

Memo on How to Draft a Promotional Resume.

Hi All,

Over the years we have received resumes that are unorganized, often backwards, missing relevant information and not helpful in getting staff a job. We have heard from many staff that no one has ever told them how to draft a promotional resume - so let's fix that! ☺ We are here to help.

We are matchmakers in a way - we want to help staff get hired and help clients find the right staff for their programs. And your resume is essential to that process as it lays out what your relevant experience is. The resume is your marketing tool, your advertising piece - thus it should be clear, well written and provide an overview of the range and depth of your experience. Your resume is the primary information source that agencies and clients base their screening and hiring decisions on. If you don't have a resume that shows you have the necessary experience, you often will not get to an interview stage.

Here's the deal - many of you have substantial promotional experience and capabilities - you may be a rock star, who is perfect for certain jobs - but unfortunately if your resume doesn't do an effective job of illustrating that, it doesn't show it - you may miss out (that doesn't mean you aren't getting jobs, but that you aren't getting all you should be). And that is because while you have the qualifications and experience the client is looking for; the client doesn't know it. **And that is the NO. 1 rule – if it doesn't show it, no one may know it!**

Here are the basics

- 1) Order – resumes are reverse chronological – that means most recent work experience first. If you have separate sections (see below) based on type of work, then you order by date within each separate section.
- 2) Categories – First create a Promotional Experience category. Then if you have significant experience, you create subcategories. Ex. Promotional Manager Experience (if you have any), then Brand Ambassador or Other Promotional Experience for sampling or brand ambassador positions. Some staff with extensive experience may break up their Brand Ambassador or Other Promotional Experience into other subcategories – Tradeshow, Liquor, Automotive, E-commerce, etc. If not significant promo experience, or if you have other aligned experience, like sales or hospitality, then list that in a category called Other Relevant Experience. If you have a CDL or other relevant certifications or education, you would list them in their own categories.
- 3) Agencies – For your promo experience, do not list the agencies you worked for. Your experience is about the brand or program you managed/worked and what you did, not the agency. And why would we send our client a resume with a competitor's name on it? :D
- 4) Resumes should set forth the elements/criteria of the programs you've worked on, and thus make it easier for clients to see that you satisfy the specific needs of their current program so they can approve you. The amount of detail you go into for each position is based on how much experience you have, what the position was and the job you are applying for (as you tweak your resume for each job).
- 5) You should craft a solid resume showing a good sampling of your promo and relevant experience, which will serve as your template. You should tweak/adjust your resume on a case by case basis when applying for specific jobs to add in or emphasize certain experience that is on point with the job specifics. Ex. A position may be more sales focused or more about lead generation – so you emphasize programs where you have performed those duties.
- 6) Do spell check before sending. We all do typos in emails. But when it comes to your resume, something that represents you, there shouldn't be any. If you can't promote

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yourself (your most important client/product) correctly, then why should a client feel confident in you representing it and its brand?

Get the Client's Perspective

When agencies and clients are looking to hire managers/promo staff for a program, they have a checklist of the elements/criteria for that program which candidates are matched against. Your job is to make it easy for them to hire you; so you want your resume to hit as many of those marks as possible. For the managerial or relevant positions you should set forth:

- Brand, product or program name
- Position: tour manager or market manager (or other position),
- Name and date of program
- Type of program and elements:
 - 1) in-market or tour (nationwide, regional, state, city);
 - 2) sampling, product demonstration, product launch, brand awareness, lead generation, games, photos, etc.
- Type of event sites: colleges, malls, festivals, retail, concert, street/guerilla, bars, etc.
- Type of product: beverage, snack food, cereal, electronics (better if you can name the product if possible)
- Length of program – 3 months, 2 weeks, 3 days, one day.
- Target demographic – teens, young professionals, etc.
- Drove a vehicle: no or yes. If yes, name type i.e., drove a Ford f 450 and pulled a 25 foot trailer, or drove a 25 ft box truck or drove a branded suburban etc.
- If manager - number of staff you managed
- Any special or unique responsibilities - emceed event, had to do press, responsible for set up, daily report forms, staff training etc.

So a Basic Template would be

Promotional Manager Experience

Kellogg's Snack Stix S2X Tour Tour Manager March 2012 to May 2012

- Managed a three month, nationwide tour for a new Kellogg's product executing at retail stores and fairs and festivals. The product launch involved sampling, games and premium distribution to generate product awareness and consumer interaction among mothers of small children and teens.
- Drove a Ford F45 - towing a 25 foot trailer. Responsible for vehicle maintenance, event set up and breakdown (two 10 x 10 tents, inflatable and a stage) and a tour crew of 3 staff.
- For each market had 5 in-market staff - trained and supervised - and event reporting and inventory tracking responsibilities.

Sony Vaio "It's Hot" program Market Manager December 2011 to January 2012

- Managed a 7 week mall program in the Chicago market as part of a nationwide campaign for Sony Vaio. Targeted business professionals and college age consumers, demonstrating the ease of use, power and technology of the product.
- Program involved setting up a booth with 12 computers and a backdrop. Premium distribution as well as a weekly sweepstakes giving away a computer encouraged consumer participation.
- Managed a staff of 12, interacted with local Sony retailers as well as mall contacts. Daily/weekly paperwork.

Haribo Golden Bears "Summer Sampling" Market Manager June 2011 – September 2011

- Managed a 3 month guerilla street campaign in St Louis executing near large festivals, fairs and sporting events. Program targeted small children 6 to 11.
- Drove a cargo van, responsible for storage unit, material receipt and recapping

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-Supervised a team of 4.

Obviously if you have a lot of management experience you won't list them all – resume would be way too many pages. You should list at least 4-5 of the more recent, sophisticated programs or ones that are similar to program for which you are submitting. **Look we get it that you really want to write one promo resume and have it work for everything. But in the real world you tweak your resume as necessary, tailoring it for the specific job.

After listing four or five manager positions, then just provide a list of the others (meaning only the program names with dates and length). You can always more fully describe at the interview.

Other Management Positions

Crest Imagine Tour 2009 – Sampling, interactive, at festivals 2 months
Pepsi Challenge - In market program 2008, at malls, 6 weeks
Sony Wega Tour 2008- Malls, 4 months
Etc.

Then you list other promo experience in the same way

Other Promotional Experience - Brand Ambassador, Sampler, Demonstrator (if you have done tradeshows you may want to list those separately. If you have substantial BA and other experience, you may want to list by type – Liquor, Auto, etc.) Give a very brief overview – position, what you did, when and where

Oil of Olay - Sampler - 2 week program at malls June 2012 –
Burger King – Brand Ambassador at Keith Urban concert, handed out t-shirts, coupons, communicated key messaging May 2012
Intel — Tradeshow Hostess, Indianapolis Technology Convention May 3-6, 2012
Etc.

Other Relevant Work Experience

Here you list other work experience that may be relevant - if you were a manager or had managerial responsibilities at a restaurant or other job - retail store etc. No need to do this if lots of promo exp.

Education: Any college degrees

Certifications and Training: CDL, acting, public speaking, etc.

Interests and Experiences: Include anything which may supplement your experience - athletics, acting, etc.

Our goal is to help candidates land positions, but with the number of staff out there, you need to help make that happen by marketing yourself in the best way possible on your resume and making your qualifications known. It's no good being qualified if your resume doesn't demonstrate that fact.

Thanks,

Team Marketing