#### Clear-Sighted Career Online Learning Series Presents:

# Personal Branding: Your Résumé and LinkedIn Profile

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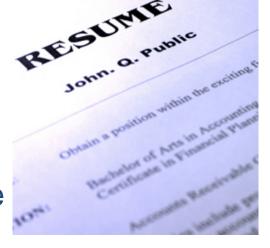
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## **Today's Topics**



- 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**



Résumé

- Reflect Personal Brand
- Reviewed by HR
- o Core Components:
  - ✓ Professional Summary
  - ✓ Work History
  - ✓ Career Accomplishments

LinkedIn

#### 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

### LinkedIn Profile Unique Characteristics WNOTRE DAME



## LinkedIn

- Live document
- Searchable
- Viewed by HR, Recruiters, Network
- Proactive search tool
- Longer in length
  - ✓ Adapted from résumé
  - ✓ Media rich
- Form of social media
  - ✓ Find friends, people of interest, network!
  - Find jobs
  - Written as narrative

Résumé

### **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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