

Round 1

For the next few weeks, we're going to take an iterative approach to getting your work together.

You will have the opportunity to work and get feedback on the following:

1. Mood board
2. Resume
3. Cover letter/letterhead
4. Business card
5. Thank you note

Part 1: Creating your Personal Brand Moodboard

We are beginning to create the building blocks for your personal brand package.

You've started thinking about your origin story which leads you into who you are today with your elevator pitch. Next, we're going to see how we can continue manifesting that storyline in your resume and cover letter.

Before we start, begin to create a visual mood board that best expresses your style. It's your essence. This board is most helpful if you are able to demonstrate a feeling based on colors, typography, and general graphic elements that you feel express the evolution of who you are today and how you want the world to perceive you.

This moodboard will begin to inform you what your resume style will look like, the visual of your website, and even begin to color the tone of voice in all mediums about yourself.

Please upload as a jpg or pdf.

Part 2: Resume

The most effective method I've found to create a resume is to start with the job description. Begin doing some industry research and compile an organized list of various jobs, industries, contacts, and links to the job post.

After you've compiled the list, select 3-4 jobs you would LOVE to have. Use that as inspiration to pull keywords. Build your resume off of these descriptions, noticing the quality and skills they are looking for. Read on their site about their mission, what matters to them, and begin your research on their company culture and values.

Design a resume that is inspired and in line with the mood board you've created.

Make sure your resume is clear, professional, and free of typos.

For this first round, you will only submit 1 resume for 1 job.

Please submit as a pdf.

Part 3: Cover Letter

Cover letters are an opportunity to set yourself apart and humanize who you are. This is a great way to show a potential employer context and color of your personality, where you stand out, and how you shine.

Based on the job description and the in-depth research you have done, create a cover letter that highlights who you are, how you've demonstrated key skill sets they are seeking, and your level of enthusiasm. This is a great opportunity for you to learn how to position and market yourself.

You will be supplying only 1 cover letter for portion. It should be the same job opportunity used in the resume portion and supplied as a pdf.

Resources/Articles

[The Muse](#)

[The Muse Tips](#)

[Forbes](#)