**YOUR NAME**

**Address. City, ST Zip Code**

**Tel. (xxx) xxx-xxxx | Cell (xxx) xxx-xxxx**

**Email: JaneDoe@gmail.com**

**Your personal work/portfolio website**

**LinkedIn profile: www.linkedin.com/in/you/**

1. **Your Personal Brand Statement**

To answer the proverbial question: “**Tell me about yourself**.” Your 90-second commercial in five (5) parts:

1. I’m a [branding positioning statement] / also your ideal target job/position.

I am a … (job title/search role);

My key strengths are: (list 3-4)

* Key strength/core competency 1
* Key strength/core competency 2
* Key strength/core competency 3
1. My most recent position was (Title) at organization ( ). List your 2-3 job functions there.

My 1-2 major accomplishments there were: 1) ...; and 2) …

1. Career history (if applicable) – the previous organizations and positions held. List 1-2 key accomplishments achieved in each role.
2. Reason for leaving last employer; and
3. Close – your future focus/your goals for the future.
* Key accomplishments (3-4) you achieved throughout your career that you are MOST proud of.
1. **Summary of Your Professional Qualifications**:

I possess X years of experience in industry 1, Industry 2, and Industry 3, with core competencies in:

* Core competency 1
* Core competency 2
* Core competency 3
* Etc.

**II. My Target Job Functions and Job Titles include:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Function 1** | **Function 2** | **Function 3** | **Function 4** | **Function 5** |
| Job Title 1 | Job Title 1 | Job Title 1 | Job Title 1 | Job Title 1 |
| Job Title 2 | Job Title 2 | Job Title 2 | Job Title 2 | Job Title 2 |
| Job Title 3 | Job Title 3 | Job Title 3 | Job Title 3 | Job Title 3 |
| Job Title 4 | Job Title 4 | Job Title 4 | Job Title 4 | Job Title 4 |

1. **Key Responsibilities That I am Seeking Include**:
* Responsibility 1
* Responsibility 2
* Responsibility 3
* Etc.
1. **Prior Work Experience LOVES/HATES [Strengths, Weaknesses]**

Go back and think about all the jobs you have EVER had, including paid, unpaid/volunteer work, internships…everything. Think about what you loved/least about that organization, the work you did there, the people who you worked for/with, the physical location characteristics (ex. Cubicle versus open space, office building, classroom style desk configuration), etc.

|  |  |
| --- | --- |
| **PLACES/WORK I LOVED** | **PLACES/WORK I HATED** |
| * X
* X
* X
* X
* X
 | * X
* X
* X
* X
* X
 |

1. **My Ideal Future Employer Characteristics and Locations Are:**

|  |  |
| --- | --- |
| **Key Organization Attributes I Desire/MUST/Want to Have** | **Ideal Job Location** |
| * Attribute 1
* Attribute 2
* Attribute 3
* Attribute 4
* Etc.
 | * City, State
* City, State
* City, State
* City, State
* Etc.
 |

1. **Target Industries and Organizations:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Industry 1** | **Industry 2** | **Industry 3** | **Industry 4** |
| Organization 1 | Organization 1 | Organization 1 | Organization 1 |
| Organization 2 | Organization 2 | Organization 2 | Organization 2 |
| Organization 3 | Organization 3 | Organization 3 | Organization 3 |
| Organization 4 | Organization 4 | Organization 4 | Organization 4 |
| Organization 5 | Organization 5 | Organization 5 | Organization 5 |
| Organization 6 | Organization 6 | Organization 6 | Organization 6 |

**Example: Target Industry = Food | Organizations by Sector:**

|  |  |
| --- | --- |
| **Sector 1: Food Delivery** | **Sector 2: Meal Prep & Delivery** |
| Uber Eats | Blue Apron |
| Grubhub | Gobble |
| Doordash | Hello Fresh |
| Caviar | Home Chef |
|  | Freshly |

**\*NOTE**: This document serves a two-fold purpose: 1) To assist you in framing your job search/career transition; and 2) to be shared with people that you can enlist to support you in your job search/career transition efforts.

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