

COMMUNICATE YOUR BRAND OVERVIEW

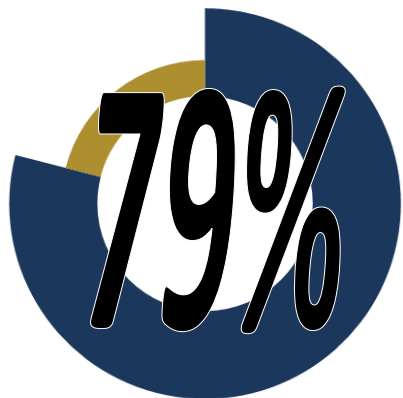
A big part of the Career Planning Process is you marketing you. In this stage you'll define your brand, how you present the qualities or characteristics that make you distinctive and uniquely qualified for the positions you'll be applying for, and work to ensure that brand is effectively and consistently communicated.



It's no longer enough to simply have a solid resume...today's job seekers need to have a professional online presence. That means, communicating your personal brand includes your resume and cover letter, but also your portfolio, personal website, social media, and your elevator pitch. They should all convey the same messages and have similar visual themes.

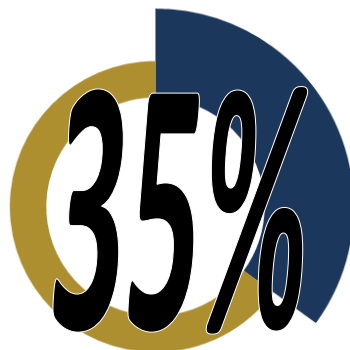


Wondering how important all this is? Check out these stats:



of employers conduct an online search of applicants

&



of hiring managers immediately screened out candidates based on what they found on social networking profiles. *

So,

make sure your personal brand sets you apart in a good way!

* <http://www.statisticbrain.com/online-employment-job-posting-website-statistics/>