

## **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 may be 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 and in 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. This becomes, according to Martha Schottelkotte, Director of Career Services at Kaplan College in Dayton, OH, your "personal statement of philosophy" that you can communicate through your resume and meetings with people. Schottelkotte says, "For a truly effective resume, you must know who you are and what you stand for."

### **Developing Your Personal Philosophy/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 skills, 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 how they have become 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. Through my work experience and education, I bring a strong work ethic, ability to learn quickly, and a desire to pursue a career path in logistics or international marketing."***

You can use your personal statement to develop a consistency in your applications for jobs and the reflection process that you will go through will help you write much better resumes and cover letters. In addition, it will help you connect more effectively to people that you meet and network with.

### **Contact Career Services**

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