**Step 1: Your Past**

Look at your work and education history. Think about your major accomplishments and the skills you have built over time. Bullet out a few ideas here. For example, make notes if you have worked two jobs at once or worked your way through college—  both examples are evidence of a strong work ethic and the ability to juggle competing priorities successfully. Think through all your past experiences for similar strengths.

* Cardinals Home opener 1000 leads in the rain, due to negotiating for co-branded premiums of Cards & SF cinch bag
* Creating training for lead alerts – lead capture system for internal CRM application
* Passion around people
* Two jobs for more than two decades
* One full time job and full load adult college experience graduated summa cum laude
* People skills which allow me to work with a wide variety of personalities in any number of settings.
* Inquisitive
* Passionate about process improvement and automation

**Step 2: Your Present (Focus on the Bootcamp)**

Think about yourself *now* and your current skills from a technical perspective— things you’ve learned how to do in the Bootcamp. What do you enjoy doing? What are you good at doing? List all the things you are good at doing, and then list all the things you love doing. Notice where there are overlaps and gaps.

|  |  |
| --- | --- |
| **I am good at…**  (e.g. coming up with many features to make an interface friendly) | **I enjoy…**  (e.g. making creative tools to make designs come to life) |
| Building requirements  Being the liaison between systems and operations  Identifying errors in code | Making things pretty  Telling the story  Watching light bulbs go off about where money and time are being wasted |

**Step 3: Your Present (Focus on who you are)**

Now think about your strengths as an employee and as a team member. These are strengths that are a reflection of your personal attributes. (For example, calm under pressure, very organized, a great communicator, a quick learner, infectious optimism.) Some of these ideas may overlap with your answers to step 2. That’s okay - we’re just trying to brainstorm here.

Agile learner

Dedicated employee

Detail oriented

Passionate about efficiencies

Thrive in customer/consumer facing environments

Ability to communicate different viewpoints

**Step 4: Your Future**

What job are you seeking? What would you love to be doing after you graduate?

Jot down a few bullets here.

Want to help small businesses learn how to market with a mutli-channel plan for engaging current customers to ensure loyalty and prospective consumers from awareness to purchase and future loyalty.

Data engineer passionate around social media data capture and reporting for engagement, posting efficiency, campaign strategy and generating business and consumer loyalty through social branding.

**Step 5: Your Brand Statement**

Use this reflection exercise about yourself based on your Past, Present, & Future to summarize 3-4 major points (accomplishments, strengths, passions, skills and personal attributes) that you think should be reflected in all of your job search materials (bio, resume, LinkedIn, website)? **What key attributes reflect who you are, what you are able to do, and what you are passionate about?**

Energetic professional marketer with a passion for engaging with people.

Over 13 years of marketing, 10 years administrative support and 16 years service industry bartending/serving.

Over 5 years construction industry and 13 years financial services industry

Board member & Chairman of fundraising committee Benton Taylor Charitable Foundation and raised over 65,000 in first year fundraising activities (golf tournament, dinner/dance, and vendor BBQ)

Passionate about living life, spending time with family, and meeting/learning about people

Strong work ethic

Agile learner

Dedicated employee

Detail oriented

Passionate about efficiencies

Thrive in customer/consumer facing environments

Ability to communicate different viewpoints

Want to help small businesses learn how to market with a mutli-channel plan for engaging current customers to ensure loyalty and prospective consumers from awareness to purchase and future loyalty.

Data engineer passionate around social media data capture and reporting for engagement, posting efficiency, campaign strategy and generating business and consumer loyalty through social branding.

Energetic professional marketer with a passion for learning from and working with a wide variety of people, has over a decade of multi-industry experience in marketing, administrative support and service and seeks to aide small to medium sized businesses utilizing data engineering to improve and enhance strategic marketing plans to create awareness, drive purchases, and generate loyalty among consumers/customers.

To provide leadership and strategic direction to a successful experiential marketing team with the goal of producing captivating, lead generating activations infusing digital and traditional marketing mediums to attract, engage and cultivate new business opportunities.