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Effectively Communicating Your Brand through an E-portfolio and E-resume

Only 26% of employees are confident in their job security, 54% are looking for their next job, and 90% of those polled have considered making a career change in the last year according to research data from Monster.com. With such changes constantly being made, people are finding creative ways to showcase their talents to impress. The competition between colleagues and peers is fiercer than ever, causing tension in school and in the workplace. While a resume continues to be the traditional trend when applying a job, people are changing the way they express their traits and career success. People are turning to new creative forms to differentiate themselves, more explicitly, defining themselves in a brand.

The best place to start your personal branding is with a branded template. While some people still use a general template for a resume, others are creating their own. Using a general template will not differentiate you from the other candidates because the general public has access to the template. Having a resume that stands out is essential. Recruiters spend about 30 seconds reading your resume, so having the important information displayed easily is vital. Some candidates believe a picture on a resume would distract, however, most recruiters only care about experience. In addition to experience, schooling, and skills, placing social media like can enhance your resume. A website link acts like a supplemental piece of marketing, hence having an e-portfolio is a plus factor. Also, creating an online portfolio allows you to the opportunity to update your resume and portfolio whenever needed.

Within the resume, according to researchers, having work experience trumps a stellar education. Placing work experience at the top of the resume will catch the employer’s attention, so they can quickly determine whether they should continue to read your resume. In some industries, showcasing achievements and career objectives at the top will also entice a recruiter to read your resume.

While having detailed and quality information on a resume and e-portfolio is needed, the packaging of your resume is also something to consider. A high quality of paper will make you look polished and hopefully impress the employers. The packaging in your resume can also include the format. A video resume is another alternative to the traditional resume. While, some recruiters view a video resume as creative, depending on the industry, some prefer a traditional resume.

Regardless of how many companies you are applying to, always tailor the resume. Each company is looking for something and someone slightly different, so a customizable resume is essential. While it is fairly easy to customize each resume, an online portfolio can include everything you have done. “An online portfolio is an excellent way to showcase your work and stand out in the crowded job market”, a recruiter suggested. An online portfolio can include anything that a potential employer might be interested in and would showcase your abilities and experience. Some employers like viewing an online portfolio because it can answer basic questions they might have.

In an online portfolio can demonstrate numerous amounts of projects you have worked on. Similarity to when writing a paper, an online portfolio should be organized. Subcategories make following along easier for a potential employer. Since there is an unlimited amount of space in an online portfolio compared to a traditional resume, include descriptions to explain the work you have done.

Starting your e-portfolio is simple to do with many online tools. Websites like Wordpress.com make creating an online presence fairly easy. While most recruiters will look at your online portfolio, when applying, sending a traditional resume is still the trend. Listing your e-portfolio on your resume can give you a second chance at impressing the recruiters which could land you the job.

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