



CAREER SERVICES OFFICE

Personal Branding For Your Job Search

In this difficult economy (any economy, really) it is imperative that job searchers separate themselves from the throng of competitors. It is estimated that with the current unemployment rate, there are six people competing for every job available in the U.S (MyJobWave.com). With the large unemployment numbers, it is common for employers to receive hundreds of resumes for any job posting. How can you get yourself noticed? Personal branding is the way to set yourself apart from your competitors.

What Is Personal Branding?

Branding is common in the advertising and marketing world for products. Think of the icons we all know (i.e., the Nike Swoosh, the McDonald's arches, or the Target target). To brand yourself for your job search means that you develop a consistent and concise definition of yourself in your resume/cover letters, social media, and your conversations with people. You can develop a one minute commercial about yourself that conveys who you are, what skills you bring, and what values you hold that will help any company. Personal branding is having a clear message as to who you are, what you bring for skills, values, interests, personality, etc., and what direction you are going. Most hiring managers are looking for the two or three things that are truly unique about you and being able to convey how that will help the company/organization.

Developing Your One-Minute Commercial

Personal Attributes: Reflect on the important attributes that you bring to an employer (i.e., integrity, accountability, work ethic, etc.). These are the things that you have developed through all of your experiences and what you value at the core.

Skills: These are the job and personal skills that you bring to a situation (i.e., computer, communication skills)

Values: These are the things that drive you on a daily basis (i.e., accomplishment, helping people, educating people, making money, etc.). Every industry is going to foster different values and showing people that you know your values can help you make strong connections.

Interests: Understand what your interests are and how they fit with particular industries or jobs in which you might have interest. Interests come down to what you like to do on a daily basis and how do you want to spend your time at work.

Sample Personal Statement/One Minute Commercial

***“My name is ---- and I am a recent graduate of Husson University. My degree is in Business Administration with a concentration in International Business. Through my four-year position with Shaws, I have developed very strong customer service skills, teamwork skills in finishing projects, and problem solving skills from working on certain projects by myself. With my educational background, I have developed a strong passion for the field of supply chain and logistics management. I have done a major research project on the country of Spain and how it has marketed its wind industry and became a major supply chain for that industry worldwide. My goal is to work in a private sector business in logistics management or in a public sector role helping market U.S. products overseas. I bring a strong work ethic, ability to learn quickly, and a desire to pursue a career path in logistics or international marketing.*”**

Where to Promote Your Personal Brand?

- **LinkedIn Profile:** Being clean and consistent is crucial, but you can really tell people what sets you apart with a strong headline and personal summary. These are the most important parts in the LinkedIn profile.
- **Resume:** Share examples of your skills
- **Cover Letter:** Share some of your personality and strengths through short stories.
- **Business Cards:** This is not only for contact information, but you can put brief skills here.
- **Portfolio/Personal Website:** Be professional, and showcase your individuality here.

The Truth About Your Personal Brand

Watch the short video below by William Arruda about what a true personal brand should be. As Mr. Arruda says, a personal brand is all about being truly authentic, genuine, and real. It is your “unique promise of value” as to who you are and what you bring to a particular situation in the way of skills, values, interests, and abilities. Ultimately, this will help you find work that is a passion and more than just going to a job every day.

Open the QR Code below to the short video by Personal Branding Guru, William Arruda.



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