

WHERE TO

A resource dedicated to student-athletes and their Life after Notre Dame.



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GOING TO THE GAME PLAN: YOUR RÉSUMÉ AND LINKEDIN PROFILE

By Ashley Morgan, Head of Career Transitions



In the June issue of Where to LAND, we introduced our **Career Transitions pillar** and its variety of services offered through a customized game plan for former student-athletes and managers, including 1:1 career coaching, résumé best practices, professional profile curation, mock interviews, goals assessment, and more. In this article, we dig into the game plan, with tips on creating an impactful résumé and LinkedIn profile.

REVVING UP YOUR RÉSUMÉ

The following elements are based on best practices and trends designed to get a recruiter's "eyes on" your résumé and hopefully, that interview and job!

- 1. Personalize your résumé to the job ad** – Make a list of the skills required for the job and then match them to your own, describing your skills in the language used in the ad.
- 2. Articulate your skills** – Include your soft skills, personal attributes that are becoming more critical to employers. They include work ethic, collaboration, problem-solving and communication skills. We help you express them fully.
- 3. Show that you bring results** – Add numbers to your résumé, be they sales records or survey results. Metrics can be identified in almost any role, and we offer a winning formula to describe them.
- 4. Ditch the design** – Borders, images and artwork can "confuse" the software that reads a submitted résumé. We offer templates that highlight your qualifications without the need for flourishes.
- 5. Use job ads as a roadmap** – An ad shows you exactly what you need to succeed. We advise you on what to look for in ads, so you can find any "potholes" in your current résumé that need filling.

PROMOTING YOUR PROFILE

Did you know that the most important part of your LinkedIn profile is your picture? It is because it represents your personal brand. The background image you choose for your profile also reflects your personality and career interests. If you're currently working, an image of your company shows your pride as an employee. If you're looking for a position, place an image that suggests an industry or role you're pursuing.

These and other steps for creating a winning LinkedIn profile are provided in your customized game plan, including how to create your own profile URL, an engaging headline under your name, and a summary section that conveys the value you bring to a company. We understand each component of the LinkedIn profile – from modules to multimedia, skills to scholarships – and we're excited to share our knowledge with you.

OUR CAREER COACHING PYRAMID – PLAYBOOK FOR SUCCESS

Our Career Coaching Pyramid [below] reflects the candidate's personalized game plan, which provides the latest tips, techniques, and procedures for creating an impactful and engaging résumé and LinkedIn profile and preparing for interviews. In future editions of *Where to LAND*, I'll offer summaries of these best practices as well as insights from our candidates about their own career transition experiences.

HOW DO YOU GET STARTED?

How do you get started with the Project LAND Career Transitions team on your rejuvenated résumé and profile? An eligible* former student-athlete or manager ("candidate") completes their application via the **Project LAND website**. Applicants to the program receive an email within 48 hours to set up the first meeting with Program Director Brandyn Curry (Harvard Basketball '14) and me.



POST-ATHLETIC CAREER TRANSITIONS PYRAMID



*Eligibility: Any former student who has participated in practice or played in a game for a varsity sport at the University of Notre Dame. This also includes any student that served as a manager for a varsity team while enrolled at the University of Notre Dame. The applicant is no longer eligible for sport and graduating.