

DenholmAssociates

SHOW THEM YOUR BEST SIDE

Quick tips to update your CV, LinkedIn
profile and interview technique

...TO SEE OURSELVES AS OTHERS SEE US.

A quick internet search will throw up many serviceable top 10 lists on personal branding, successful LinkedIn profiles, etc. But we aren't looking for serviceable, fine or that'll do.

So while making sure your social media is set to private and your online presence is 'professional' may be great advice, but it isn't enough for us. **Our marketing heritage tells us that what people see, hear, experience and sense, all go towards building a picture of the kind of person you are.** We make judgements about one another quickly, so it's important to show your personality, knowledge, skills and ability that will get you to the next step in your career. So, as with all great marketing campaigns, the first step is research... Where do you want to go next - from Agency to Clientside? The security of an established corporate? Or a new beginning at an agile startup?

What are the top 10 organisations you want to target with your CV / social presence? Once you've answered these questions, you can start to research these companies and review their social media output to get a feel for what they are trying to achieve with their online presence. Is it informal? Quirky? Bold? Socially-minded?

The insight you're looking for might be on their website or their LinkedIn company page. If they are on LinkedIn, you can 'See all employees' at this company simply by clicking a link in their header. This will give you access to all the employees' professional profiles and allow you to dig a bit deeper to find relevant contacts, check out what skills and experience they have, and get an idea of what 'professional' means to this particular company based on what their employees project. All this research should help you tailor your profiles, cover letters and CV.

Now, it's time to open an Incognito window and look yourself up. What do you see? When you look at your online self through the eyes of that target company, do you think they would be interested in you? Or is your current online presence only showcasing a small, very specific part of your life, i.e. kids or your favourite football club?

Employers may see this and think, "Great, someone like us!" Where others may draw other conclusions... We can't know for sure, so your research is key to understanding the image of the people this company has hired and wants to hire.

The truth is, setting your Instagram, Facebook, Tumblr, (etc.) profiles to private is the best option to keep your personal life strictly private and all those adorable or embarrassing photos out of view but if you do want to develop your personal brand, expressing yourself authentically means you need to showcase those critical personality traits, skills, and hobbies you talk about in your CV and in interviews.



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LINKEDIN

If you're a creative, you'll most likely want to sign up to Behance, but for the rest of us - it's LinkedIn.

Lena's profile is notable for the following reasons:

1. Her job title isn't just what she does, but also includes key word variations and also where she works. **P.S. Community Managerin / Zentrumsleitung means Community Manager / Centre Manager.**

2. Lena has also included a clear headshot and used the background header to give a bit more personality and insight into her role/profile.

3. It sounds obvious but make sure your profile reflects all your relevant employment details. This is SEO-rich content people will use to find you.

Think back to your target companies and tailor your profile to include examples of the personality traits and skills you want people to see. This is great practice for competency-based interviews as well, where you will be asked to 'provide an example of when you were ...'

4. Volunteer experience, Memberships, etc. are another great way to enhance your profile and include keywords that mean your profile is more visible in a LinkedIn search.



Lena Rübemann • 1st

Community Managerin/Zentrumsleitung - gig7 - bei Mg
Mannheimer Gründungszentren GmbH

Weinheim, Baden-Württemberg, Germany

Message

More...

Startup Mannheim

Lund University School of
Economics and Management

See contact info

500+ connections



Lund University School of Economics and Management

MSc Managing People, Knowledge & Change
2016 – 2017

Subjects: Knowledge Work and Organization, Organizational Development, Strategic Human Resource Management, Corporate Social Responsibility, Strategic Change and Leadership, Research Methods.

Master thesis: A qualitative study on alternative working hour models for knowledge worker in a digital marketing agency.



ESB Business School, Reutlingen University

Bachelor's degree, International Business, 1.5
2010 – 2014

Activities and Societies: Enactus, ESB Student Consulting e.V.

4-year Double Degree Programme. Major Field of Study: Business Management and Leadership.

Bachelor thesis: A qualitative study about success factors for a generational change in family owned businesses.



Edinburgh Napier University

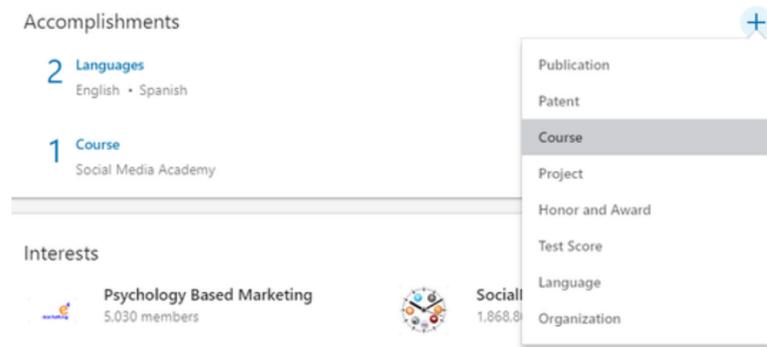
Bachelor's degree, Business Management, First-class honours (1st)
2012 – 2013

Core modules: Starting a New Business, Strategic Management in a Global Context, Marketing Communication Tools, Behavioural Issues in Finance, International Business, Planning and Public Policy for Festivals and Events.

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LINKEDIN

5. Take time to update all the new skills you've been learning under 'Accomplishments' so people can see how proactive and resilient you've been.



6. Now it's time to start connecting with people. You can do this a few different ways:

- You can be bold and ask to connect with those people who are at your target companies
- You can join groups that they share in common (you'll be able to see these at the bottom of their profiles) and like / comment / share their updates for a softer introduction
- Or you can see if they have any connections you may know and ask for an introduction



Lena Rübelmann • 1st

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CV TIPS

One of the best tips to writing a user-friendly CV is to use bullet points.

Include

- Name
- Phone number
- Location
- Personal profile
- Core skills
- Work experience
- Education
- Hobbies & interests
- LinkedIn profile hyperlink
- Email address hyperlink
- All relevant social profiles

Exclude

- Profile photos
- Jargon
- Skills graphs
- Logos
- Cliches
- Unnecessary personal details
- Distracting colours & design features

Some tips

- Tailor your CV to each job application
- Use bullet points to keep information concise
- List your most recent work experience first
- Always proofread for spelling & grammar
- Make sure the format is consistent
- Send your CV with a professional filename
- Double-check your social profiles are set to private or send the right message!

INTERVIEW ADVICE

Your goal is to present yourself as the most qualified candidate, so use every opportunity to show how well you fit the job requirements, asking questions along the way and showing your enthusiasm for the company and its culture.

Before interview

- Research the company – you can set up alerts with Inoreader, Feedly, etc.
- Research the market and what is influencing the industry
- Review their social media and see if there are any posts you can 'Like'
- Review your social media and make sure posts are positive and professional if your account is not set to private
- Prepare answers to frequently asked interview questions (e.g. "Give me an example of challenging situation and how you dealt with it?" or "Give me an example of when you had to take your own initiative and what you accomplished?"

At interview

- Arrive early
- Be courteous to everyone – starting with the receptionist!
- Sit up straight and speak confidently
- Take your time answering questions
- Take a deep breath and avoid fidgeting
- Don't be afraid to admit you don't know the answer to a question
- Never speak negatively about former co-workers or employers
- Ask what the next steps will be and show your interest!

After interview

- Don't be a stalker, be patient and wait for feedback
- Don't overanalyse your interview
- Send a thank you email or LinkedIn message to the interviewers
- Continue to keep your social media professional