



## 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

### 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)

### 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 Experience**  
Marketing Sales Experience



**Professional Development**  
Campus Leadership



**Employment**  
Customer Service Experience

### 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 jobs



**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).