



HOW TO MARKET YOURSELF AS A PROFESSIONAL

MINI GUIDE

Learn new tips, practices, and strategies on how to make your mark on the professional world.

BY JMM CONSULTING AGENCY

W E L C O M E

Hi There!

We have all been at the beginning of our professional journey at some point in our lives and have needed resources and tools to help us along the way. Seeking this help can sometimes be hard, but it is worth the try.

I have created this guide to help you become the best professional possible. This guide includes information on how to format your resume, network, obtain and seek out education and certification opportunities, and the importance of having a LinkedIn profile.

I hope this information empowers you to push past your fears and walk into your career with confidence!

Jamie M. Means

ABOUT ME

I am a workforce professional who is passionate about supporting young professionals in navigating their career journeys. I support individuals in building their own professional brands through resume writing, career coaching, and social media profile building. Also, I help organizations search, recruit, and retain talented individuals like you!

Connect with me!



CAREER PRE-PLANNING

This page is here to capture your initial thoughts about where you are in your professional journey.



01 How do you feel about the career search process?

02 Do you feel that you are prepared to start your career search process?

03 What makes you excited about about your career search?

THINGS TO CONSIDER WHEN BUILDING YOUR PROFESSIONAL BRAND

Resume Writing

Having a resume is important when applying for jobs. A well-written and tailored document will help you advance to the next round of interviews or even receive an offer. Ensure to include the following sections within your resume document: Header, Statement of Qualification, Experience, Education, and Certifications. Also, if you have additional information for sections like Volunteer Work, Entrepreneurship, or Affiliations, please feel free to add those sections. However, please remember that your resume document should be 1-2 pages long.

First Name, Last Name
City, State, Zip Code
Phone | Email

WORK EXPERIENCE

Company Name, Company City, Company State
Job Title Month 20XX-Month 20XX

- Description of job duties and experience
- Description of job duties and experience
- Description of job duties and experience

INTERNSHIP EXPERIENCE

Company Name, Company City, Company State
Intern Month 20XX-Month 20XX

- Description of internship duties and experience
- Description of internship duties and experience
- Description of internship duties and experience

VOLUNTEER EXPERIENCE

Company Name, Company City, Company State
Job Title Month 20XX-Month 20XX

- Description of job duties and experience
- Description of job duties and experience
- Description of job duties and experience

LEADERSHIP

College Name, Organization, Role, [start date]- [end date]

EDUCATION

Degree Month 20XX
College Name, College City, College State

LAST NAME 1

Network

Networking can be tricky, especially if you are shy or have little experience, but it is worth the try. Getting comfortable will take a few events, but you will eventually get the hang of it. When preparing for networking events, you must acquire professional and suitable attire for the event and venue space. Also, have business cards ready and know your professional elevator speech so that you can easily communicate who you are and what you do.

While attending networking events, be sure to walk around the room and speak to different people. After speaking with a person, ask for their contact information and reach out on the next business day, thanking them for talking to you. You can also follow up on an opportunity and inform them that you are there for them professionally should they need your services. As time progresses, this networking method will help build your network and connect you with individuals who can support your career growth.

Education and Certifications

Pursuing degree programs can benefit your ability to land a job opportunity. However, there are other ways; experience and certifications can also help. Picking a degree or certification program relevant to your interests and career path is wise. This niched focus shows potential employers that you are interested in growing in the field beyond the job opportunity presented. Also, once the degree or certification is obtained, it will help enhance your application and set you apart from other candidates.

You can find degree programs by searching the websites of colleges and universities. You can find certification programs similarly and through sites like Coursera and LinkedIn Learning. Take time to research and evaluate learning opportunities to enhance your skill set.

Social Media Profiles

When online, it is important for you to conduct yourself in a professional manner. You must be cautious about what you post online; once it is posted, it is there forever. It is normal to have your personal profiles like Instagram, Facebook, TikTok, and Twitter; however, it is a good idea also to have LinkedIn for professional social media interactions.

LinkedIn is great because it allows you to present yourself professionally to millions of individuals worldwide. See below a profile checklist to ensure your LinkedIn page is ready for online networking.

Checklist:

1. Choose a professional photo for your profile. Make sure that your face can be seen clearly.
2. Choose a background photo that is related to the work you do and your professional interests.
3. Create a headline that tells people what you are aligned with professionally. Refrain from repeating your job title.
4. Write a summary that explains who you are, what you are about, and what you do. Do not simply restate your resume content.
5. List relevant skills and job experiences on your profile. Also, include any professional groups or volunteer work you are currently part of.
6. Connect with others. Ask for professional recommendations and provide them for others. Also, endorse the skills of others and request endorsements for your profile.



WANNA LEARN MORE?



Thank you for reading this guide. I hope you learned something to enhance your career and better market yourself professionally. Visit our website to learn more.

VISIT US ONLINE

