

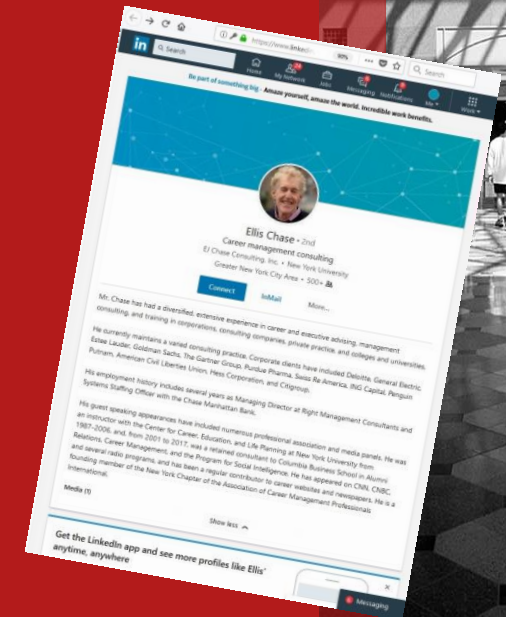
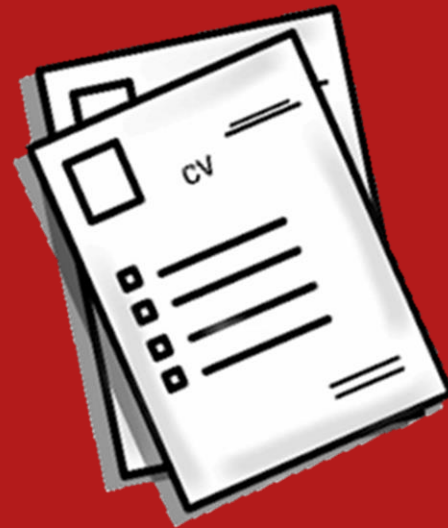


Johnson  
Cornell  
SC Johnson College of Business

# Marketing Yourself Effectively (and not just for career transitions!) - Resumes, LinkedIn, Pitch

April 8, 2019

Presented By Ellis Chase



# Marketing Yourself Effectively

## Agenda

**The Stats**

**From the Other Side of the Desk**

**Thoughts about Resumes**

**Thoughts about LinkedIn**

**The Pitch**

# The Stats: What Really Works?

Networking/Relationships	→	Personal contacts, blind contacts, professional associations, former business associates, professors, student clubs, undergrad alumni associations, personal affiliations and groups
Social Media	→	LinkedIn (notice what's missing from this one-item list)
Job Boards	→	Newspapers, internet classified ads, professional publication job boards, company job boards
Executive Search/Agencies	→	Executive recruiters, employment agencies
Civil Service	→	State employment service offices, Federal Gov (US Office of Personnel Mgmt), labor unions
Human Resources / Randomly Sending Out Resume		>1% probability for success

# From the Other Side of the Desk



# Some Thoughts About Resumes

## Nicholas Brody

Father, Husband, Community Leader, Financial Advisor, Army Officer

999 West 110<sup>th</sup> Street, Apt. 3F  
New York, NY 10025  
212 555-1212

NBrody20@gsb.columbia.edu

### OBJECTIVE

Preparing for the next challenge in life — Career Change

Community leader, sales professional and experienced manager seeking an entrepreneurial and collaborative work environment to do something significant in my next phase of life...

### EXPERIENCES



Father • Husband • Community Leader



Sales Professional & Financial Advisor



Military Trained & Experienced Leader

#### • Church Leader

- Member and Sunday School Teacher
- Finance & Session Elder, Pastor Search committee x 2
- 4 Million Capital Campaign
- Bible Study Fellowship leadership (15yrs)

#### • Rotarian

- Past Club President
- Auction Chair
- "Rotarian of the Year"
- Paul Harris Fellow x 4

#### • Founder: A&B Foundation

- Annual Charity Golf Tournament
- Raised over \$100,000 in past 10 years

#### • MultiCare Health Foundation Board

#### • Playground By The Sound Board

#### • Fircrest Golf Club Member

#### • UBS Financial Services 2007-Present

- Turbulent period of merger, deployment and financial crisis led me to re-evaluate my career goals

#### • McDonald Investments 2000-2006

- Advised high net worth clients on \$120 million in assets
- Developed marketing plan to work across the cultural differences between brokerage, retail and commercial banking.
- Made strategic career move to try to leverage repeal of Glass-Steagall Act, but wasn't what I expected

#### • Merrill Lynch 1992-2000

- Intense start-up period
- Did what others are unwilling to do: more cold calls and public seminars
- Opened the most accounts in the region 3 consecutive years

#### • Certs/License

Series 7, 63, 65 and Life & Disability

#### • US Army Officer 1986-Present

- Unmatched leadership opportunities at the platoon (15), staff section (25), company (50) and battalion (500) levels
- Diverse management experience in Personnel, Operations and Logistics
- The world's best leadership and staff development program

#### • Recognized Success

- Bronze Star and AAAA Bronze Medallion award for accomplishments as Executive Officer for 520 member Task Force in support of Operation Iraqi Freedom
- Louisiana Achievement Medal for Leadership of all Aviation assets deployed for Katrina

#### • Army Aviator

- Rated in UH-1, OH58 and UH60

#### • Current Rank of Lieutenant Colonel

### EDUCATION

- Military Academy A., New York, NY
- ABC University, New York, NY
- University 123, New York, NY

Bachelor of Science	Mechanical Engineer/Aerospace	2.98
Master of Arts	Organizational Theory/Systems	NA
MBA core courses	No Degree (18hrs)	3.98

### INTERESTS and ACTIVITIES

Raising 3 children GOLF, Gardening, FISHING, Exercise, Sampling good wine, beer, cigars and food

\*References, Awards & Service records available upon request. Available in the Spring of 2012, after I complete my current US Army Voluntary Activation.

# Some Thoughts About Resumes

## The Official Ellis Chase Rant

- How important are resumes in general (or...will my resume get me a job)?
- Does “I have sent so many resumes out...” indicate a productive search?
- Do I send out resumes with everything I email regarding search?
- When SHOULD I send out resumes?
- Proactive vs. Reactive.



# Some Thoughts About Resumes

## Experienced Hire Resume Format

Jamie W. Smith  
123 Bridge Street  
Sarasota, FL 33600  
(555) 535-5055  
[JWSmith18@cornell.edu](mailto:JWSmith18@cornell.edu)

### SUMMARY

Management consulting professional with 18 years of process improvement, information systems, and project management experience. Recognized for successfully leading enterprise-wide business transformation projects both domestically and internationally, including process optimization, ERP software implementation, and organizational re-alignment. Currently enrolled in Executive MBA program at Johnson School of Management at Cornell University in addition to maintaining full-time professional responsibilities.

### EXPERIENCE

**APEX CONSULTING, LLP** 2009-Present  
Manager, Sarasota, FL (2009-Present)  
Managed full life-cycle business transformation projects for global manufacturing and service organizations seeking to standardize operations and technology across disparate business units following aggressive merger and acquisition activity.

- Managed over 60 consulting, client, and 3<sup>rd</sup> party resources through successful implementation of ABC Corp ERP software and standardized business processes for a newly acquired Brazilian subsidiary of global manufacturing company. Oversaw project planning, financials, and delivery. Project recognized by ABC Corp as major milestone project and influenced designation of Apex as ABC Corp's Consulting Partner of the Year for 2006.
- Managed development of business case for the re-design and standardization of all business processes and technology for S3B global manufacturing company. Business case identified over \$300M in potential savings in 5 years. Led team to plan global deployment strategy, timeline, budget, performance metrics, and deliverables to realize project ROI.
- Received national "Outstanding Performance Award" for exceeding both client and firm expectations during critical engagement for major US based client.

**Senior Consultant**, Atlanta, GA (2012-2009)  
Acted as team lead and process area expert for multiple ABC Corp ERP software implementation projects. Supervised requirements gathering, solution design, and software configuration and testing.

- Worked directly with Apex senior leadership to develop new project implementation methodology for use by firm's worldwide ERP practice.
- Wrote and published white paper detailing how to leverage standard ERP Software functionality to establish procurement consortium among suppliers and customers to achieve cash flows in excess of software implementation costs. Paper resulted in invitation to speak at ABC Corp's annual national user group conference.
- Received "Market Facing Award" in recognition of exceptional marketing and positioning activities within marketplace at large.
- Awarded "Community Impact Award" as result of involvement with NYC "Virtual Enterprise" program aimed at helping disadvantaged high school students develop real-world professional and entrepreneurial skills.

Jamie W. Smith

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**ABC CORP CONSULTING**, Atlanta, GA 2009-2012  
**Senior Consultant**  
Supervised multiple ABC Corp ERP software implementation projects. Accountable for project planning, requirements gathering, solution design, software configuration and testing, and user training.

- Led team of 15 consultants and client resources through implementation of ABC Corp ERP solution covering 23 manufacturing and service locations across US and Canada as part of global ERP implementation of ABC Corp software for large manufacturing and services company.
- Supervised team of 9 consulting and client resources to design optimized business process flows for Dow 30 global manufacturing and services company.

**DIXIE CONSULTING**, Atlanta, GA 2005-2009  
**Business Analyst**  
Served as business analyst for firm's e-Commerce practice.

- Assessed, documented, and analyzed current procurement processes for \$7 billion dollar clothing retailer during large strategic sourcing engagement. Presented recommended process improvements to company executives and developed business case for action.
- Advised senior partners on development of the future e-commerce and online trading strategy for global banking and investment company. Completed significant research on bank's competition, current industry trends, and best practices. Assessed bank's current web presence and presented recommended courses of action.
- Awarded "Rising Star Award" for demonstrating high potential for success.
- Received "Peer Respect Award" for recognition of exceptional client service work.

**CLEAR-PRO SUPPLY COMPANY**, Atlanta, GA 2001-2005  
**Supervisor**  
Supervised various company departments and internal projects following successful completion of 6-month Management Training Program.

- Led design, build, and operation of new receiving department which reduced number of resources required by 40%.
- Supervised implementation of new core technology and business processes throughout entire distribution center, which increased growth capacity by two years and improved speed of filling orders by 50%. Led development of project business case and processes re-design activities.

### EDUCATION

S.C. Johnson Graduate School of Management, Cornell University, New York, NY 2010  
**MBA**, Executive Program, May 2007.  
Dean's List; Member, Management Consulting Association

**GEORGIA TECH**, Atlanta, GA 2001  
**BBA**, Operations Management & Finance  
Awarded full tuition scholarship

### ADDITIONAL

Fluent in Italian; conversational French; Advisory Board Member – Florida Cares (small business consulting charity); completed 2006 NYC Marathon

# Thoughts About LinkedIn

## Why so Important





# Thoughts About LinkedIn

## Research Opportunities

- Look at profiles of people in your targeted areas.
- Join groups of interest. (More reasons for this coming up later.)
- Follow people and organizations in your targeted areas.
- A good source of salary information - [www.linkedin.com/salary](http://www.linkedin.com/salary)
- Look at job postings regularly, whether or not you're in transition mode.

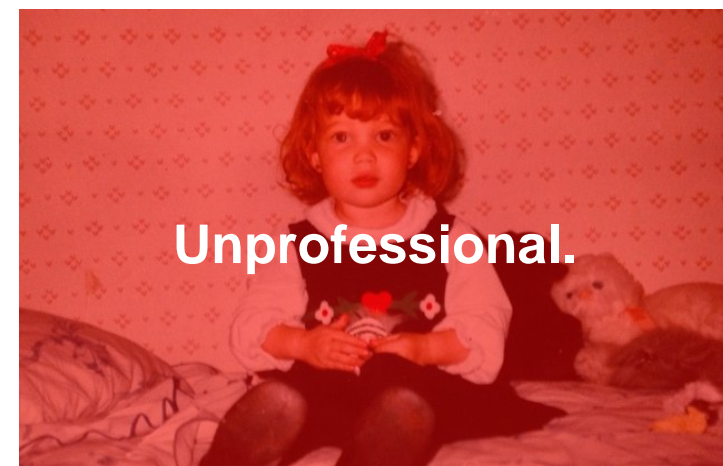
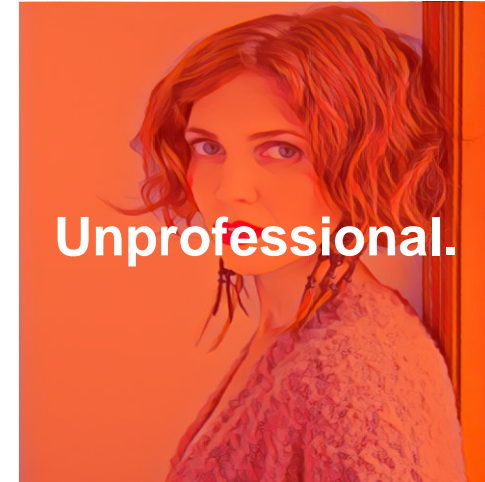
# Thoughts About LinkedIn

Use Your Resume?

**NO.**

# Some Thoughts About LinkedIn

## Profile Photo



# LI is Part of Your Network



- Join groups, and engage
- Comment on threads (check your feed!)
- Share interesting, relevant content

# Who Uses Social Media in Recruiting? (Almost everyone.)

## Be Aware

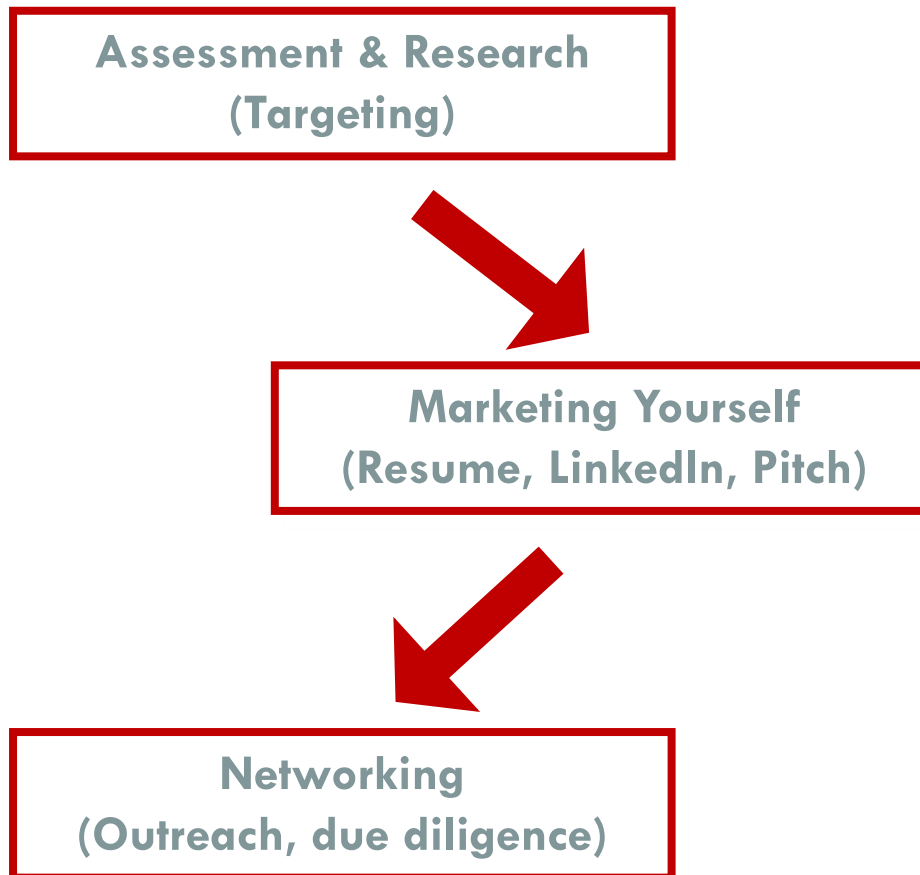
- 46% of people search names of business associates or colleagues on the Internet before meeting them.
- 93% of recruiters use search engines to learn about candidates.
- 58% of recruiters report that they have eliminated candidates based on information they found online.





# The Pitch Essential for Your Career

## Building Your Pitch



# **The Pitch: Essential for Your Career**

## **Developing Your Pitch**

### **1. Label/positioning statement**

# **The Pitch: Essential for Your Career**

## **Developing Your Pitch**

**2. Two or three skills/experiences**

**1. Label/positioning statement**

# **The Pitch: Essential for Your Career**

## **Developing Your Pitch**

**3. Unique selling proposition**

**2. Two or three skills/experiences**

**1. Label/positioning statement**

# **The Pitch: Essential for Your Career**

## **Developing Your Pitch**

**4. Settings/history**

**3. Unique selling proposition**

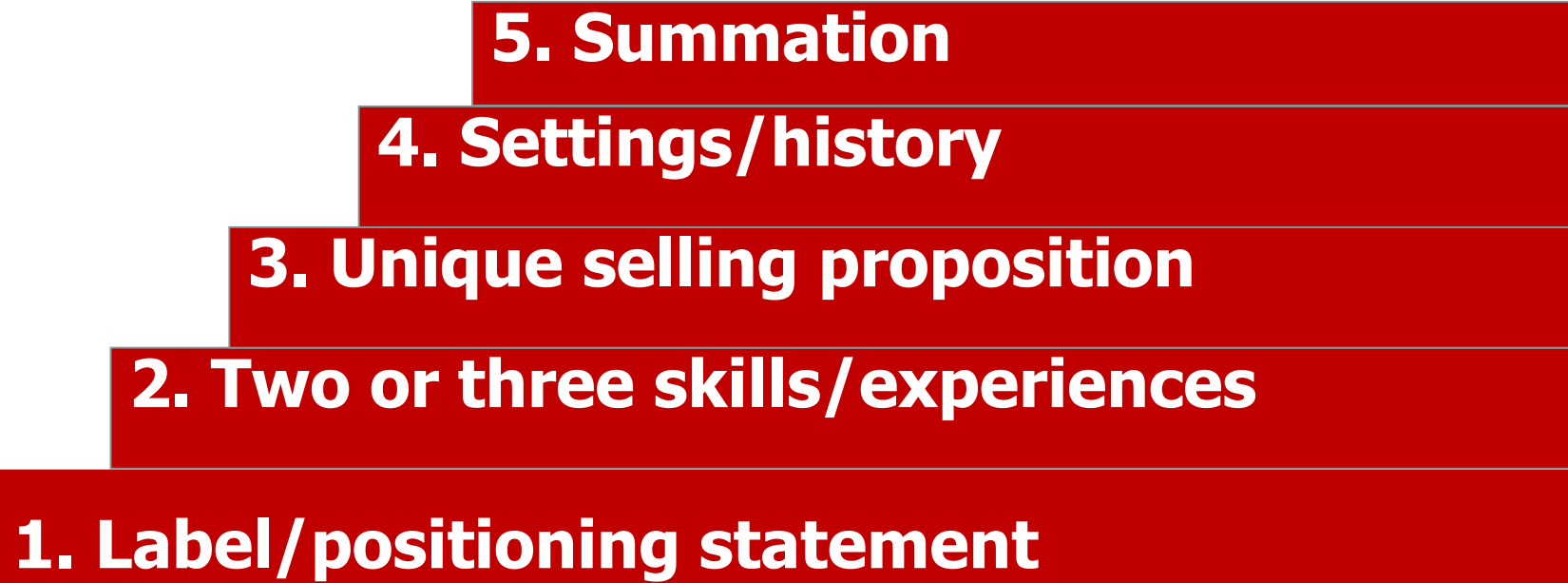
**2. Two or three skills/experiences**

**1. Label/positioning statement**



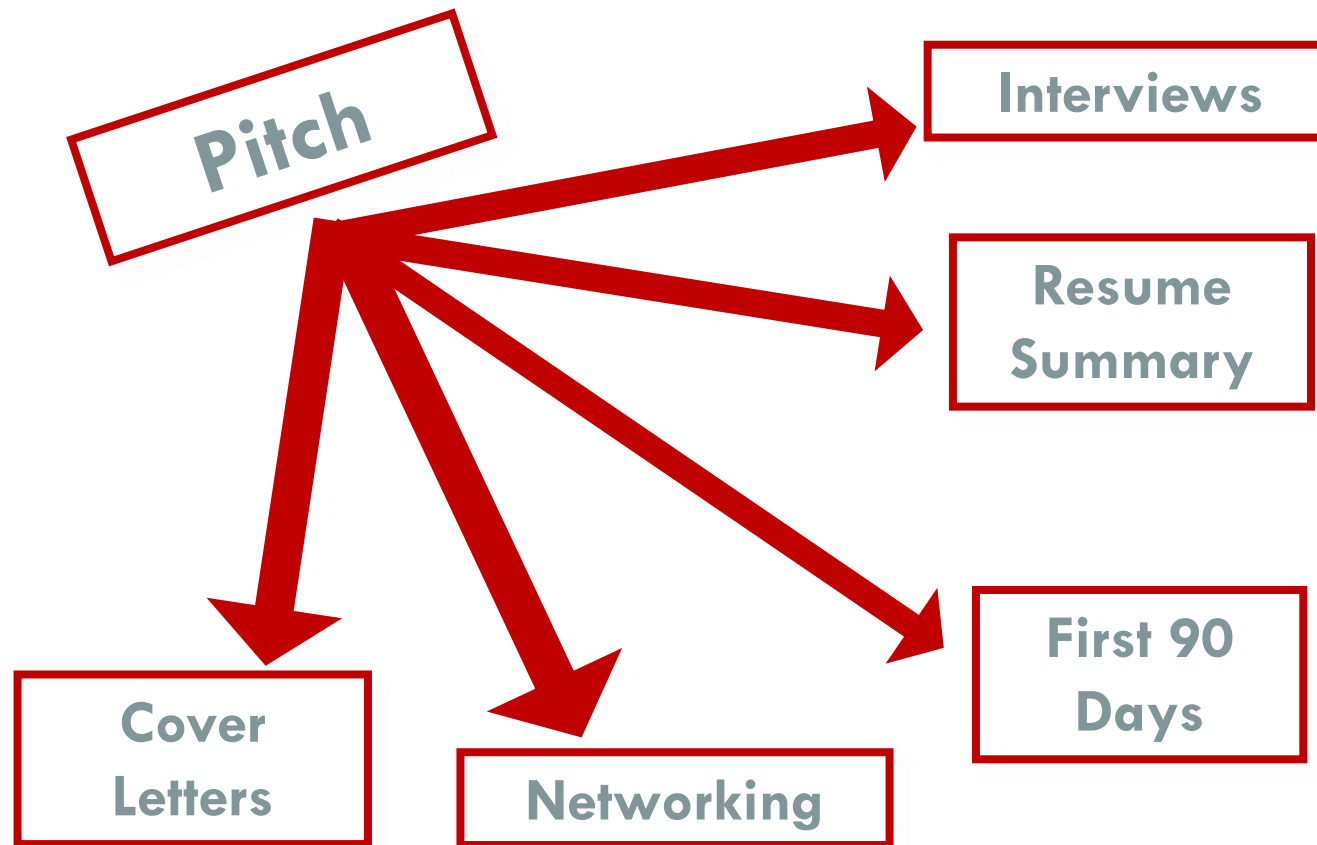
# **The Pitch: Essential for Your Career**

## **Developing Your Pitch**

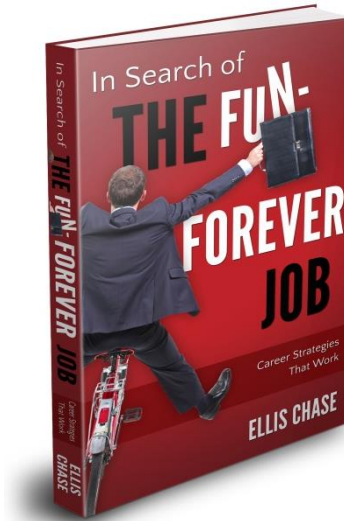
- 
- 1. Label/positioning statement**
  - 2. Two or three skills/experiences**
  - 3. Unique selling proposition**
  - 4. Settings/history**
  - 5. Summation**

# The Pitch: Essential for Your Career

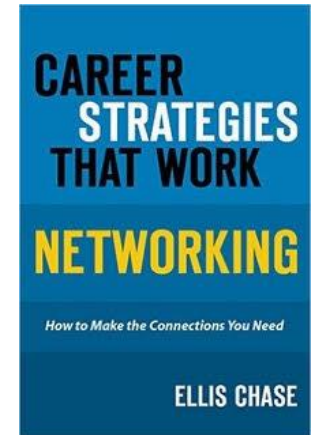
## Developing Your Pitch



# Q&A / Additional Resources

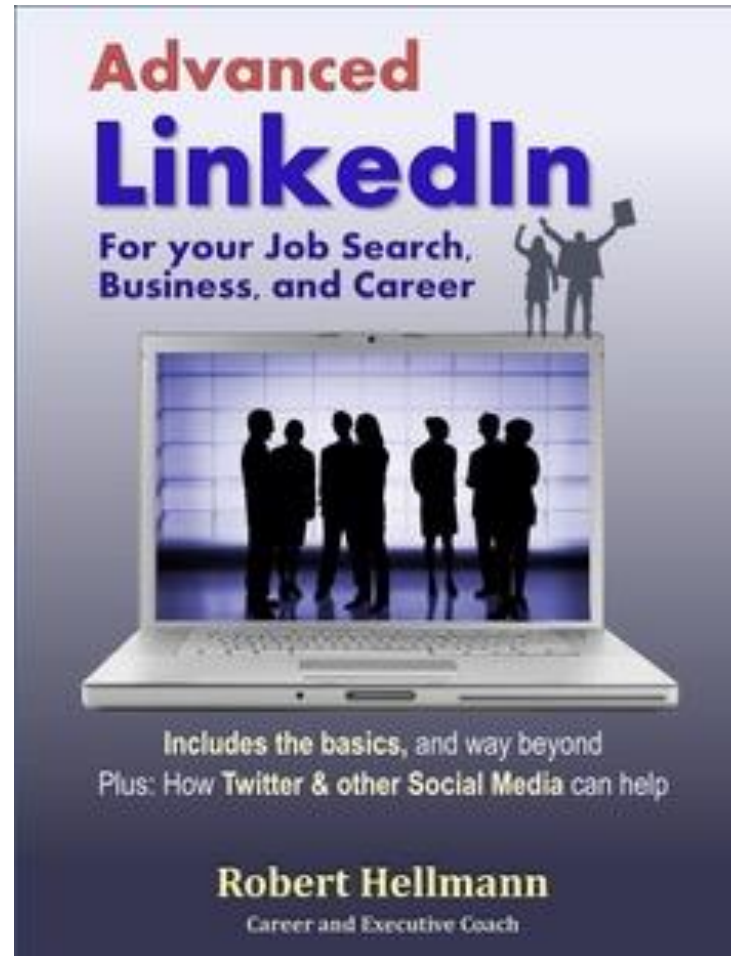


Available in  
print and e-  
book formats on  
Amazon



Check out **ellischase.com**, "resources" section, for materials on resumes (and examples), negotiating, personal branding, communications skills, and more.

# Q&A / Additional Resources




# Q&A / Additional Resources

## Virtual Advisor: The Two Minute Pitch

<http://bit.ly/2FZ1vlw> (Available at [ellischase.com](http://ellischase.com), Videos page.)

1. Who Are You?  
-Label or Positioning Statement
2. What Have You Done?  
-2 to 3 relevant skills or experiences
3. What Makes You So Special?  
-Unusual selling proposition
4. Where Have You Been?  
-Potential branding opportunity





# Coming Attractions/ Webinars!

- **Social Intelligence for Career Mobility: Communicating with Impact**

Thursday, April 11, 8-9 pm ET

- **The Art of Salary Negotiations and Reviews**

Monday, April 15, 12-1 pm ET

- **Career Transition in the Next Phase of Your Career: The 30,000-Foot View**

Thursday, April 18, 8-9 pm ET

