

The logo for Blair Search Partners features the word "BLAIR" in a bold, sans-serif font. The letter "A" is highlighted in a bright yellow-green color, while the other letters are white. The background of the slide is a dark, grayscale image of a modern office interior with desks and chairs.

BLAIR

SEARCH PARTNERS

Fortify Series:

Crafting your Credentials – Creating a Powerful Resume and LinkedIn Profile

May 29, 2020

Agenda

1. Inside the hiring manager's mind
2. What a resume IS
3. What a resume IS NOT
4. Additional recommendations
5. LinkedIn

Inside the hiring manager's mind

How is this candidate going to...

1. Make my organization \$
2. Save my organization \$ (i.e. operate better %)
3. Fit in with my tribe?
4. Make me look good

What the resume IS

1. Sales & Marketing document
2. Story of your professional evolution
3. Living document

What the resume is NOT

1. Going to get you the job
2. A copy-paste job from all your prior job descriptions
3. Limited to just 1-2 pages
4. Opportunity to flex your graphic design skills

Additional recommendations

- Data, data, data
- Provide intro paragraphs for each of your organizations
- Photos – save it for LinkedIn
- Mind the gaps
- Big text blocks
- Recommended font: Calibri 11
- References

Basic LinkedIn Strategies

1. The only job board that REALLY matters
2. Simple to set up
3. Photo do's and don'ts
4. Employer logos
5. Connections – they do matter
6. Endorsements – nice, but not necessary
7. To accept or not accept?



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