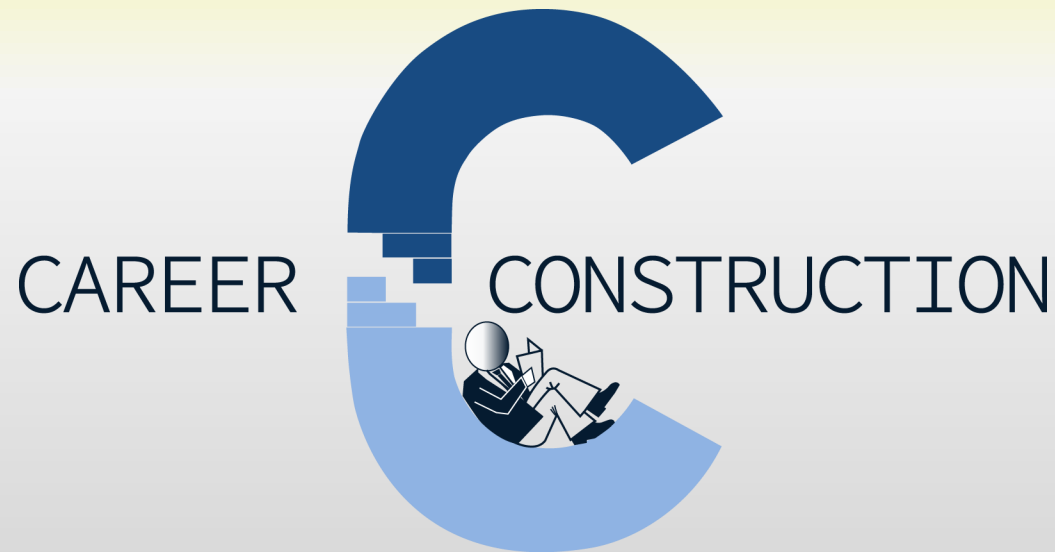
CAREER



CONSTRUCTION

Don't Be Basic

Self Marketing Fundamentals for the Job Search



Agenda

- **Résumés & Cover Letters**
- **Career Fair Etiquette**
- **Interview Preparation**
- **Activity**
- **Questions**

Résumés

Your Name

1234 Fourth Avenue, Smallville, Minnesota 55988, (600) 555-1234
yourname@mail.com, Portfolio: yourname.com

QUALIFICATIONS

- Creative and versatile designer who understands its all about branding
- Experienced designing brand identity, brochures, packaging, advertising, signage, posters, and web sites
- Social media savvy and up-to-date with current web trends
- Able to work directly with clients to discuss ideas and present design solutions
- Developed illustration skills with watercolor, colored pencil, and digital media

SOFTWARE

- Photoshop, Illustrator, InDesign, Dreamweaver, HTML, CSS, Flash, Edge, Acrobat, Audacity, Word, Excel and PowerPoint

EDUCATION

Bachelor of Science, Marketing
University of Minnesota, Minneapolis, Minnesota

Associate of Applied Science, Graphic Design
Brown Technical College, Minneapolis, Minnesota

EXPERIENCE

Graphic Designer

The Zeal, Minneapolis, Minnesota. 20xx–20xx

- Designed and produced a monthly college newspaper (20 issues total)
- Redesigned the logo and format to update the look and follow industry trends
- Contributed stories, photos, and original artwork for publication

Receptionist

Maplewood Dental, Minneapolis, Minnesota. 20xx–present

- Assist office manager with payroll, bank deposits, and patient scheduling
- Responsible for stocking and ordering all dental supplies
- Facilitate new employee orientation (5 sessions to date)

Retail Sales Associate

Eddie Bauer, Minneapolis, Minnesota. 20xx–20xx

- Dealt directly with customers, assisted with selections, purchases and returns
- Responsible for all money, returns, and sales transactions on the weekends
- 20xx Sales Associate of the Year. Increased my annual sales volume 15%
- Organized loss-prevention efforts in the store (we saved \$500 annually)

ACHIEVEMENTS

- Vice President, Graphic Design Club, Brown Technical College. 20xx–20xx
- Third Place Gutenberg Award, Poster Design. 20xx

Résumés

- **Header**
- **Consistent Format**
- **Objective or Summary**
- **Employment History**
- **Education**
- **Community Service**

Position Focused

A large, light gray downward-pointing arrow is positioned to the right of the 'Position Focused' box, pointing towards the 'Accomplishments' box.

Accomplishments

A large, light gray downward-pointing arrow is positioned to the right of the 'Accomplishments' box, pointing towards the 'Quantitative' box.

Quantitative

Cover Letters

Your Header

Date

Name, Title

Company

Street Address

City, ST ZIP

Salutation: (Dear Mr./Ms. Doe:)

Body (Try to keep it at one page; double space between paragraphs and between informational bullets).

Closing, (Sincerely, Yours truly, etc.)

|

Your Name

Enclosure: Résumé

Career Fair Etiquette

- **Look the part**
- **Act the part**
- **Set aside time to apply**
- **Collect business cards**
- **Thank you emails**

Résumé

JOHN DOE

1234 Fake Lane, MA, 99999, Cell:000-000-000, email@address.com

Career Focus

Innovative and competitive executive marketing professional experienced in high-volume e-commerce business operations. Creative and proactive with numerous achievements in strategic business development, digital marketing, and customer trend analysis to drive revenue and brand awareness exponentially year over year. Highly detailed and analytical with the ability to plan and execute successful marketing campaigns.

Highlights

- Marketing Strategy
- Business Development
- Trend Analysis
- Social Media Campaigns
- Networking and Outreach
- Sales and Lead Generation
- Defining Project Outline and Goals
- Advertising
- Customer Service
- Problem Solving

Core Accomplishments

- Increased revenue for Pregame.com 38% in 2013 over 2012 with \$2.2M total revenue.
- Created and managed the Google News Team for Pregame.com to increase social media views 60% in 2013 over 2012 with nearly 1M inbound clicks. Increased Twitter marketing to over 1M clicks in 2013 for a 92% increase over 2012.
- Developed nearly 20,000 Twitter followers for industry brand of "Johnny Detroit." Content has been used by Scott Van Pelt of ESPN, Todd Furman of FOX Sports, and numerous other national, regional, and local sports media.

Professional Experience

Founder / Manager of Sales, Marketing and Customer Service Jul 2006 to Jul 2014
Pregame.com — Las Vegas, NV

Pregame is the lowest-priced, top-quality pick site for sports and event betting. Pregame was named one of fastest-growing privately held companies in 2014 by Inc. 5000.

- Implemented marketing strategy and analyzed trends to define and establish sales objectives.
- Planned, created, and executed email campaigns to drive key metrics including lead generation, sales, and customer retention.
- Monitored trends and implemented adoption of social media tools to communicate the company's message, resulting in significant increase in site traffic and sales.
- Created, managed and evolved the entire Customer Service Platform from 2006 to 2014 utilizing the NetSuite platform.
- Met customer service objectives by applying customer feedback and recommendations to strategic plans and reviews.
- Identified customer service trends to identify and implement system improvements.

Investigator

Ford Motor Company — Dearborn, MI

Nov 2003 to Mar 2006

- Ensured that the company's trademarks were used appropriately and prevented the distribution of counterfeit parts in the marketplace.
- Maintained the integrity of the sale and distribution of original equipment and parts.
- Investigated parts diverted from normal market distribution channels to third parties.
- Responsible for largest brand protection cash settlement Ford in history.

Education

Bachelor of Arts, Digital Marketing
University of Michigan — Dearborn, MI

2017

Networking Card

Public Administration • Budget Management & Analysis

JOE A. STUDENT, B.A.

Business Management & Public Administration

University of Maine, 2008

1234 Main Street
Anytown, USA (xxx) xxx-xxxx
E-mail: joe.student@jobseeker.com

Cell: (xxx) xxx-xxxx
Landline: (xxx) xxx-xxx
URL: xxxxxxxx

Interview Preparation

There are several things to consider:

- **Attire**
- **Portfolio**
- **Bag/Purse**
- **Vehicle**
- **Profile Pics**
- **Study Company**

Interview Preparation

myjobhelper.com

What to Wear to Your Job Interview

Interview Attire for Men:

Clean shaven face or neatly trimmed beard

Two-piece suit

- Cleaned and pressed
- Conservative colors like navy and dark gray

Long-sleeve shirt, even in summer

- White or light blue solid color

Empty pockets to eliminate bulges

Conservative tie

Belt matching color of shoes

Leather shoes, black or cordovan

- Polish night before

No earrings

Clean, trimmed fingernails



Tips

- ❗ Lay out your interview outfit the evening before and check for stains, tears or missing buttons.
- ❗ Make sure your interview clothing is clean and well pressed.
- ❗ Except for women's earrings, avoid body-piercing jewelry.
- ❗ Avoid perfume, cologne, and aftershave.
- ❗ Men should be clean-shaven. A carefully trimmed beard or mustache is also acceptable. Avoid stubble that looks like a few days of growth.
- ❗ If possible, cover your tattoos.
- ❗ Wear clothes that fit.
- ❗ Do not wear flashy jewelry or watches.



Interview Attire for Women:

Two-piece, matched suit

- Skirt should cover thighs when seated
- Navy, black, gray or dark brown

Tailored blouse, shell or knit top

- Do not show cleavage
- Avoid gaping at chest

Leather Shoes

- No stilettos or platforms

Carry only one bag or tote

Avoid perfume

Avoid heavy makeup

Clean, trimmed fingernails



You only get one chance to make a good first impression with a potential employer. The clothes you wear are the first part of that first impression, so dress to impress. A business suit says you mean business, even though it may make you feel overdressed and uncomfortable. It shows that you care about making a good first impression. Thousands of people are eliminated as job candidates every week merely because they were not dressed appropriately for the interview, but a business suit is always appropriate.

Interview Preparation

Types of Interviews to Prepare For

- **Telephone**
- **Video Conferencing**
- **Panel**
- **Travel**

Telephone Screening

- **Outgoing message**
- **Ring back tones**
- **How you answer**
- **Background noise**
- **Don't know, don't answer – Fail**
- **At work, brief hold or call back**
- **Stand up**

Video Conferencing Interview

- **Skype or Google Hangouts account**
- **Clean up**
- **Dress as if in person**
- **Practice with a friend**

Face to Face Interview

- **Ask how many**
- **Bring résumé**
- **Shake hands**
- **Write down names**

Out of Town Interview

- **Attire in carry-on**

I need four volunteers!

Thank you for attending!



www.mycareerconstruction.com

“Whatever the mind can conceive and believe – you can achieve.”

– Napoleon Hill

Questions?

