**Resume Brand Translation**

Use this document as a tool to help capture your brand onto your resume. If you are changing careers, industries and job function then this is a way to capture the experience that is most relevant and transferable to your dream job. Once you answer the questions below begin to update your resume accordingly.

**List your areas of expertise.**

*What are the things that you’re good at? They don’t have to be directly related to the job. They can be specific or you can capture them into competencies (eg. Customer Service)*

**List relevant projects**

*Think about past jobs and identify core projects that might bring value to the employer you apply to.*

**List relevant accomplishments**

*Think about things you’ve been recognized for. Think of things you’re proud of that people might not have seen, things that people have told you that you’re good at, or areas where you’ve made an impact.*

**List relevant awards**

*What have you been awarded with for your performance? This could be a formal award or a recognition by others.*

**List industries you’ve worked in**

*Brainstorm the industries you’ve worked in. This may give more ideas and context into your areas of expertise.*

**List transferable skills**

*When you look at the job description what skills do you have that bring direct value to the organization?*