



Clear-Sighted Career Online Learning Series Presents:

Personal Branding: Your Résumé and LinkedIn Profile

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Today's Topics

- I. Résumé vs. LinkedIn Profile: Which is more important?
- II. Commonalities between the two
- III. Unique Characteristics of a Résumé
- IV. Unique Characteristics of a LinkedIn Profile
- V. Personal Branding tips



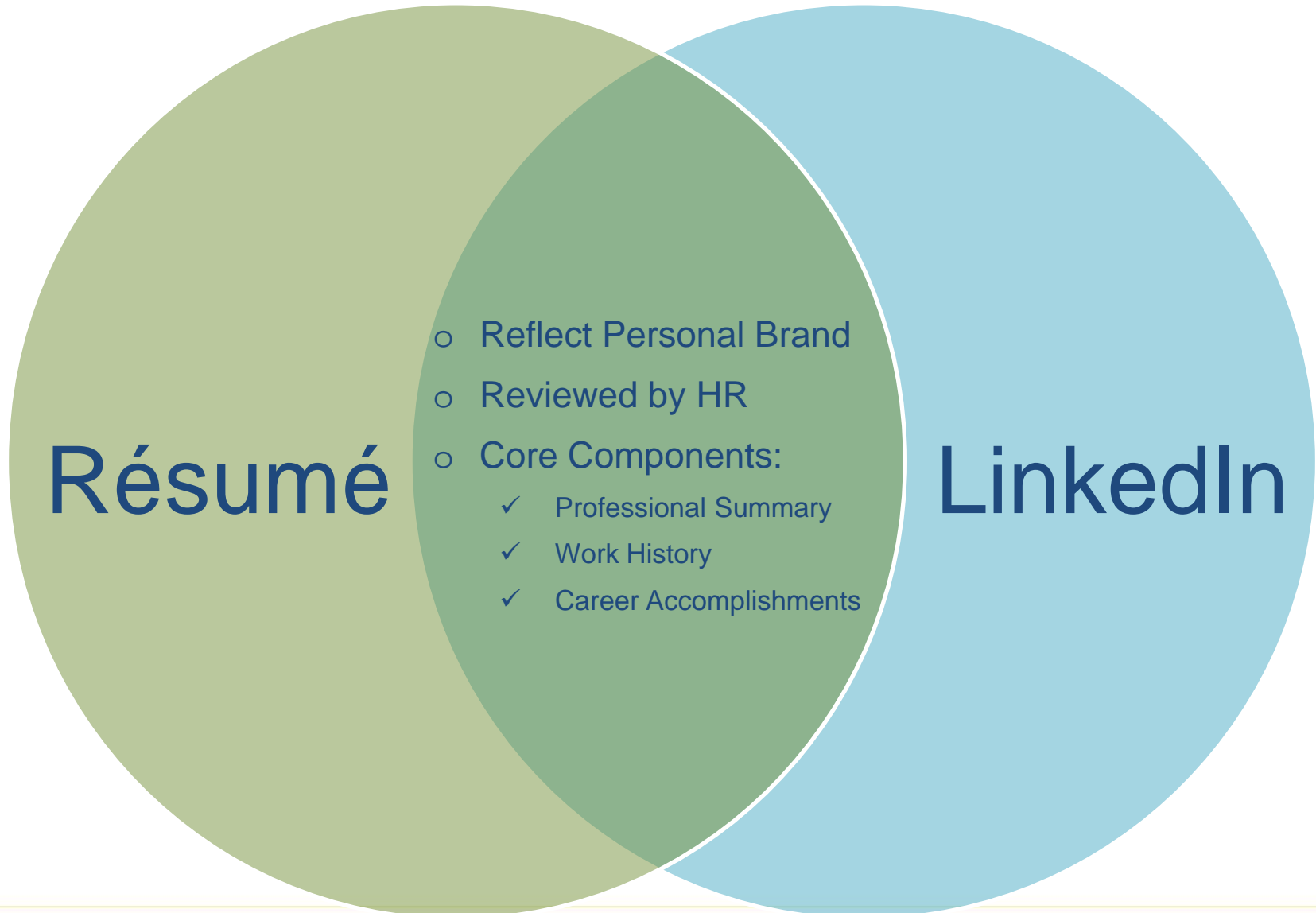
Résumé vs. LinkedIn Profile...

...Which is more important?

- Depends who you ask
- Two most viewed professional tools
- Résumé is not going away!
- LinkedIn becoming heavily utilized
 - Employers and Recruiters searching
 - Networking
 - Job Search



Commonalities Between Each

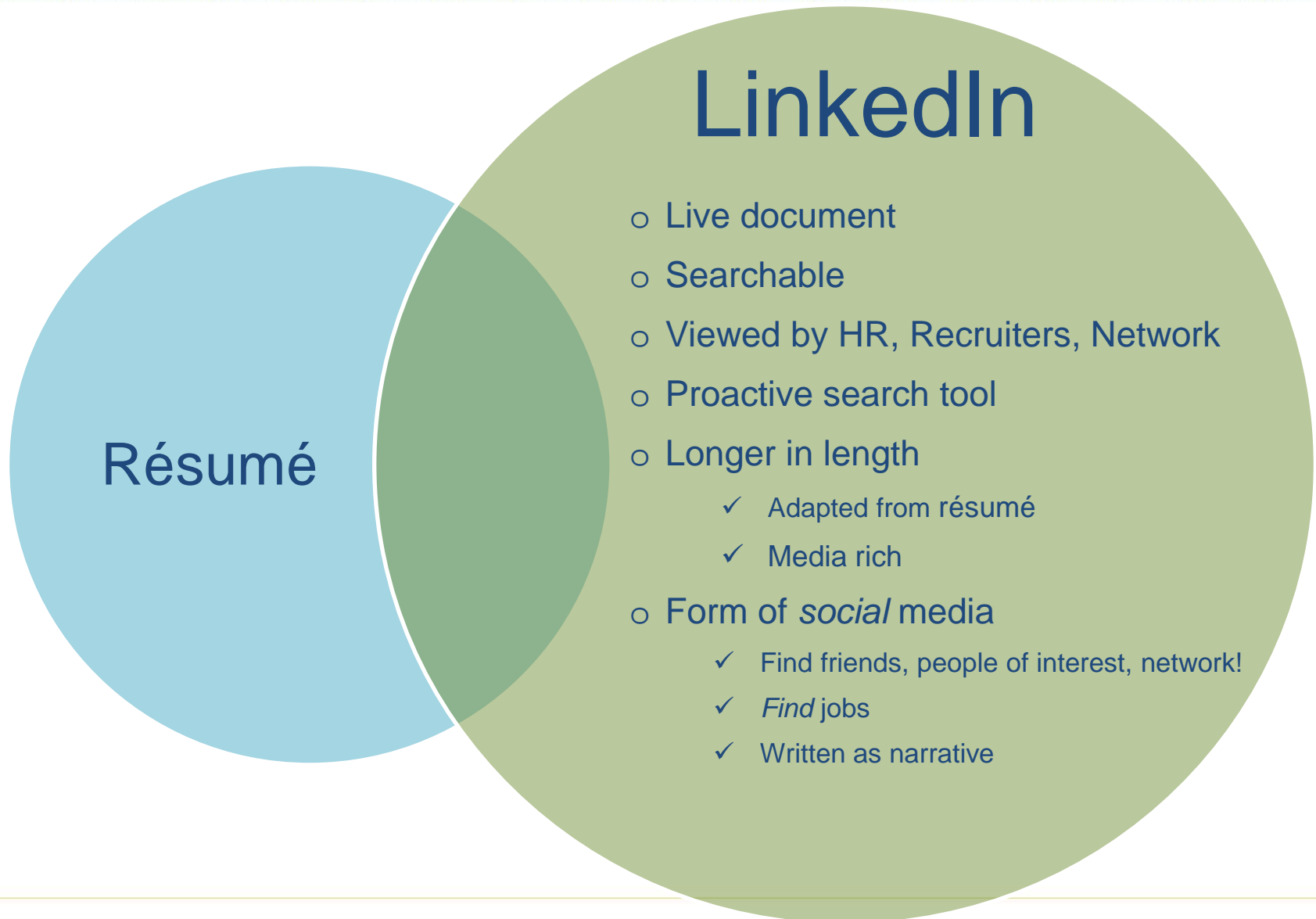


Unique Characteristics of a Résumé

Résumé

- Physical document
- Tailored to specific position
- Abbreviated
- Viewed only by HR & Hiring Committee
- Seen by more individuals in Committee

LinkedIn



Tips and Reminders

➤ Branding = Who you are

➤ Keep updated!

➤ Keyword heavy

- Hard skills

➤ Utilize LinkedIn Help

➤ View past CSC webinars

- Boost Your LinkedIn Know-How
- Effective and Distinctive Résumés



Submit your questions via Chat





Clear-Sighted Career Online Learning Series

- Recorded presentation will be available on alumni.nd.edu/career
- September Clear-Sighted Career webinar information coming soon

Thank You!

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