

USING USB TO CRAFT POTENTIAL EMPLOYEE'S PERSONAL BRANDS

When employers are looking for high-level employees, they want candidates who show well not just on paper but who have a personal brand, too, said our client Steven Easley of Cincinnati-based Easley Blessed Media.

His company creates events to help both current and potential employees polish their personal brands. At the end of these events, the clients receive a USB flash drive loaded with their new, personalized resumes and headshots to help them either search for new jobs, move up in the organization they are currently at, or work to be recruited by the sponsoring company.

The events are straightforward. The client comes in with a resume, and coaches work through those with them. "We will look at it with you, what you might want to change. If you are going after this type of job, this is what they want to see in a resume. It is a light critique of the resume and how to align it for the job you want by making little changes in the resume," he said.

Online life vs. real world

Next, the coaches look at the client's digital life and profiles. "We look at ... who do you look like online? What will (employers) find on your Facebook, your Twitter, your Instagram. What you are in the digital world is looked at in the workforce now," he said.

"You can't be a CEO if your pics are not CEO-like. It is your private life but it can hold you back as a young professional. I get it, if you support this and that, but if what you support is illegal – support it with your friends and in personal conversations, but don't take pics of it and post it," he said.

Finally, the clients get new headshots done by professional photographers. They have stylists on hand to help the client look their best for those shots, even if that includes a little makeup to make for better shots. "Guys don't want to wear makeup until they get it and we take their pics," and see how much better it can make their headshots. Then, he said, everyone wants the makeup.

At the end of the event, the client now has a USB with everything on it – the polished resume, a list of how to improve their digital presence, and new headshots for their LinkedIn or other professional services.

"Take it with you and use it to make a difference in your career," Easley said.

Show how you are engaged

It isn't just about cleaning up their digital footprint and photos, either, he added. Particularly at the mid-level and above positions, companies want to see a whole person with interests outside of work and what they engage with – without being paid to.

"You went to college and have a degree, sure, but where do you engage in the community. Position that as a part of your digital brand. People really do care about that and it changes. When you are going for mid level and below, they don't want to see you are engaged. They want you to think about nothing but them.

"For higher level positions, we want a whole person. We want to know the CEO has passions and engages," he said.

Easley does several of these events each quarter – sometimes with social media organizations, sometimes with existing companies, and at times with businesses laying off staff.

"One company, they were getting rid of a whole division so they hired my company to get everyone a fresh brand makeover – everything they needed to get a new job. Their thought was 'These employees have given us years of service, this is the least we can do from them -- an experience to help the transition.'"