



AAPPR
ASSOCIATION FOR ADVANCING
PHYSICIAN AND PROVIDER RECRUITMENT

GUIDE TO BUILDING YOUR PROFESSIONAL BRAND



As recruitment professionals, we are keenly aware of our organization's brand and branding strategy, but have you given the same thought to your brand? What does your professional brand say about you?

Like your organization's brand, your professional brand establishes who you are and what you value. Your professional brand can not only help you stand out in a competitive job market but can also distinguish you in the workplace.

In this guide, we will look at tips to help you build your professional brand across multiple channels and leverage that brand for maximum results.

CLICK ON AN ICON BELOW TO LEARN MORE



THE CV



THE RESUME



SOCIAL MEDIA



YOUR BRAND



THE CURRICULUM VITAE

WHAT IS A CV?

CV is an abbreviation for curriculum vitae, which, in Latin, means “course of life.” The CV is a chronological history of everything you have done professionally that may or may not relate to your career. It is credential-based and details education, research, lectures or professional presentations, speaking engagements, teaching experience, professional certifications or credentials, association memberships, and honors/awards. A CV is a static document, so the only thing that changes is the length as you add additional accomplishments. Consider doing a trial run with a friend or colleague to learn how the program or application works.

WHO NEEDS A CV?

CVs are most commonly used by academics, medical professionals, and scientists. However, all professionals can benefit from a CV as a building block for your resume.

TIPS FOR CREATING A CV

- Utilize a basic, standard font like Arial or Times New Roman in 12pt
- Keep your margins between 1-1.5” on all sides
- Include your full name, one phone number, and email address
- Number each page and include your full name in the header
- Separate the CV into sections – education, research, memberships, honors/awards, etc.
- Use capital letters, underlining and bold font to distinguish section headers
- List details within each section in reverse chronological order
- Utilize bulleted lists to make the information within sections easier to read
- Proofread carefully to check for typos, consistent font, and formatting
- Don't worry about length; there are no limits or recommendations on how long or short a CV should be



THE RESUME

WHAT IS A RESUME?

The term resume originates from the French word *résumé*, which means “abstract” or “summary.” The resume is a brief chronological history of your education, career history, and skills. It is competency-based and summarizes education, career history, and relevant skills. A resume is a fluid document and should be tailored to highlight relevant skills and experience based on the position you are applying for or the industry in which you work.

WHO NEEDS A RESUME?

Resumes are used by professionals from all walks of life, except for academics, scientists, and medical professionals who typically utilize a CV.

TIPS FOR CREATING A CV

- Utilize a basic, standard font like Arial or Times New Roman in 12pt
- Keep your margins between 1-1.5” on all sides
- Include your full name, one phone number, email address and customized, clickable LinkedIn URL
- Separate the resume into basic sections – education, skills, professional experience
- Use capital letters, underlining and bold font to distinguish section headers
- List details within each section in reverse chronological order
- Utilize bulleted lists to make the information within sections easier to read
- Limit experiences to the highest quantifiable achievements
- Include only those experiences or details relevant to the position you are applying for or industry you are working in
- Tout your achievements and accomplishments – this is your chance to stand out
- Proofread carefully to check for typos, consistent font, and formatting
- The resume should be between 1-2 pages at most so be sure you are only including those skills and experiences that are most relevant
- Update/edit/tailor the details each time you submit your resume and customize according to the position or audience



SOCIAL MEDIA

LINKEDIN

Ever Google yourself and see what comes up? Try it. If you are on LinkedIn, it ranks so far up in the search algorithms that it is nearly guaranteed to be the first thing that comes up – and if you aren't? What is it going to be? Rather than leave it to chance, take the time to establish a strong LinkedIn profile, and use it strategically to take charge of your professional brand.

TIPS FOR BUILDING A PROFILE

- Put only your first name in the first name field and your last name in the last name field, so it is easy to search
- Edit your sub-header to create something more compelling than a simple job title

Pro Tip: When selecting an industry from the dropdown list we recommend either Hospital & Health care or Human Resources depending on your skillset and strengths.

- Use a professional-looking picture like a close-up with a smile
- Create a personal URL to ensure you make page one of Google for your name

Pro Tip: The URL also looks excellent in the header of your resume and allows the recruiter to click on it right from the document if they want to find out more about you.

- Use the summary to sell yourself. Write in the first person and keep the tone warm, friendly and authentic
- In the experience, section make sure the jobs you choose to list support each other and use it to explain why you, your company or your brand bring value

Pro Tip: Seek good testimonials for each position listed if possible.

- Be strategic about which jobs you include on your profile, to balance what is included with what is scannable and relevant
- Write a description for each role to show what you've done, your successes and accomplishments - emphasize impact and results

Pro Tip: Use keywords typically found in job descriptions so recruiters can find you Complete the "specialties" section to highlight relevant skills and knowledge areas and include as many keywords as you can to make it easy for recruiters and connections to find you.

Pro Tip: Consider looking through job postings for commonly used words and phrases in your industry or profession, these are frequently the terms recruiters will search.



SOCIAL MEDIA CONTINUED...

- Add, remove, and rearrange entire sections of your profile
- Build a strong network of connections - at the very least, you need a minimum of 150 connections to appear “legitimate”

Pro Tip: LinkedIn's search results don't work quite the way a regular search engine does. Instead, when you search their system, they serve up the names of people who are immediately connected to you first, and then go on to 2nd-degree connections - those people who know someone that you know - and then third-degree connections and so on and so on.

- Make your profile public so recruiters can see as much information as possible about you if they find you through an internet search
- Ask contacts to write recommendations for you, many recruiters or professional contacts will put weight on these
- Stay active on the site by posting regular updates, making new contacts and networking with individuals, groups or companies



DEVELOPING YOUR BRAND

Like a corporate or organizational brand, your professional brand reflects who you are, what you value, and how you express those values. A personal brand is no longer just something nice to have; it's expected. Building a brand can help open your eyes to new opportunities or career paths. It can also help you stand out from the crowd in your current position, industry, or job market. In this section, we'll explore how the tools you've developed, your CV, resume, and social media, work together to build a personal brand.

DEFINE WHO YOU ARE

Use your CV and resume and think about where you excel. What kind of work interests you? Are there projects where you excelled? What successes have you had? What have you been complimented on by friends, family, or co-workers? Are there jobs or roles that have drained you? Are there projects that left you feeling overwhelmed?

Pro Tip: If you don't know where to start, ask your friends, family, and co-workers to describe you in one word.



DEVELOPING YOUR BRAND CONTINUED...

CREATE YOUR VISION AND MISSION STATEMENT

Identify the what and the why of your professional brand. Taking what you learned by defining yourself, think about what you want to be known for (vision statement) and why you want to accomplish what you've set out to do (mission statement).

Pro Tip: Consider the tone. Do you want to be viewed as serious and professional? Are you creative and adventurous? Incorporating personal characteristics and tone to your statements help develop your brand personality.

Pro Tip: Use the vision and mission statements you develop on your resume and LinkedIn profile summary, so there is consistency in your message

KNOW YOUR AUDIENCE

As you create your vision statement and mission statement, determine who you are trying to reach. By knowing your audience, you can adapt your brand to reach them better. Building a brand isn't necessarily just about selling something, it's about building a community of connections.

Pro Tip: Keep in mind the age-old saying, "you can't please everyone." Your brand should be specific, which means it's not going to appeal to everyone, and that's fine. The goal is to have your brand appeal to those people and opportunities that are the best fit for you.

FIND MENTORS

Continued personal and professional growth is one key to being successful. Reach out to professionals you admire or identify with and ask to connect with them. Finding mentors can be as easy as following them on LinkedIn or could be more structured like an informational interview.

Pro Tip: AAPPR has a mentor program available to all members. Visit: aappr.org/member-development/mentor-match-program/ for more information.

NETWORK

Networking is often underestimated. A huge percentage of new opportunities are identified through networking. The more connections you make, the more people will begin to identify with and recognize your professional brand.

EVOLVE YOUR BRAND

You are always growing and changing, and your brand should grow and change with you. Your brand should be fluid and should evolve as your personal and professional vision, and goals change. Don't be afraid to revisit different steps as you identify new strengths or interests.

Pro Tip: Your professional brand isn't just about who you are today, it's a roadmap for where you're going