

# **Steps To Adapt Your Brand**

### Medium

What type of resource or material will allow you to best showcase your overall value within each unique situation?



#### Electronic Social Media Profiles, Website/e-Portfolio, Video Resume



**Traditional** Resume, Cover Letter, Personal Statement, Business Card, Curriculum Vitae

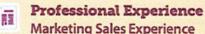
# **Organization (Experiences)**

How will you categorize and label all of your relevant experiences so that the most important stand out?



#### Headings

The more unique/specific the situation (ex. Reflection vs. Networking vs. Application) the more targeted your headings can be using keywords. See examples below:



- Professional Development Campus Leadership
- Employment Customer Service Experience

### **Appearance (Format/Style)**

Based on the medium you select; how can you present your information in a clean and consistent format and style that makes your most relevant information stand out? Do you want to start from scratch or find templates to help?



#### Resume Builder Resources Canva.com Microsoft Word, Hloom, Media Graphix



Style Spectrum Basic/Simple, Contemporary/ Modern, Creative/ Artistic



### Format

Chronological vs Functional vs Cross-Functional (clean, consistent, easy to scan, no spelling errors, relevant information stands out)

# Details (Skills)

Storytelling through descriptive language and sentences brings your experiences to life! The key is to develop language that is balanced in showing value without being too short or lengthy. An example Bullet-Point is below:

Strong Action Verb + Who and What = Why/Result of Action



Basic Shared career resources with students to help them find iobs



#### Better

Advised over 1,000 undergraduates on application materials, career development, and search strategies to help them secure jobs and internships

Note: Use the correct verb tense when writing bullet point statements. If you currently hold the position, or are currently performing a task, use a present tense verb (ex: Coordinate). If it is a position you've held in the past, or a past task, use a past tense verb (ex: Coordinated).