

# PFL Academy

Teacher Guide: Chapter 15.2 — Resume Building and Personal Branding

## OVERVIEW

TIME	MATERIALS	PREREQUISITES
45-50 Minutes	Student Activity Packet, Resume Builder Tool	Chapter 15.1 (Career Exploration)

## LESSON FLOW

### 5 min THE CHALLENGE

- Read Carlos's resume transformation story aloud or have students read silently.
- Discussion prompt: "What do you think employers look for in the first 30 seconds of reviewing a resume?"
- Preview how specific, quantified achievements make a dramatic difference.

### 10 min CORE CONCEPTS

- Review the 5 key terms. Emphasize the difference between "action verbs" and passive language.
- Read the Background paragraph together.
- Quick check: Have students give examples of weak vs. strong ways to describe a school project.

### 25-30 min APPLY IT

- **Part A (8-10 min):** Weak vs. Strong bullet point analysis. Have students identify what makes each "After" version better. Walk through the action verbs reference together.
- **Part B (5 min):** Students practice rewriting a weak bullet point. Share examples aloud.
- **Part C (10-12 min):** Personal Brand Development. Give students quiet time for reflection. Encourage authentic responses about strengths and passions.

### 10 min CHECK YOUR UNDERSTANDING

- Complete in class or assign as homework.
- Review Q3 (explanation of strong statement) and Q5 (personal bullet point) to assess application skills.
- Preview Day 2 Learning Lab: Peer review and digital presence development.

## DIFFERENTIATION

### Support

- Provide additional weak-to-strong examples before students write their own.
- Offer sentence starters for the personal brand statement.
- Create a "fill in the blank" template for Q5 (action verb + task + result).
- Pair students with limited work experience to brainstorm school/volunteer activities.

### Extension

- Have students research resume formats for their specific industry of interest.
- Create a complete resume section (e.g., all work experience bullets) for peer review.
- Research and present on personal branding strategies of successful professionals in their field.

## ANSWER KEY

### Part A: Weak vs. Strong Resume Bullet Points

1. Two improvements: (1) Uses action verb "Resolved" instead of passive "Responsible for," (2) Includes quantifiable metrics (50+ inquiries, 95% satisfaction rating).
2. Elements demonstrating impact: (1) Specific action verb "Managed," (2) Names the platform (Instagram), (3) Shows measurable growth (200 to 800 followers), (4) Provides timeframe (one semester).

### Part B: Rewritten Bullet Point

3. Acceptable answers include: "Coordinated a fundraiser event raising \$2,500 for local charity" or "Organized a 200-person fundraiser, securing 15 sponsors and exceeding donation goal by 30%." Look for: action verb + specific achievement + quantification when possible.

### Part C: Personal Brand Development

*Responses will vary. Look for: Realistic self-assessment of strengths, specific (not generic) descriptions of what makes them unique, and authentic personal brand statements that reflect their actual interests and career goals.*

### Check Your Understanding

1. C (Increased quarterly sales by 23% through targeted email campaigns)
2. B (To highlight the skills and experiences most relevant to each specific position)
3. "Managed a \$5,000 budget" is stronger because it: (1) Uses an action verb (Managed), (2) Includes a specific quantifiable amount (\$5,000), (3) Demonstrates responsibility level, and (4) Is professional and concise rather than vague.
4. Key elements include: (1) Unique value proposition/what makes you different, (2) Consistency across platforms, (3) Authenticity reflecting genuine strengths, (4) Clear target audience. Accept any two.
5. *Responses will vary. Look for: Strong action verb at the start, specific description of the task/responsibility, and ideally a quantifiable result or impact.*

## COMMON MISCONCEPTIONS

Misconception	Clarification
"I don't have enough experience for a resume."	Everyone has experiences to include—school projects, volunteer work, extracurriculars, and even household responsibilities demonstrate transferable skills.
"Longer resumes look more impressive."	Entry-level resumes should typically be one page. Quality and relevance matter more than quantity. Hiring managers often spend only 6-7 seconds on an initial resume scan.
"Personal branding is just for social media influencers."	Everyone has a personal brand—it's how you present yourself professionally. Even without a large following, your professional reputation matters for career opportunities.