

SELF-MARKETING FOUNDATIONS

In today's competitive job market, a generic résumé and cover letter will not make the cut. A professionally crafted self-marketing tool kit that includes a custom-developed résumé and cover letter, in addition to other job search documents is needed to successfully establish the career that is perfect for you.

Getting Started

Developing a self-marketing toolkit can be an intimidating process for even the most experienced professional. Students are often unsure of how to “market” their skills, knowledge, and abilities. As you navigate through this section, we encourage you to complete at least one self-marketing tool. Don't worry, you've got this, let's work together so you can land your dream career!

Résumé

A résumé is a document, usually one to two pages in length, which provides facts about your skills, knowledge, and ability to future employers. The purpose of a résumé is to capture a prospective employer's interest, secure internships, placements or other work-integrated learning opportunities, and even apply to grad schools. Remember, résumé writing is more than merely stating the skills you have. It's about standing out, and proving why you are fit for the job.

The following resources will assist you in developing an effective résumé:

First, based on your unique career trajectory and goals, select the résumé style that works best for you by learning more about [what a résumé is and the types of résumés](#) (*Devant*). You need to decide which format style will be able to present your accomplishments, skills, and experiences in the most appropriate manner possible.

Chronological

This résumé format lists work experience by date, from most recent to least current. It provides names of employers, locations, dates of employment, job titles, and a brief description of your job responsibilities. This is a great way to highlight your past work experience.

[Chronological Résumé Example](#)

Functional

This résumé format organizes work experience into skill clusters or functions. Dates and places of employment are usually briefly summarized at the end of the résumé. The information is organized without regard to time sequencing or where each competency was gained. This is a great way to self-market your skills.

[Functional Résumé Example](#)

Tips for a Functional Résumé

- Focus on three skill areas – these will become your subheadings under the Skills category.
- Develop two to five sentences that encapsulate your experience for each subheading.
- Select subheadings that relate to the types of positions you are targeting.
- Lean towards occupational skills (such as event planning, marketing, project coordination) instead of personal skills (such as analytical skills, problem-solving skills, or organizational talents) for category subheadings.

Combination of Chronological and Functional/ Hybrid Résumé

A combination of the above two formats allows you to take the best from both styles. This format combines the self-marketing of the functional style with the credibility of the chronological style.

[Hybrid Résumé Example](#)

OTHER RÉSUMÉ TYPES



Infographic Résumés and Online Portfolios

- Infographic résumés are a way of describing information in a visual or graphical form. This type of résumé gives employers the ability to quickly glance at a résumé and get the information they need.
- Infographic résumés can be very powerful and show your creativity and communication skills.
- Job seekers in graphic design, marketing, or web developing are just a few of the unique and creative occupations that may benefit by using an infographic résumé.

For more information and examples on infographic résumés please read [Anatomy of a Great Infographic Résumé](#) (*careerattraction.com*) by Laurie Morse-Dell. You can also complete the [Building an Online Portfolio](#) LinkedIn Learning course to further enhance your skills.

The following are a few of the free web-based applications that can be used to assist you with creating your own infographic résumé.

- [Canva portfolio](#) (canva.com)
- [Re-vu](#) (reviewthere.com)
- [Visualize.me](#) (parchment.com)
- [Piktochart](#) (piktochart.com)
- [Venngage](#) (venngage.com)

Video Résumé

- A video résumé is a short video created by job seekers to showcase their skills and qualifications beyond a traditional résumé. It is important to note that a video résumé does not replace a traditional résumé, however it is a creative tool to further market yourself to prospective employers.

For tips on how to create a video résumé, please view the following links:

- [Creating a Compelling Video Résumé](#) (*LinkedIn Learning*)
 - [Exercise files](#)
- [Six Tips for Creating a Dynamic Video Résumé – Career Options](#) (*careeroptionsmagazine.com*)



- [Video Résumé Mistakes](#) (careerenlightenment.com)

Video Résumé Examples:

- [Sajita Nair's Video Résumé](#) (*Youtube*) is an excellent example of a professional video résumé where she gives a quick overview of her qualifications. She completes her video résumé within the ideal time of 1 minute and 30 seconds.
- [Nick Belling's Video Résumé](#) (*Youtube*) is a mix of professionalism and creativity. He presents his qualifications and examples of his experiences in an upbeat manner, allowing the employer to get a full understanding of his skills in software development.
- [Khushbu Gosai's Video Résumé](#) (*Youtube*) was created as an entrance application into the Caldwell Fellows program. This résumé shows her artistic ability while explaining her view of art and background history.

Always remember, there is no one size fits all résumé. Be sure to [tailor or customize your résumé](#) (*Devant*) to the specific opportunity that you are targeting.

Be aware of the Applicant Tracking Systems (ATS) which are AI based softwares utilized by recruiters to screen candidates. Learn more about [what Applicant Tracking Systems are and how to make it past the AI](#) (*Devant*). Also, learn some [best practices to succeed around ATS](#) (*LinkedIn Learning*).

The next steps in getting your dream job are to identify the things that make you stand out and express to a potential employer the many ways in which your qualifications will benefit their company or organization. A great way to do this is by creating accomplishment statements. Accomplishment statements show the actions you have performed in a role and the results that came from it.

To help organize your experience, try using the CAR technique.

C – What was the **Challenge** encountered?

A – What **Action** did you take?

R – What **Results** were achieved?

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Example 1:

C – Liaison between departments and management.

A – Recommending alternatives to sales pitch.

R – Resolutions to customer complaints using creative solutions.

Outcome: Liaison between departments and management recommending alternatives to sales pitches resulting in resolutions to customer complaints using creative solutions.

Example 2:

C – Promoted Algoma University at community events.

A – Communicating with high school students and their parents.

R – Increasing awareness and recruitment numbers.

Outcome: Promoted Algoma University at community events by communicating with high school students and their parents, increasing awareness and recruitment numbers.

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Tips and tricks: To make your accomplishment statements pack a punch, you'll want to start your sentences with action verbs to highlight your skills and experiences. For example: facilitated age appropriate games and crafts with enthusiasm; fostering a positive and safe atmosphere, or inspiring others to succeed at the highest level. See how good that sounds? Who wouldn't want to hire you!

Utilize [power verbs](#), [personal descriptors](#), and [learn to transform duties into accomplishments](#) (*themuse.com*) to target your résumé and present yourself professionally. For example: Found eligibility loophole to fund \$20K helicopter pilot training for a client who accrued \$100K debt due to inability to resume career after disabling car accident (*WorkBC Centre*).



Additional Resources:

The resources below will further help you polish your résumé:

[Sample Résumés](#)

[Résumé Do's and Don'ts](#) (*jobbank.gc.ca*)

[Common Mistakes to Avoid](#) (*Devant*)

[Writing a Résumé](#) (*LinkedIn Learning*)

[Résumé Builder Tool](#) (*Devant*)

[Résumé Scanner](#) (*Devant*)

[6 Things to Delete From Your Résumé](#) (*hermoney.com*)

Cover Letter

The next step is writing your cover letter! Cover letters provide additional information to an employer on your skills, accomplishments, and why you want to work for them. The why is extremely important here because, while a résumé is useful for showcasing your skills, it leaves little to no space for you to explain why you want this job, and what this job means to you. When in doubt, always speak about your passion and interest for the position you are applying for. The cover letter also gives you the chance to provide in depth information on how you are qualified for the job without repeating exactly what is already in your résumé.

Tips and tricks:

- Target your cover letter to the position you are applying for. For instance, have a counterpoint for the most important points in the job description.
- An ideal cover letter will consist of four paragraphs;
 - Paragraph One should indicate what position you are applying for,
 - Paragraph Two and Three should highlight how your qualifications match the qualifications sought by the employer, and
 - Paragraph Four should thank the person for their time and ask for an interview.



- Note: if your cover letter seems too bogged down with information, turn your qualifications (paragraphs Two and Three) into bullet points. This will make the cover letter more visually appealing and easier to read.

Click to download our [Cover Letter Example](#).

Utilize the resources below to formulate an effective cover letter.

[What is a Cover Letter and Best Practices?](#) (Devant)

[Cover Letter Masterclass](#) (Devant)

[Cover Letter Builder](#) (Devant)

References

Building professional relationships and maintaining them is crucial to having quality references in your corner. It is assumed that you will provide the employer with your references when asked. We suggest that you have your reference page ready and bring multiple copies with you at an interview. It is important to understand [what references are](#) (Devant) and the [best practices for developing references](#) (Devant). Here are some examples:

- [Traditional Reference Page Example](#)
- [Information Reference Page Example](#)

Tip: Did you know, unless otherwise stated, it is unnecessary to include “References upon request” at the bottom of your résumé? The reason for this is that the references take up extra space on your résumé that could be used to further explain your skills, and creates more paperwork for an employer to look through.

LinkedIn Profile

Having a professional and well articulated LinkedIn profile is a must, especially in this post-pandemic era. [LinkedIn](#) (LinkedIn Learning) gives you the ability to showcase your profile, expertise, recommendations and connections. Not only is your profile the first professional impression of you



when recruiters and employers use LinkedIn to search for candidates but it also demonstrates credibility in your industry and highlights your achievements.

The recommended training below will assist you in creating a LinkedIn profile that markets you, helps you network, and showcases your career journey.

[Creating Your LinkedIn Profile - Brief Overview](#) (*Devant*)

[Creating Your LinkedIn Profile - Detailed Version](#) (*LinkedIn Learning*)

[LinkedIn: Increase your chances of Reply When Messaging New Connections](#) (*Devant*)

Elevator Pitch

The elevator pitch is a clear, brief message or “commercial” about you. It communicates who you are, what you’re looking for and how you can benefit a company or organization. Use the resources below to create your own personalized elevator pitch!

[What is an Elevator Pitch?](#) (*Devant*)

[Elevator Pitch Guide](#)

[Mock Elevator Pitch Practice and Feedback](#) (*Devant*)

[Elevator Pitch Builder](#) (*Devant*)

[Delivering an Authentic Elevator Pitch](#) (*LinkedIn Learning*)

[Checklist](#) (*LinkedIn Learning*)

Interviews

According to the Marriam-Webster dictionary, interview is “a formal consultation usually to evaluate qualifications (as of a prospective student or employee).” It is an important part of your career development journey, and thus a great opportunity to showcase your talents, skills, and accomplishments in a very personalized manner.



It is important to familiarize yourself and learn about the [purpose and types of interviews](#) (Devant). Completing the following steps will prepare you for an interview and show that you are interested in the position and company.

Step 1: Research

One of the most important steps in [preparing for an interview](#) (Devant) is doing your research. You need to research the company and familiarize yourself with their mission, goals, and objectives. Research any special projects or events they may be involved with. Use LinkedIn to research employees and find some common ground with those who may be hiring you.

Step 2: Get Familiar with the Types of Questions that are Commonly Asked During Interviews

Learn about the [types and the most commonly asked interview questions](#) (Devant).

Additional examples of interview questions:

Traditional Interview Example Questions

- Tell me about yourself.
- What do you know about our company?
- Why do you want to work for us?
- What are your strengths? What are your weaknesses?
- Describe your ideal manager.
- What are your long term career goals?
- How do you determine success?
- What do you know about our competitors?
- Why did you leave your last job?

Behavioural Interview Example Questions

- Give me an example of a time you were working in a group and there was conflict between members. How did you handle the situation? What were the outcomes?
- What do you do when your schedule is interrupted? Give an example of how you handle it.
- Tell me about a time you thought outside the box. What was the outcome?



- Give me an example of a time when you were able to communicate successfully with another person, even when that individual may not have personally liked you.
- Tell me about a situation in which you had to deal with a very upset customer. How did you handle it?
- Tell me about a time in which you had to use your written communication skills in order to get an important point across.

Step 3: Practice, Practice, Practice!

Practicing a variety of interview questions will prepare you for your upcoming interview. Developing “go-to” answers for common interview questions will help put you at ease, so that you can feel (and appear) cool, calm and relaxed during the interview.

As you might have noticed in Step 2, an interview will typically consist of a mixture of traditional interview questions such as “What do you know about the company?” and behavioral questions (or situational) such as “Tell me about a situation where you were challenged.”

Consider the STAR method when answering interview questions:

[STAR Method to Answer Interview Questions](#) (*themuse*)

[STAR Interview Method Explained](#) (*Youtube*)

S – Situation. Explain a situation you were involved in.

T – Task. Describe the tasks involved.

A – Action. Explain what you did, skills used, behaviors and characteristics.

R – Result. Explain the outcome.

Tips and tricks:

- Have a friend or family member read these questions out to you a few days before the interview and provide an answer as if it were the real deal. This puts you on the spot, and allows you to practice your answers out loud to someone.



- You can also utilize this [mock AI interview practice](#) (Devant) session.

Additional resources:

- [Interview Do's and Don'ts](#) (Devant)
- [Steps to Take After the Interview](#) (Devant)
- [Follow-up Email After the Interview Samples](#) (LinkedIn Learning)
- [How to Succeed in Your Next Job Interview](#) (Harvard Business Review)

Salary Negotiation

In this day and age it's important to recognize your self-worth and the value you bring to an organization. Many professionals feel unprepared when it comes to negotiating salary. The resources listed below will help you overcome this barrier and negotiate a salary that is based on a fair evaluation.

- [When to Negotiate Salary](#) (Devant)
- [How to Negotiate Salary After You Get a Job Offer](#) (RobertHalf)
- [How to Negotiate Salary](#) (Devant)
- [Salary Research Demo](#) (Devant)

Follow-up Emails

Follow-up emails are an excellent way of setting yourself apart by demonstrating to the recruitment committee that you are a serious candidate who is genuinely interested in becoming a part of the organization. Below are some templates that you can utilize when sending follow-up emails.

- [Use Thank You Notes to Follow-Up](#) (LinkedIn Learning)
- [Follow-Up Email or Voicemail Template After Sending Résumé](#) (LinkedIn Learning)
- [Thank You After Interview](#) (LinkedIn Learning)
- [Follow-Up Email After Interview Samples](#) (LinkedIn Learning)

Additional Recommended trainings

- [Get Hired Masterclass](#) (Devant)
- [Canadian Workplace Culture Certificate](#) (Devant)
- [Moving DEI from Intention to Impact](#) (Devant)

