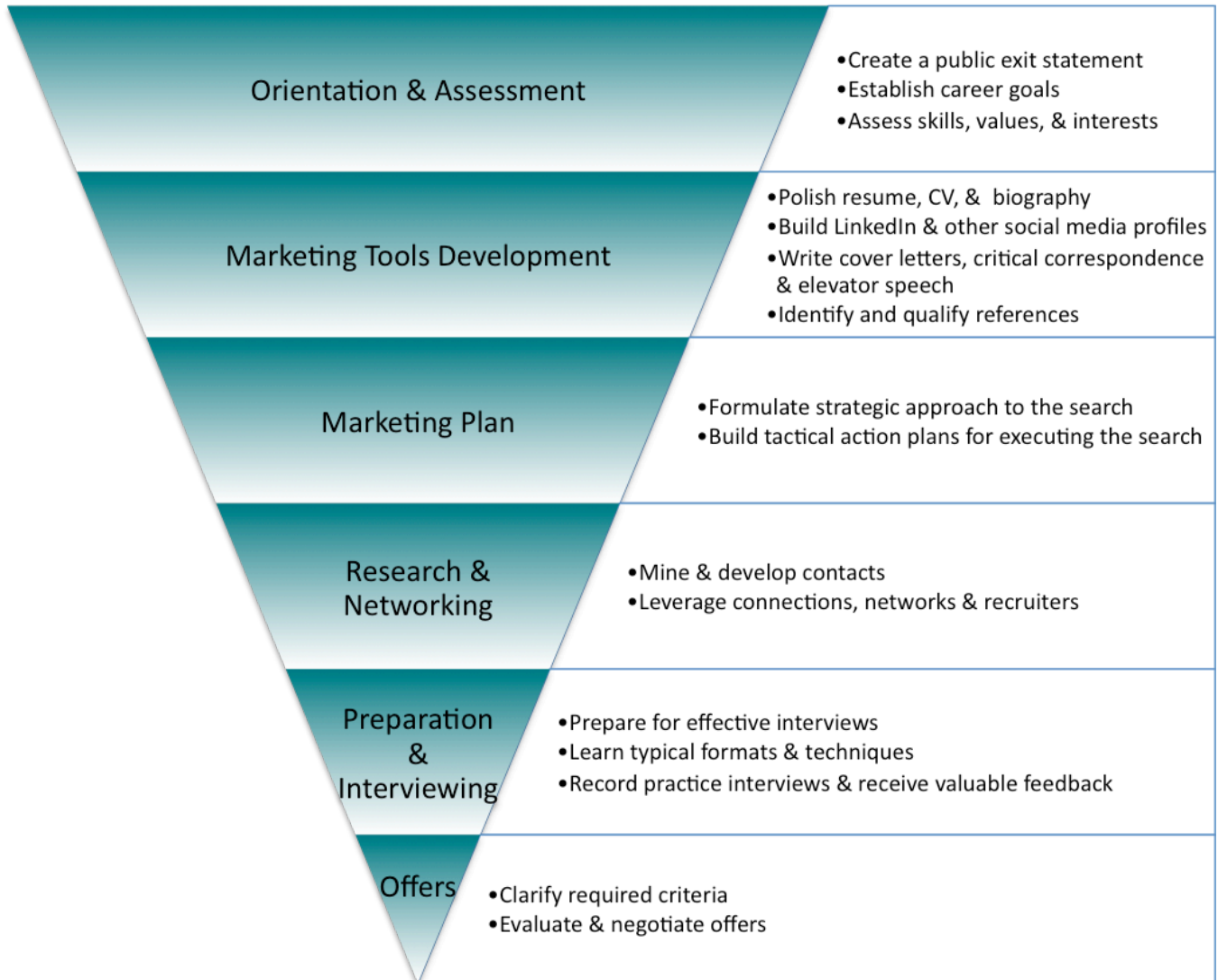




ORIENTATION TO YOUR STRATEGIC JOB SEARCH

Waldron CPI Career Transition Milestones



Your 30 Second Commercial

Your name and tagline:	
What you've been doing:	
What you're looking to do:	
What kind of assistance or information you are looking for:	

Career Transition Checklist

Please review the checklist and share your level of concern for each area. Share with your consultant.

	High	Med	Low	None
Launch				
Managing Change				
Career Transition Process				
Exit Statement				
Evaluation Career Options				
Self-Assessment				
Initial Resume/Reference Review				
Marketing Yourself				
30 Second Commercial/Introduction				
Resume				
Handbill				
LinkedIn Profile				
Business Card				
Cover Letter				
References				
Job Search Strategies				
Networking				
Direct Contact with Companies				
Job Board Postings				
Working with Recruiters				
Networking				
Leveraging LinkedIn				
Networking Contact List				
Informational Interviewing				
Research				
Resources/Online Sites				
Social Media for Research				
Interviewing				
Interview Preparation/Practice				
Commonly Asked Questions				

	High	Med	Low	None
Negotiation				
Discussion of Needs/Values				
Negotiating Better Offer				
Selecting Best Offer				
Landing				
Preparation for Success				
Other				

Job Offer Evaluation Matrix

Pre-search: As early in your search as possible, review the criteria that will/should be found in your next career opportunity, and then attach a numerical ranking to each one based on how important it is to you. For example, if base salary is very important, then it would probably get a five. If a car allowance is unimportant, or might not even be something that would be included with whatever opportunity you are seeking, then it would probably get a one. Feel free to add other criteria at the end that are important to you.

Job Offer Evaluation Matrix				
	IMPORTANCE		JOB OFFER EVALUATION	
CRITERIA	5 = Very Important 1 = Unimportant	COMMENT	5 = Strong/Present 1 = Weak/Not Present	COMMENT
COMPANY				
Company reputation				
Culture				
Industry/Fit				
Yearly Sales/Size				
Vision				
Location				
Commute				
Training Development				
Performance Reviews				
Peers/Fit				
JOB				
Challenge				
Ability to contribute				
Growth/Career prospects				
Future Earnings				
Enjoy the work				
Autonomy				
Risk of Success/Failure				

Job Offer Evaluation Matrix				
	IMPORTANCE		JOB OFFER EVALUATION	
CRITERIA	5 = Very Important 1 = Unimportant	COMMENT	5 = Strong/Present 1 = Weak/Not Present	COMMENT
Overtime Requirements				
Travel				
Relationship with Boss				
Management Exposure				
Title				
<u>COMPENSATION</u>				
Base salary				
Hiring bonus				
Bonus Compensation				
Car allowance				
Retirement Benefit/401K				
Health Benefits				
Vacation				
Equity/Ownership				
<u>OTHERS</u>				

During offer phase: Once you receive an offer, complete the Job Offer Evaluation column much the way you did with the Important column; this time, however, the ranking should reflect the presence or lack thereof of each criteria in the position you are considering. Be particularly mindful of any differences of two points or more. For example, if commute was a five for you (probably meaning you wanted to avoid that), and the position you are considering would require a one-hour commute, for which you gave it a three, this may result in a job not worth considering, depending on the other criteria.

Components of an Effective Resume

Component	Purpose
1. Heading	Provides contact information and can highlight certifications. Must include: <ul style="list-style-type: none"> ▪ Name ▪ Address – City, State is acceptable ▪ Phone Number ▪ Email address ▪ Personalized LinkedIn URL – optional Subsequent pages: Name, page #
2. Career Summary/Profile	The summary describes functional expertise and marketable skills. Draws from key words and core skills, and it provides a brief, powerful personal brand that states your values and credentials to the reader.
3. Accomplishments/Competency Highlights	A bulleted list or brief bulleted sentences highlighting top competencies. Are frequently referred to as Key Words.
4. Employment History/Prof Experience: Company Profile	Provides an idea of the type of organizations and industries in which you have experience. Should include the company name and location, the years that you worked at the company, and a brief statement that describes the scope, size, revenue, products and geographic presence of the company.
5. Employment History/Prof Experience: Position Profile	Provides summary of role, responsibilities including direct reports, decision-making, budget, reporting relationship, etc.
6. Employment History/Prof Experience: Accomplishment Statements	Accomplishments statements are the specific measures of your success, they show results, and should include powerful, active words that convey your skills and accomplishments – Use a PAR worksheet to help write these.
7. Optional Sections <ul style="list-style-type: none"> ▪ Technical/Special Skills ▪ Honors/Awards ▪ Professional Associations ▪ Community Service/Involvement ▪ Presentations/Publications ▪ Licenses ▪ Military History 	Provide a list of relevant experience that highlights leadership, community involvement, personal brand, etc.
8. Education	List all degrees, certificates with highest-ranking degree first. Include: Degree, area of study, school, location, year (recent grad)

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#1 - Header

#2 - Career Summary / Profile

#3 - Accomplishments / Competency Highlights

SUMMARY

Diverse 15-year career utilizing web technologies combined with creative visual elements to enhance user interaction. A collaborative leader highly skilled in assessing and advising clients and organizations on how to use their website to enhance their brand, drive traffic and business objectives. A highly skilled manager on all aspects of web production and creative management including:

- Team Management
- Web Analytics
- Customer Loyalty
- Web Strategy and Design
- User Experience
- Art and Creative Direction
- Social Media Strategy
- Leadership
- Program/Product Management
- Usability and Information Architecture
- Brand Management
- Email Campaign Management

EXPERIENCE

#5 - Position Profile

Institute for Systems Biology | Seattle, WA

Non-profit life sciences research institute on the leading edge of Systems Biology.

#4 - Company Profile

Hired as a consultant to establish a web implementation strategy for the corporate website. Within 5 months asked by leadership to take on newly created position responsible for 80 websites supporting the institute's scientific, grant funded programs. Responsible for design and development, user experience, brand integration, project management, vendor contracts, maintenance and communication to leadership.

MANAGER OF ONLINE AND CREATIVE SERVICES

June 2005 - Current

- Evaluated and proposed new design and layout for corporate website to increase usability and increase traffic and unique visitors; in collaboration with IT staff, implemented changes resulting in 82% increase in new user traffic.
- Identified and implemented eCommerce solution to address ongoing legacy issues related to multiple event websites; resulted in 90% decrease in user complaints/issues.
- Managed design and development process of Institute's Annual Symposium websites and programs; resulted in \$34k cost reductions and increasing sales/sponsorship over \$100k.
- Developed and tracked full cycle email campaigns that provided constant contact to the target audience.
- Identified need for metrics to measure success of websites with varying priorities and goals; implemented Google Analytics resulting in standardized metrics for the institute but allows for each site to identify its own dashboard for monitoring site traffic.

#6 - Accomplishment Statements

XUMA | Las Vegas, NV

Internet application service provider that combined complete customization of a traditional systems integrator

Initially integrated backend software components with front-end design templates and within 2 months asked by senior management/leadership to take on additional client relationship/account management responsibilities that streamlined the process between clients and developers to decrease development time and increase client experience satisfaction.

WEB DEVELOPER

April 2000 – June 2003

- Led web development and design team through implementation of phase 1 and phase 2 client projects resulting in 20 K annual bonus.
- Represented client needs, during requirements identification and implementation with Java engineers and interface designers.
- Coordinated launch of \$10MM project for subsidiary of multi-national medical site in 9 languages and 2 audiences, consumer and professionals on time and on budget.
- Responsible for implementing content management systems into client websites within schedule and under budget: selected to get trained on Documentum to incorporate into their own system.

SafeHarbor | Seattle, WA

Customer service provider utilizing knowledge base services for both web and contact centers

Responsible for design, layout and maintenance of corporate website and intranet site.

WEB DESIGNER

April 1999 – April 2000

- Built replica of the support sections on 6 clients’ websites ensuring seamless end user experience; decreased calls to contact centers on average 35% resulting an average savings of 50 K for company.
- Created original artwork for 6 companies’ to align product with client brand.
- Created all original artwork for companies ‘knowledge solutions’ brand.

COMMUNITY INVOLVEMENT

The Moyer Foundation at Camp Erin, Seattle WA

2008 – 2010

Provided grief counseling to youth ages 6 to 18 who experienced loss of a loved one.

YMCA, Hoquiam WA

1997 – Current

Over 15 years of volunteering as summer camp counselor for up to 50 children between the ages of 6 and 12.

#7 - Awards, Professional Associations, Relevant Community Service, etc.

TECHNICAL SKILLS

Photoshop | Illustrator | Fireworks | Dreamweaver | HTML | Drupal | Word Press | Flash
Social Media | Premiere | Plone | Visio | CSS | Constant Contact |

EDUCATION

Art Institute of Seattle • Associate of Applied Arts • Seattle, Washington

Major: Computer-Based Multimedia Communication.

#8 - Education

Power Strategies to Fuel Your Job Search

ESTABLISH YOUR WORKPLACE

- I have a dedicated area of the house where I can set up my job search.
- If I do not have a dedicated work space, I have my materials in a well-organized folder so I can access them quickly and keep them organized.
- I have access to a telephone landline for interviews (cell phones can be challenging to conduct interviews due to call quality and drops).

ESTABLISH BLOCK TIME

- I have a set of hours that I will dedicate to my job search every single workday.
- I will make contingency plans to make up the hours if I'm traveling or interviewing.
- I will absolutely refuse to be interrupted by e-mail during my block time (I will turn off all notifications of incoming e-mail so I'm not tempted to respond).
- I will ask that my family and friends respect my block time by not interrupting me.

SET DAILY AND WEEKLY GOALS

- I will set clear weekly and daily objectives.
- I will manage a daily to-do list with a written calendar or in Outlook tasks.
- I will learn to use an electronic calendar that is compliant with calendaring systems used by most organizations (typically Outlook).
- I will check off all goals and celebrate small victories along the way.
- I will keep track of all activities including contacts, meetings, and interviews.

BUILD DIVERSITY AND BREAKS

- I will plan to take breaks consistently throughout the day, recognizing that these are great times to reflect and energize.
- I will plan to diversify my day by planning important social and family commitments into my schedule.
- I will commit to finding time to pursue my passions and interests during my job campaign because I recognize that these activities give me the energy and inspiration to continue my work.

Action Plan

ACTION I WILL TAKE	COMPLETION DATE
1.	
2.	
3.	
4.	
5.	

MEMBERS OF MY ACCOUNTABILITY TEAM	ROLE, FREQUENCY & MODE OF MEETING