



MARKETING

MATERIALS

REROUTING INC.

ROAD MAP SERIES

Part 3 - Preparing Your Marketing Materials

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PREPARING YOUR JOB SEARCH MARKETING MATERIALS

As a job hunter, you should have your marketing materials already prepared before you start job searching so you can quickly tailor them when need be.

Here is a list of some marketing materials that you may need when job searching:

- Resumes
- Candidate profiles
- Cover letters
- Portfolios and publications
- Elevator speeches

In this part of the series we will go through the list above and you will also be given some templates to use so you're not starting from scratch. We will also go through how exactly you will tailor your resume to specific jobs.

By the end of this section you should have an awesome resume that you can quickly tailor to each job you are applying for, candidate profiles that will have recruiters intrigued by your resume, and you'll know how to create a cover letter when an employer requests one! And, lastly... a well constructed elevator speech to approach recruiters and other professionals.

Let's get started!

[Your Resume](#)

Your resume is the most important piece when applying for jobs. A recruiter will scan it, a hiring manager will review it in further detail, and sometimes pass it along to their colleagues for feedback. So, ensuring that it's in tip top shape is THE most important when searching for a job. Moreover, you want to ensure it is tailored to the job that you are applying for.

If I am recruiting to fill 5 different roles within a company and I open your application without seeing which position it is you are applying for, I SHOULD be able to tell just by looking at your resume. If I can't tell which job you have applied for, then your resume will not likely be a match. Unless the candidate pool is sparse, you are likely not going to get a response.

How exactly should you tailor it?? Its rather simple...

You want to ensure that you have matched your resume's keywords to the keywords used in the job description to catch the eyes of a recruiter or pass the computer scan if the company is using bots. Targeting your resume to the job description does not mean lying on your resume - it means pulling out the important parts of your previous experience and ensuring its on your resume and removing the irrelevant information or extra fluff.

Let's say for example you are a Marketing student who has worked at McDonald's and Old Navy and you are applying for a Brand Ambassador position within a Marketing Firm. You won't be highlighting your experience collecting trays, making milkshakes, or folding clothes. You will highlight on your resume your experience with communicating promotions and your role as a brand ambassador as the face a customer sees etc.

Now let's get into the actual resume!

Your resume should contain the following sections:

- Heading
- Profile (previously known as an objective - it has slightly changed though)
- Skills
- Experience
- Education and Training

On average a recruiter or hiring manager will scan your resume for 6-8 seconds before deciding whether to move you on to the next step in the recruitment process. SO.... It must be clear, and to the point how you are the right person for the job! Let's breakdown each section of your resume.

Click [here](#) to follow along with the [template](#) I have provided to you.

Heading

The heading of your resume should include:

- your first and last name,
- address or city/town at a minimum,
- your phone number (ensure that your voicemail is set up with a professional prompt),
- a professional email,
- a link to your LinkedIn profile – only if the profile is up to date and closely matches your resume and objectives,
- and, if required, a link to a website that has your portfolio (portfolios are not usually required)

Profile

This section will often get read before a cover letter – make it short and concise!

Your profile should include a quick summary of your education/qualifications/certifications, years of relevant experience, and statement about the type of position or company you are seeking. This should tie back into the statements you created in **Part 1: Career Discovery!** What can you pull out of the worksheets and place in this section?

You should be able to use what you listed as your strengths, personal attributes, and characteristics.

You'd like to find a position as a...

If you completed the exercises in **Part 1** - you have already done the difficult part. Now put it all together !

Here is a sample for a student or recent graduate profile who is applying for a role within a Marketing Firm where the position's focus is on branding:

A creative and energetic Marketing Graduate with 3 years of experience in communicating campaigns and promotions within the hospitality and retail industries. A social media expert with a strong knowledge base of brand development. Currently looking for a position within an agency that embraces current marketing trends and fosters excellent relationships with clientele.

Skills

The skills section of your resume should always be bullet points using keywords or key phrases. You should also use a mix of transferable and specialized skills. Refer back to **Part 2: Job Searching 101** for definitions on transferable and specialized skills. The skills you enter on your resume should very closely align with the skills required on the job posting. If you need some ideas, check out [this document!](#)

Experience

If you have work experience, put it above your education. If you don't have any previous experience (only extracurricular), then put your education first. When listing your experience always use chronological order (most recent job first). For any current positions use present tense when describing your responsibilities. For any previous roles, use past tense.

On the resume template I have provided you with, you will notice that there is no breakdown of volunteer or job experience – my advise is to keep it that way and just ensure you include volunteer in the position title. Only include volunteer opportunities when it is industry relevant, have no work experience, or are lacking work experience.

So...if you worked as a Volunteer for Special Events at the Canadian Cancer Society, your job title would be "Special Events Volunteer" and you would go on to follow the same formatting as outlined in the template.

When you are writing about your experience and your selected achievements, you want to use powerful action verbs that are aligned with the type of position you are applying for. For example, if you are applying for a job that requires skills tied to numerical analysis (Finance, Accounting, or Analyst positions), you will want to include verbs such as: quantified, forecasted, analyzed, calculated etc. in your resume.

Examples of action verbs can be found [here!](#)

Education and Training

List your education chronologically. The most recent degree/diploma/certificate should come first, even if it is not your highest level of education. Following your formal education, you should list any additional training certificates or programs you have taken to further develop yourself.

If you have previous work experience to include in the “experience” section of your resume, I would leave your coursework off of your resume. You can however include the skills obtained from those courses in the skills section of your resume or provide more detail in your profile or cover letter by explaining how your relevant coursework has provided you with a strong foundation of knowledge that you can apply to the role.

Your resume is one of the most important pieces of marketing materials you will produce. By using the template that I have provided you with and the information above, you should be able to create a strong resume.

Tailor the template slightly to make it your own with your favourite fonts etc. but don't go overboard with over designing it. AND, before using your resume to apply for jobs, review [this checklist](#) and ensure you haven't missed anything!

[Candidate Profiles](#)

By candidate profiles, I mean an account that you have set up where Recruiters can seek you out for opportunities; or, you have a profile that you have set up to quickly apply for job postings. You need to ensure your profile is COMPLETE don't skip sections - it will look like you didn't care enough to complete it. Be sure to use all the right keywords so you can be found by recruiters. Your profiles should also be consistent among recruitment platforms and closely match your resumes.

I'm going to go a little off track here, but ensure your Instagram, Snapchat, and Facebook accounts are either private or clean as a whistle!

Okay, back onto Candidate profiles, when you create a profile where Recruiters can find you - like on ReRouting, Indeed, or LinkedIn, ensure that it clearly demonstrates your career objectives and you have accurately matched it to your resume. Wouldn't it be awesome to have recruiters finding you?

Another reason you should tidy these up is if you are using the "quick apply" option to apply for jobs using your online profile. Clean up anything that is irrelevant and make your profile count. When you quick apply with your online profile, a recruiter will often view your profile first, THEN they will open your resume for more information if they like what they see on your profile.

What does your Candidate Profile look like on [ReRouting](#)? Did you know that you can now add in a video resume/ cover letter?

Cover Letters

Truth be told, I personally don't read cover letters unless I am confused about something in a candidate's resume and I am looking for clarification. They are usually full of a lot of fluff – what I am really looking for is your experience, who you worked for, and what you did in that position.

Unfortunately, if an employer is asking for one, or provides the option for you to attach one, then you should write one. It should be created specifically for that company and position. Your cover letter should not be a reiteration of your resume.

Your cover letter should include the following:

- an introduction of yourself – characteristics and interests if they are relevant to the role (remember the piano player/teacher we talked about in Parts 1 & 2 and their application for the HR position at the Royal Conservatory of Music?);
- a statement of what you know about the company and why you would be a good fit;
- demonstrate that you understand the responsibilities of the position and propose why you are qualified for the role (again, don't just duplicate your resume); and
- if you have an online portfolio and it is applicable, use the cover letter to invite the reader to look at it (your portfolio should show your work and not just be another reiteration of your resume).

Your cover letter should be original and show your excitement about the potential opportunity. It should follow standard letter writing format; and, to maintain document consistency, use the same header you use on your resume. It should not be longer than one page.

Portfolios and Publications

Certain types of roles and industries may request access to your previous experience. The types of roles that may require this are creative roles, developers, or research-related positions. If you are applying for the type of position that may require a portfolio, I am going to suggest you create a portfolio via a personalized website. There are free options out there that are easy to use!

Here are some examples of what you should include in a portfolio:

- Links to published work (research papers or blogs you have written)
- Links to websites you have built
- Links to your contributions on GitHub
- If you are a photographer or graphic designer, images of your creations
- If for example you are an interior design student, images of your work and creations

I included publications in the portfolio section as it ties in and should be demonstrated in your portfolio. An additional option for adding publications is to tie it into your resume under “selected achievements” and insert a back link into the research project or writing pieces if it was applicable to a previous position.

Elevator Speeches

Last but not least, you need an elevator speech. You need an elevator speech so you can confidently attend a career fair or networking event and make a lasting impression. Do you have a quick speech prepared that clearly illustrates what you are studying in school and how it aligns with your short and long-term career goals?

I can't even tell you how many times I have been at a University or College career fair and an interested candidate walks up to my booth and says “what's this about?” – that happens all the time...no joke.

By creating a short and concise speech you will be able to approach a booth and demonstrate your communication skills with confidence.

Here are some templates you can use.

Career Fair – Sample Template

Hi, my name is (your first and last name). I am a (area of study) student/ graduate from (university/college name). My program has provided me with a strong foundation of (xyz) and I am excited to get out into the workforce. I would like to gain practical experience in the (xyz industry) as a(n) (job title). Can you tell me more about the opportunities within your organizations that may align with what I am looking for?

Where else can you use a variation of your elevator speech?

When you are in an interview and are asked the basic question, “tell me a bit about yourself”.

Job Interview – Sample Template

My name is (your first and last name). I am a (area of study) student/ graduate from (university/college name). My program has provided me with a strong foundation of (xyz) and I am excited to get out into the workforce. I have applied for the position of (job title) at (xyz company) because (why did you apply –refer to your application tracking spreadsheet from Part 2: Job Searching 101). I have previous work experience as (positions) in (xyz industries). On campus I'm involved in (extracurricular activities). I look forward to gaining practical experience and developing (skills relevant to the position).

Follow the same idea of the two templates above to also create one that you can use at general networking events!

After reading through this section of the **Road Map Series**, you should be able to create a strong and well formatted resume, understand the importance of having candidate profiles that are up to date and closely match your resume. You should know how to write a cover letter to attach to your resume when an employer asks for one AND when you need to quickly introduce yourself, you should be able to with your new elevator speech!

Up next of the series is **Part 4: Mastering the Interview Process!** Because that is what is going to start happening, your well crafted resume that you are about to create is going to start bringing those recruiters to you!

Now let's start looking for the jobs your going to apply for! [Search jobs now!](#)