



THE FRIDAY JUMPSTART SERIES FOR SENIORS

**Personal Branding &
Marketing Materials –
resumes, cover letters, emails.**

DEFINING YOUR CAREER BRAND

Your personal brand is designed to help you clearly, consistently, and concisely define, express, and communicate who you are, what you are seeking, and what you offer employers.



HOW DO YOU DEFINE YOUR BRAND?

- Apple Computer – the coolest, must have products (iPhone, iPod, iMacs)
- Suffolk senior – brand examples
 - Honors accounting graduate with public accounting experience
 - PR major with agency experience
 - Web Design geek with social media expertise
- Your brand --



WHAT DISTINCTIVE FEATURES – SKILLS, EXPERIENCES, TRAITS – DOES YOUR BRAND OFFER?

- Apple Computer –
 - Cutting-edge technology
 - Sleek/handsome design
 - Must have products – iPhone, iPad, iPod
 - Ease of use
 - Multiple features

- Your distinctive features --



WHAT IS YOUR BRAND'S TAGLINE

- Apple Computer –
 - iPhone – “This changes everything. Again.” (2010, release of iPhone 4)
 - iPod – “10,000 songs in your pocket” (2004)
 - iPod – “There’s an app for everything” (2010)
 - iTunes – “That’s entertainment”
- Your tagline/slogan --



HELPFUL RESOURCES

- Career brand quiz –
www.quintcareers.com/career_brand_quiz.html
- Career brand tutorial –
www.quintcareers.com/career_branding_tutorial/product.html
- “The Brand Called You” – Tom Peters recognized for coining the phrase “personal branding” in 1997 --
http://www.fastcompany.com/magazine/10/brand_you.html



WINNING RESUMES – YOUR 30 SECOND COMMERCIAL

- Compelling and catchy (visually appealing)
- Concise – 1 page
- Content specific – targeted to your interest
- Categorized and organized logically and consistently (contact info, objective, education, experience – related and additional – skills, activities, interests)
- Correct grammatically

