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## Video Transcripts

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### Resume: Part 1

Resume is a marketing document and ultimately, the goal of a resume is for you to be invited to an interview. If you are being invited to interview for jobs you are interested in, then your resume is working. If not, it may be time to update it. Your resume demonstrates you're fit for a position to show an employer that you are a good match. This series on resumes will be split into three parts. Part one will focus on getting started, considerations before writing resumes, and resume formats. Part I: Getting Started and Resume Details. A resume demonstrates whether you are fit for a role. As role is different, you will have many versions of your resume. You should have one general resume and customize it each and every time you apply for a position. Aim to target each of those resumes to match the keywords and competencies listed in the job description. List a summary of your skills and relay quantitative impactful contributions you have made in each role you have had in your career. Before you spend time and energy creating or updating your resume, keep in mind that every job market or geographic area is different. More densely populated areas tend to have more opportunities but also more competition.

And with the increase of remote opportunities, you are not only competing against local candidates, but potentially every single job seeker in the world that is qualified for the position. If you are planning to look outside your current company, some additional considerations to ask yourself about the job market include: Which job are you interested in within that geographic market? Why are you choosing this area or market? Are you applying to specific organization? If so, do your research on the organization to make sure that you could be looked at as a potential cultural fit? Why do you believe that you would be a good fit for that organization? What makes you a good fit for the specific job or jobs? Evaluate your strengths and what value you bring to the job or the company.

We have an entire session about navigating your job search that you can view. But I mention it now because you want to have a job description for a position you're interested in on hand when you create or update your resume. After understanding the industry job market, researching potential employers and their needs, you should have a strong understanding of what they need in a candidate. We can show our value to organizations when we understand their needs and challenges. On this graphic, your personal brand is the area between your strengths and their needs. Most employers are looking for a specific fit for their team and knowledge, experience, personality, and motivation.

Since employers have a concrete idea of what they need, we can make their search for the right fit easier by having a well-crafted brand message that addresses their needs. To help identify your personal brand, consider asking yourself the following self-assessment questions. How do my strengths, interests, and work values relate to the requirements of this position? To what extent are my goals compatible with the objectives of this position and the mission of this organization? Will this position provide what I've identified as important, either opportunity for work life balance training, advancement potential, etc.? And what skills can I offer this employer based on my previous experience? Your brand should be relevant and consistent across a job seeking avenues which includes your resume, cover letter, LinkedIn profile, and your interview. Presenting an employer with a clearly defined brand shows you have an understanding of who you are professionally, and what that organization's goals are. Employers look for people who have done their career planning, are aware of what they want, and know where they are going. They expect you to know how your academic preparation, previous work experiences, and other activities meet the needs of the job for which you are seeking. This is your personal brand, how your experiences set you apart from other candidates. And after you are clear on your personal brand, you are ready to update or create your resume.