



Your Personal Brand

What is a personal brand and why is it important?

A strong personal brand is essential in today's marketplace and should represent the value you are CONSISTENTLY able to present to those you serve. Consistently means not just in the workplace!

A strong personal brand will impact your ability to get the right job and promotions.

So how do you know what your brand is or how to develop it? You can start by asking yourself:

- What drives me?
- In what areas do I excel?
- What work drains my energy? What work fuels me?
- What settings do I work best in?
- What industries do I find interesting?
- Where do I want to be at the end of my career?
- What impact do I want to have?

One exercise I recommend is to ask 3 separate friends, a professor and a family member to describe you with two words. After cross referencing those words you will have a sense of your strong points. The words I got from multiple people were creative, funny, outgoing and energetic. From these descriptors, I created my **personal brand statement**:

"Using unbridled energy to bring creative solutions to your marketing challenges."

Your personal brand statement can be placed under your name on your resume (Example attached)

View your personal brand as a trademark; an asset that you must protect while continuously molding and shaping it. Your personal brand is an asset that must be managed with the intention of helping others benefit from having a relationship with you and / or by being associated with your work and the industry you serve.

"Personal branding is all about discovering what makes you special, and then communicating it to the right people, through multiple channels." Dan Schawbel

* Recommend googling "how to develop a personal brand" - lots of really good articles!

1. Organized Format

Structure your resume in an organized manner; keep your font traditional, your lay-out appealing, and your spacing consistent. You want your resume to stand out, so don't be afraid to experiment with colors and design (keep it simple though!). However, know your audience and be sure you are representing yourself professionally first and foremost.

2. Correct Spelling/Grammar

Spell check everything at least twice and have someone else proofread it before you submit it.

3. Professional Attitude

List a professional sounding e-mail address—not “partyanimal_687” or “2cool4u15.” Also, list a phone number that is attached to a professional voicemail greeting. Potential employers don't need to hear reality TV, loud music, kids crying, or road noise in the background. If this means you have to re-record your voicemail greeting, so be it.

4. List your school, degree year, and any honors, including your grade point average if it's high.

5. Hobbies and Interests

If you lack work experience and want to give employers a better idea of what you're like outside of work (which often gives some insight into what you'd be like in the office) then listing hobbies and interests can be added to your resume. Adding hobbies and interests can support a resume with little to no professional experience or highlight important interests that extend beyond your work history and education. Some companies may look favorably on resumes that include hobbies and interests as they might help employers connect with you on a personal level.

6. Keywords From The Job Description

Incorporate words into your resume that are listed in the job description of the position you're applying for. This will help a hiring manager quickly see that you're a fit for the position and it will also help resume scanning software signal you out as a potential match.

7. Relevant Job/Internship/Volunteer History

If you're a recent graduate, listing the part-time job you had in high school is fine—but you also want to list any internships, volunteer work, coursework, or projects you had that are relevant to the job. Unpaid experience still counts.

8. Effective Use Of Space

Treat each word on your resume like beach-front property—space is so valuable. Make every word you use count.

9. Customized Cover Letter

Your cover letter should contain content that is different from your resume and should match up very well with the job description. This means you will need to re-write it for each job you apply for.

10. Realistic Expectations

Be optimistic, but realistic. If a job description lists a required task that you're confident you can do, try to word your past experience to reflect it. But if a job description lists seven required skills or certifications and you only have three of them, then you don't meet the qualifications and shouldn't apply.

11. References upon request (don't list on resume)

Additional considerations

Research!

Do thorough research about the company. Search for reviews on Glassdoor.com before you apply. This will give you an idea if the culture and management is a fit. Before an interview research the company via their website, Facebook and LinkedIn.

Scrutinize your extra-curricular activities and think about how they might relate to a real-world job.

Students often dismiss their experiences if they didn't come in the form of an internship or a formal job. But involvement in extra-curricular activities, like clubs, social groups and sports, can demonstrate that you have valuable expertise. For instance, if you were the event coordinator at a fundraiser, that can impress hiring managers, especially if you want to work in non-profit fundraising or event management. Use bullet points, saying something like, "coordinated logistics for annual fundraising **resulting** in raising \$35,000 for the local Red Cross chapter." You could also say you managed 5 volunteers, secured donations for a silent auction, and designed and orchestrated a theme. All of those details could impress a potential employer.

The definition of extracurricular activities that "count" are a lot broader than many students think and they are not required to be sponsored by the school and are not just limited to sports, band, cheer-leading, drill team, etc. Just about anything you do that is productive counts such as boy scouts, girl scouts, sports outside of school, a summer job, volunteer to do community service such as working at a nursing home or assistive living facility caring for those who are elderly and disabled, babysitting (even if it is your younger siblings), tutoring, drawing, playing a musical instrument (even if you taught yourself or learned it online from YouTube or any other site), being part of a youth group at a religious organization such as a church, synagogue, etc.,.

Social Media

Maximize your privacy on social media sites and screen twitter posts for things an employer would consider inappropriate.



Danielle Tolbert

Utilizing unbridled energy to bring creative solutions to your marketing challenges



Summary

I have been a member of the culinary club and was the founder of the digital arts club at Churchill High School in Eugene, Oregon. I am excited to join a company that will enable me to creatively showcase my talents while challenging me to adopt new skills and processes needed to advance my career path.

Contact

123 Snow Ave
Eugene, Or 97402
541-221-8511
d.tolbert@gmail.com

Experience

June - September 2020: Day care Y.M.C.A
Volunteer - Food For Lane County
Member of ProStart team for 2 years

Technical Skills

Adobe Illustrator & Photoshop
Microsoft Office
Excel

Personal Skills

Proven leadership skills
Ability to self manage and work independently or as part of a team
Ability to manage projects under pressure situation

Achievements

Founder - Digital Arts Club
Honor Roll sophomoe, junior & senior years
MVP girl's soccer team 2021
Layout-out artist for the student magazine - 2022
Worked on a fundraiser for our soccer team that raised \$800

Hobbies

Cooking
Dancing
Soccer
Fly Fishing

Education

2018-2022 Churchill High School, Eugene Or
GPA: 3.9

references available upon request

Danielle Tolbert

123 Snow Ave
Eugene, Or 97402

Linkedin
[linkedin.com/danielltolbert](https://www.linkedin.com/danielltolbert)

Mr. Rob Lee
General Manager
The Eugene City Grill
456 Coral Way
Eugene, OR 97401

Dear Mr. Lee,

I am excited to apply for the host position at The Eugene City Grill. The host is the very first person a customer sees, as well as the last. I am confident that I can provide an excellent impression of The Eugene City Grill to your guests. I love meeting new people and am told by my teachers and peers that I have an outgoing, cheery disposition.

I learned a great deal about restaurant management principles during my Prostart Education program at Churchill High School, and quickly came to the realization that a career in the restaurant industry is where I'd like to be. I acquired useful culinary skills in the program and would be delighted to cross train if that opportunity were to be presented at a future date.

I will be graduating this June and am available to work any hours that are available.

Thank you, in advance, for considering me for this very important role with The Eugene City Grill.

Sincerely,

Danielle Tolbert
541-221-8511
d.tolbert@gmail.com

Resources

brandyourself.com

careercontessa.com

Indeed.com

resumegenius.com

resumelab.com

For Questions please feel free to email me at

dhenkelman@mcdonaldwhsl.com

