

RESUME REFRESH



Personal Branding

The Resume Refresh package includes:

A Social Profile

- A social profile created or refreshed on LinkedIn or Twitter as a dynamic extension of your resume
- Social profiles are optimized with industry keywords searchable by recruiters

Job Board Site Profiles

- A job board profile created or refreshed with specialized keywords to target your audience
- We'll also show you how to maintain your site and update features going forward

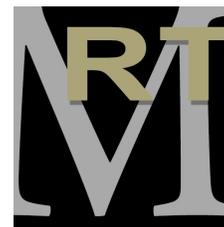
Reputation Evaluation

- An online analysis of your profile and what comes up when you are searched for
- Recommendations on how to beef-up your profile or fix old information

Specific Focus On "Special Needs" Resumes

- New graduate
- Career change
- Military transitions to civilian jobs
- "C" level transitions

We'll also assist with blogs, posting to social sites, creating media kits and interview preps.



It's not what you say but how you say it.

It's not what you say but how you say it. It doesn't matter if your resume is printed, electronic or neatly produced on video.

What does matter - the content used to portray your personal brand. Critical phrases that paint a step-by-step career history, lead your reader into the details that build your persona and brand.

Details with key words speak to your readers thoughts:

- Who are you?
- Why should I care?
- How will knowing you help me?

Creating relevant statements, with compelling phrases and key words that tie into the needs of your reader, allow your resume to "sell" your skills and experience and delineate you from your competition for the career slot you are focused on. Combine content with format and you create a compelling document for your reader to consider.

Taking it a step further

Employers do more than just read resumes. They also peruse social media sites to dig into and validate what they see.

They are evaluating stacks of resumes for trustworthiness, dedication, collaboration, creativity, ingenuity, and an intangibility of character and talent.

It's become complicated to make that ever so important "first impression".

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MarketingRT, LLC
www.marketingrt.com
reachus@marketingrt.com
855-690-8678 [EST]

SBA WOSB
Woman Owned Small Business