

# Career Toolkit



Before beginning your job or internship search, you need to assemble a “toolkit” of essential assets to help ensure your search is successful.

## **Know your brand**

Your personal brand is the unique combination of your education, experience, skills, talents, and personal interests/passions that makes you who you are and demonstrates the value you bring to a company and/or clients.

## **Update your resume**

Your resume is a promotional document that clearly and concisely articulates your brand. It's very important to showcase your relevant experience and skills and to customize your resume to each specific opportunity.

## **Draft your cover letter**

Your cover letter is an opportunity to provide context through which your resume is viewed. The purpose is to build enough interest in you as a candidate that the reader will be curious enough to look at your resume. It's your opportunity to summarize why you're a strong candidate — the specific skills, experiences, and personal passions that align with the qualifications outlined in the job description. The cover letter is especially important to career transitioners.

## **Create and refine your LinkedIn profile**

Your LinkedIn profile allows you to showcase your brand as well as manage your professional connections. It's an invaluable tool for job searches and recruitment, and a way to stay current with industry news and trends.

Building your professional network is critical to professional advancement and growth. Seek informational interviews, attend networking events, or connect with The American College of Financial Services Alumni Network on [LinkedIn](#).

## **Practice interviewing**

Interviewing is a skill, too. Preparation and practice are the only ways to master this skill.

## **Begin your search**

Be confident about what you can offer an employer and get out there! Good search sites to start with include Indeed, LinkedIn, and Glassdoor.