



2024 October Career Fair

Paul Cecala

***More Productive Networking
with a Personal Marketing Plan***





About Your Trainer:

PAUL CECALA

- Certified Career Coach & Author
- 20+ years experience coaching
- 9 years in post secondary education career services roles
- More than 3000 people mentored and coached
- Conducted more than 500 Job Search seminars, presentations and workshops
- Been thru 3 job searches of 18 months or longer in my career
- Participated in 9 PMI-NJ Career Fairs, Assisted dozens of PMPs, Managed PMP training

WORKSHEET #7

Work Search Marketing Plan

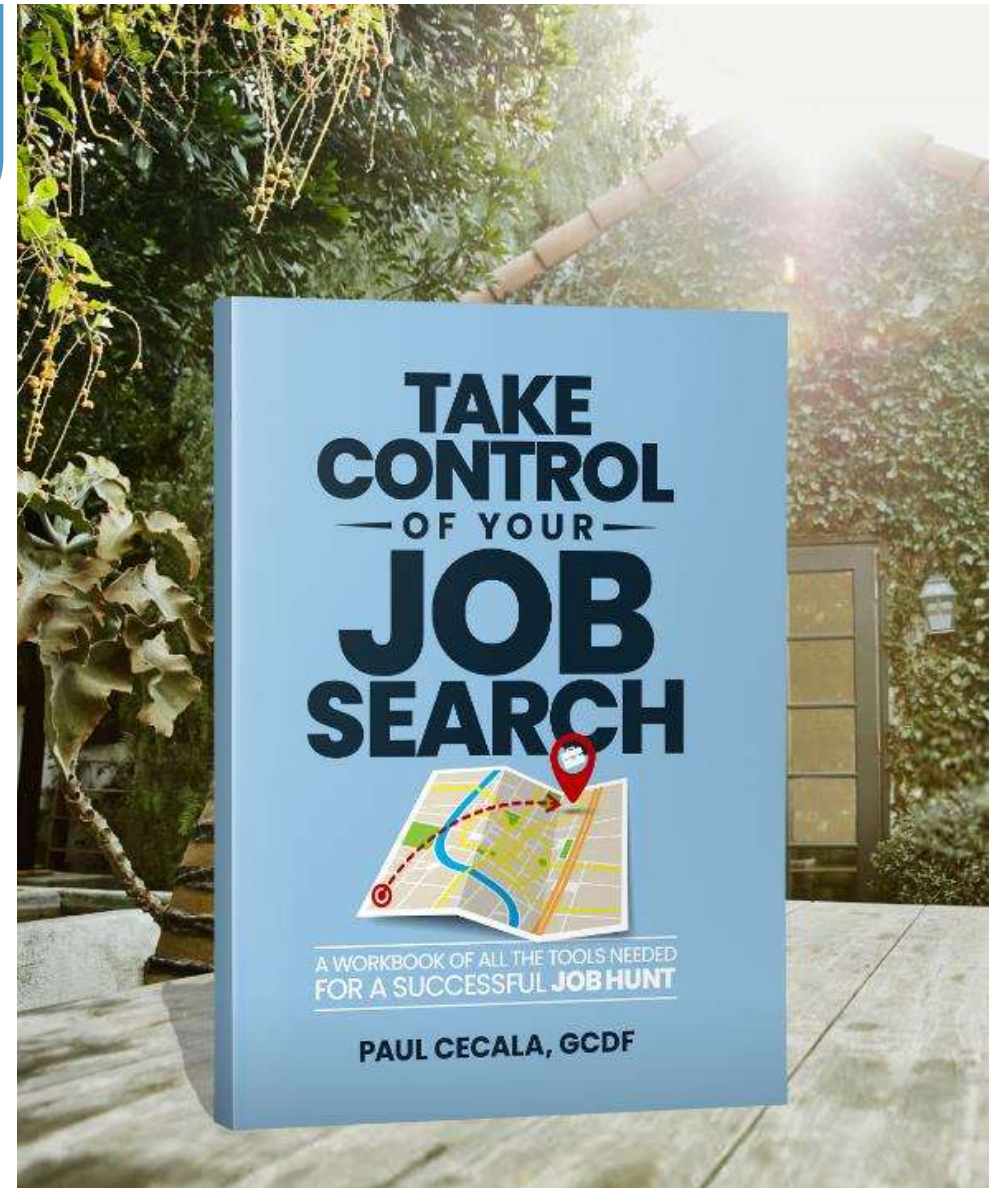
Tutorials to accompany the
Take Control of Your Job Search
Workbook!

Presented by:

Paul Ceala, GCDF



**Cecala Career
Consultants**
Navigating to Your Success



8 Milestones to the Job Search

Step 1

Finding your
Work Purpose
&
Accomplish-
ments

Step 2

Your
Personalized
Project Plan –
Gantt Chart

Step 3

Targeting
Your Search

Step 4

Your Personal
Branding
materials

Step 5

General
networking
into the
Target
Organizations

Step 6

Networking
with Hiring
Authorities
in Targets

Step 7

Interviews &
Follow-up

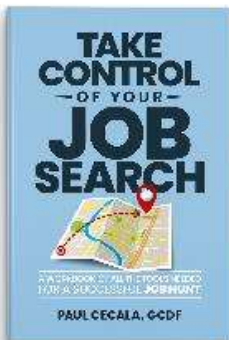
Step 8

Your Metrics
Dashboard

What to Expect

1. Success Stories
2. **Marketing Plan**
3. Resume
4. Cover letter
5. Business Cards
6. References and Proof Documents
7. Social Media Presence

Worksheet #7 Personal Marketing Plan



WORKSHEET 7 – WORK SEARCH MARKETING PLAN

What this is for

This marketing plan is your *forward-looking* document to be used when networking in lieu of giving out your resume (a document that focuses on your past). It is truly your advertisement or flyer and should be as esthetically pleasing as possible using (where appropriate for your industry or role) infographics to help make it easier to read and more appealing. The goal is to remind the person who gets it of your conversation so they can better assist in your search.

Why this is necessary

Often when networking, people hand out their resume which covers their past experiences with little information about their future goals and plans. The marketing plan speaks of what comes next in your career and why you are the best candidate for that role. It also supplies the list of your target markets and the organizations you want to work for. It reminds the reader of how they can best help you move forward.

When to use this worksheet in your work search

This is your primary advertisement or marketing document when networking. You should use it for every conversation you have with people assisting you in your job search except one – the interview. Use your resume only in an interview.

How to use it

This worksheet is a great but simple document. Each field explains what information goes into it. However, because it is YOUR advertisement or flyer, there are no RULES or expectations for what it should look like. It needs the information asked for in the fields, but how you present it is completely your choice. Make it interesting and use infographics where helpful. Add in colors, columns, or boxes – as much or as little as you wish. None is needed, but all are options. The next page provides an explanation of each field and is your template to use. Just remove the explanation of the field from your final document.

29

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SAMPLE TEMPLATE

WORK SEARCH MARKETING PLAN

NAME
(Any certifications or initials that follow your name – PhD, MA, PMP, etc.)

Preferred Positions:

Preferred Functional Area/Dept:

POSITION STATEMENT or VALUE PROPOSITION

(1-3 very brief, pithy statements of what you do related to the position(s) you want. Focus on your strengths and competencies. What differentiates you from your competition?)

VALUE STATEMENT

(2-3 success/results statements that show how you will resolve the target audiences' needs, wants, and challenges. These are proof statements for what you stated you can do above.)

COMPETENCIES

PRIORITIZED TARGET MARKET LIST

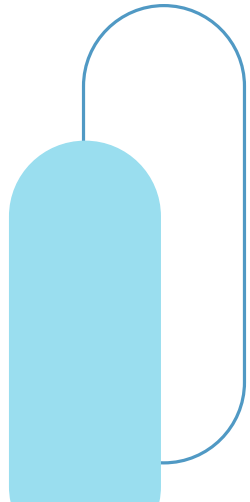
	Target 1	Target 2	Target 3	Target 4
Position/Title/Function				
Industry				
Location(s)				
Target Organizations				

30



PURPOSE of a Marketing Plan

- Your BROCHURE or Advertisement
- Marketing Plan is **FORWARD** looking, Resume looks backward
- Used in Networking to encapsulate your side of conversation
- Give it out instead of your resume (2 exceptions – Applications / Interviews)
- Reminds People who you are and what you are seeking
- Includes list of target organizations
- Make it your own. OWN it. There are no rules!



Components of Marketing Plan

1) Header Info:

- Your Name & Contact info
- Preferred Title, Role or Function
- Functional Area of organization (if title does not imply that)

2) Value Proposition and Position Statement:

- Why you are qualified
- Value you bring to organization

3) Significant Expertise or Experience:

- Core competencies
- Outstanding accomplishments

4) Target Markets:

- List of organizations for which you want to work

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SAMPLE TEMPLATE

WORK SEARCH MARKETING PLAN

NAME _____ xxx.xxx.xxxx professional.email.com
(Any certifications or initials that follow your name - PhD, MA, FNP, etc.) www.linkedin.com/in/your profile

Preferred Positions: _____

Preferred Functional Area/Dept: _____

POSITION STATEMENT or VALUE PROPOSITION
(1-3 very brief, pithy statements of what you do related to the position(s) you want. Focus on your strengths and competencies. What differentiates you from your competition?)

VALUE STATEMENT
(2-3 success/results statements that show how you will resolve the target audiences' needs, wants, and challenges. These are proof statements for what you stated you can do above.)

COMPETENCIES

PRIORITIZED TARGET MARKET LIST

	Target 1	Target 2	Target 3	Target 4
Position/Title/Function				
Industry				
Location(s)				
Target Organizations				

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Marketing Plan Examples

PERSONAL MARKETING PLAN

SENIOR OPERATIONS MANAGEMENT

International Operations Management in manufacturing environment with significant responsibility for identifying business strengths and weaknesses.

TARGET JOB TITLES:

**Manager of Global Operations • VP of Operations
• International Operations Manager • COO**

SUMMARY:

17
Years
of Experience

5
Countries

\$700M
Budget Managed

27
Direct Reports

A Senior Operations Management professional with over 17 years experience in global markets for the food manufacturing industry. Greatest assets are in identifying strengths and weaknesses of businesses and building a team to design and deliver effective solutions. Career includes managing production, operations, quality control and purchasing functions for three multinational corporations. Over seven years' experience providing turnkey operations consulting for the start up of several production facilities in Europe and Latin America. Managed budgets valued to \$700M annually. Led a team of 27 direct reports located in five countries including three non-English speaking facilities.

COMPETENCIES:

Operations

Distribution

International Business

TARGET MARKET:

Geographic: East Coast United States with global locations in major metropolitan regions of Europe.

Types of Industries: Manufacturing organization in Food, Cosmetics or beverages.

Size of Organisation: Over 2,000 employees including operations and distribution.

Organization Culture: Multi-Cultural Senior Management team, defined process, open to innovation.

TARGET COMPANIES:

Food	Cosmetics	Beverages
Campbell & Crighton Foods	Rubicon & Banks	Bacter Beverages Norwegian Products
Caraway International	Cosmegetics	Best Packaging
Elliot's Slim-Line	Dole, Bibo & Crighton	First in Line Beverage Corp
Grabhorn Foods	Leah West American Products	Transatlantic Liquid Trade
Lincoln Foods International	Gambie & Pisanon	Water & Telle Global
National Foods Distributors	Le Eric Specialties	Woolmister Beverage
Olympus Foods	Primo Products	
Present Farm Foods	Raychid & Reeves	
Southern Frozen Foods	Sevanel Organics	

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SUMMARY

Customer Management professional delivering service innovation within technology, telecommunications and professional services industries. Thoughtful, conscientious and driven to improve the "customer experience" throughout an organization.

PROFESSIONAL OBJECTIVE:

Create and manage improved customer services and repeatable processes that support sales and delivers positive customer experiences.

RESULTS:

- Created and led a software Customer Care process that delivered improved revenues within six months.
- Reduced implementation time for new process by delivering training across departments.
- Manage, coach and lead new employees to deliver memorable and efficient customer experiences.

TARGET MARKETS:

Industries: High-tech (software/hardware/services), Telecommunications, Professional Services

Size: Small to medium sized business

Culture: Fun, balanced work/family commitment & driven to be market leader

Geography: Rochester, NY and surrounding counties

EXPERIENCE SUMMARY:

Company	Role
Crane Wiley Associates	Professional Services Executive
Small Inc.	Customer Service Supervisor
Services and Smiles	Corporate Services Executive
Technology Services, Inc.	Customer Care Executive

TARGET COMPANIES

Asada	Freumar	R&R&R
Barrick & Lomb	Genlock Sealing Technologies	XIT
Ceresstream	Harris RF	SMS Systems Maintenance
Catalyst	IDI	Straus Arms Technologies
CaterTrax	IME Optical	Thermo Fisher Scientific
Constellation	M/S Networks	University of Rochester
Cooper Vision	MVP	Vermont
Everlink	Optical Coating	Visionics
EMC	Ortha Chemical (J&J)	Windstream
Excelis BCBS	PreClarity	

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INDUSTRY EXPERIENCE

Telecommunications
Professional Services
Consulting Services
Software
Hardware
Manufacturing

CORE COMPETENCIES

Customer Relationship Mgt.
Account Management
Analyzing Service Metrics
RFP Response Management
Negotiating Contracts
SLA Management
Program Management
Project Management
Technical Support Mgt.
Application Support Mgt.
IT Management
Competitive Analysis
Business Development

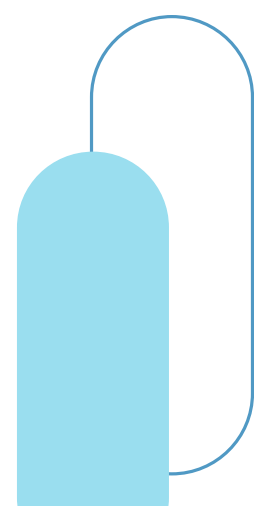
EDUCATION

AS - Office Technology - MCC

INTERESTS

Oswella Wine Growers Association, President and current Board Advisor

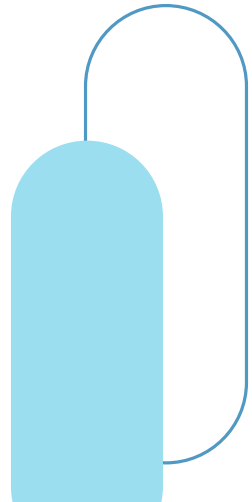
Habitat for Humanity, Volunteer





Problem Areas

1. Not using a clearly defined title, role, or function. Listing multiple titles
2. Value Proposition and Position statement do not support the title
3. Including unnecessary information – It's not a resume. It's a summary.
4. Poorly defined target markets
5. Too few target organizations
6. Inappropriate design for the role



RECAP OF: TODAY

❖ Personal Marketing Plan

- ❖ A FORWARD-looking brochure used in networking
- ❖ Summarizes your desired role, value proposition and competencies
- ❖ Lists your target organization
- ❖ Designed for eye appeal

Questions?



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