

Resumé Breakdown | Experienced Grad

1 Expert Tip: A tag line or quote from a manager, client or team member can define and promote your unique value proposition.

2 Expert Tip: Avoid a long list of skills by grouping them into categories related to those sought after in your field or prospective role.

3 Expert Tip: Consider stacking roles within the same company. Include a main heading for the organization with a summary and your overall tenure dates (right-justified) followed by your responsibilities.

4 Expert Tip: Background information on previous roles is a powerful way to talk about your successes.

5 Expert Tip: Include quantifiable results whenever possible.

6 Expert Tip: Ongoing learning and development demonstrates relevance and continued growth.

7 Expert Tip: Mention of professional association affiliations reflects engagement within a professional sphere.

Catherine Mattine
Newbury, NY 00000 | 000-000-0000 | youremail@email.com | linkedin.com/in/yourlinkedinaddress

CONSUMER PRODUCTS MARKETING LEAD

15+ years' experience leading teams to reach new heights, impact consumers, and deliver product sales success. Skilled in creating vision, collaborating with creative and engineering teams, and garnering senior leadership buy-in and support for new initiatives.

1 Passionate leader focused on delighting consumers, engaging retail partners, and empowering and inspiring teams.

2 *Consumer Marketing Expertise*
Data and Analytics, KPI development, Seasonal Planning, Campaign Tactics, Social Media Marketing, Public Relations, Brand Partnerships, Sponsorships, A/B Testing, Message Testing, Consumer Panels, Stakeholder Relationship Management

All Goods, Anywhere, NA **2016–Present**

Recruited to reconfigure marketing team from agency model to in-house team of experts for brand with lackluster performance. Promoted three times to replicate plan across organization's larger brands.

VICE PRESIDENT, MARKETING - Sneakers Division (2019–Present)

Tapped to lift major division's marketing to new levels during high stakes branding redesign | Team: 75 marketers, designers, project managers, writers, and administrative support | Budget: >\$150M | Reported directly to Executive Vice President, Sales and Marketing

- Developed and instituted new reporting and responsibility structure that empowered teams, streamlined design iterations, and reduced decision bottlenecks.
- Established shared vision across entire division, creating enthusiasm, infusing design thinking, and encouraging calculated risk taking for innovation and excellence.
- Collaborated with engineering to push boundaries and integrate consumer feedback throughout iterative process that elegantly blended innovation and function.
- Led consumer engagement team in crafting, planning, and executing the successful "Sneakers Get You Where You Need To Go" campaign and setting new sales records for All Goods and the footwear industry.

3 **SENIOR DIRECTOR, Housewares (2018–2019)**

Promoted and charged with infusing processes and standardization in rapidly growing department with influx of 40% new staff from acquisition brand.

4 **5**

PROFESSIONAL DEVELOPMENT and ASSOCIATIONS

Continuing professional development topics and workshops, including Digital Commerce Strategies, Design Thinking, Content Marketing, Digital Analytics, and Brand Management

Associations: Executive Women's Network | Consumer Branding Consortium | CPG Network

6 **7**

Explore more career support resources at phoenix.edu/blog/career-support/tools-resources.html

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Leadership Overview

P&L, Budgeting, Staffing, Project Management, Performance Management, Vendor Selection and Oversight, Executive Presentations and Briefs, Cross-Functional Collaboration, Mentoring, Talent Development

Consumer Marketing Expertise

Data and Analytics, KPI development, Seasonal Planning, Campaign Tactics, Social Media Marketing, Public Relations, Brand Partnerships, Sponsorships, A/B Testing, Message Testing, Consumer Panels, Stakeholder Relationship Management

EXPERIENCE

All Goods, Anywhere, NA

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- Partnered with division leader to define and quantify processes, successes, and areas of opportunity (including conducting an internal SWOT analysis).
- Planned ongoing staff communication campaign to address employee concerns and uncertainty.

(Senior Director, continued)

- Developed new KPIs that reflected new company focus on the houseware division, prioritizing and clarifying focus, goals, and performance objectives
- Empowered team leaders and managers to create marketing plans and calendars to share across the division and collaborate to maximize ROI.
- Led entire team to deliver revenue increases of up to 23% and create a business case for adding staff and promoting four people to Directors.

DIRECTOR, Home Fragrance (2016–2018)

Recruited by Division President to address lagging sales and disengaged retail partners.

- Created a retail partners task force and charged them with re-engaging connections and partnerships through focused attention, site visits, and marketing around upcoming new products and consumer campaigns.
- Worked with packaging design team to modernize concepts and reflect retail partners' requests regarding shelf placement, spacing, and storage needs.
- Increased profitability by second quarter in role, consistently growing revenue month over month.

Bullseye Detergents, Somewhere, AZ

2013–2016

MANAGER, CONSUMER MARKETING

Led consumer marketing for start-up in sustainable home cleaning products space | Scope included introducing brand to market, DTC sales, website development, email marketing, and social media campaigns.

- Increased revenues by \$5M within first 12 months by redesigning marketing campaign to align promotional periods with clients' budgeting timelines and processes.
- Pitched company's first-ever appearance at international trade show event, working cross-functionally with public relations and sales enablement teams to develop innovative and proactive stakeholder engagement plan that continued to drive sales 18 months post-event.

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EDUCATION

University of Phoenix, Phoenix, AZ
Master of Business Administration (MBA) (April 2020)

University of Knowledge, Anywhere, AZ
Bachelor of Science (B.S.) (major: sociology, concentration: statistics)

Cover Letter Breakdown | Experienced Grad

1 **Expert Tip:** When following up after a discussion with a recruiter, an email note may suffice. If using email, be sure to use a subject line that helps the recruiter identify your message importance. In this case, an example might be: "Confirming 9/18 call, resumé attached."

2 **Expert Tip:** Highlight your value proposition in your letter or e-note. This email might be shared with a prospective employer, so provide compelling details that make them want to speak with you.

3 **Expert Tip:** After summarizing her strengths, Catherine smartly mentions her desire to understand how they may be useful in relation to the employer's needs. This is a brief, but powerful statement that shows she is focused on what's in it for them.

Catherine Mattine

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9/1/2021

1 Holly Jonas, Executive Recruiter
Executive Retained Search, Inc
32 Park Ave. West, Suite 2271
New York, New York 10021

Dear Holly:

It was wonderful to speak with you earlier today! As promised, I've attached a copy of my resume.

2 As I mentioned, I thrive on turning around lackluster performance and delivering results that most people thought were impossible. While the reason I'm called in is to address underperformance in a team or department, I know there is often untapped talent and/or strengths 'on the bench' yet to be leveraged. I start each of these assignments with a listening campaign. Interviewing and empowering managers and teams has proven to be an integral step in my winning turnaround process.

3 I look forward to our meeting on 9/18 to further discuss and explore my approach and prior successes in relation to your client company's needs for its next Senior Vice President of Marketing.

Have a great week – and thank you for reaching out.

Sincerely,

Catherine Mattine

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Catherine Mattine

Interview Script | Experienced Grad

Landing an interview means an employer has decided you meet the requirements on paper. Your goal now is to tell your story and explain how it aligns with the organization's needs. Thinking through common interview questions and how you could respond will help build your confidence. Remember, this is a two-way conversation, so you'll also be learning more about the job and the employer. Here are some examples of commonly asked questions and how they might be answered.

"Tell me about yourself."

"I am very excited to put all the tools and skills I learned in my work experience and degree program to work for a dynamic organization. I like the idea of providing great customer service while paying close attention to the details. I am as comfortable working with teams as I am independently, and this job seems to be a nice balance of both."

"Most of my career has been within healthcare administration, starting in entry-level positions and then advancing once I completed my degree. I am interested in supporting an organization by hiring and retaining the best employees. As a detail-oriented, organized individual with strong customer service and communication skills, I can make valuable contributions to the team."

"What made you decide to apply?"

Identify a weakness and the steps you took to correct it.

"To be honest, I used to really struggle with public speaking. While in my program, I took a class on public speaking and joined Toastmasters. Now I feel much more confident in my ability to speak in front of a group."

Questions like this are asking for a story. One approach is to use the S.T.A.R. format.

Situation – "In my final year as a student, I used my capstone project to address a real challenge faced by many hospitals."

Task – "I completed a capstone project focused on process improvement for a mock hospital."

Action – "I created a detailed project plan, focused on streamlining the billing process from manual to automated billing."

Result – "Our estimates are that this project would have increased productivity by 52% to a real organization, not including the saved labor costs."

"Tell me about a time you overcame an obstacle."

"What's your biggest weakness?"

"What do you like most about working here?"

"What's been the biggest challenge?"

"What would my first week on the job look like?"

"Are there any hesitations about me that I can address?"

"What is the timeline for decision-making or what are the next steps?" (This should not be asked alone but at the end after you've asked at least one other question.)

"What questions do you have for me?"



Interview Q&A | Experienced Grad

☰ Interview questions are designed to help employers learn more about you. Use this worksheet to write down how you would respond to common interview questions. Some key points to remember:

- Keep your responses job related. Even if a question is quite general, focus on the job.
- Don't lie or embellish.
- Feel free to take a moment to think before you answer.
- Focus on the positive. Although it may be tempting, don't denigrate past experiences.
- This is not a time to focus on what you need. Focus instead on what you have to offer.

Tell me about yourself.

What made you decide to apply?

Tell me about a time you overcame an obstacle.



What's your biggest weakness?

What questions do you have for me?

Additional notes:

FINAL REMINDERS:

- Send an email after your interview thanking everyone for their time. Invite them to contact you if they have any further questions and express your excitement about and interest in the position.
- If there was more than one interviewer and you have contact information, feel free to copy them.
- If you only have an HR contact, ask them to forward your message to all participants.

Good luck in your interview and know that University of Phoenix career advisors are here to help!



Explore more career support resources at phoenix.edu/blog/career-support/tools-resources.html

LinkedIn Profile Example | Experienced Grad

Along with your resumé, a strong LinkedIn profile can be the key to helping you with your career search.

Here's an example of an optimized LinkedIn profile of an experienced graduate with a marketing background.

Catherine customized her background photo to align with her industry/brand.

LinkedIn will use your current job title as a default for your headline. With 220 characters to use, you can infuse keywords, results, and more – just like Catherine has!

Additionally, using interesting LinkedIn friendly icons can help you to stand out (as long as they are related to your work/brand).

A best practice for this section is to use first person ("I" as opposed to referring to yourself in the third person). Crafting an interesting lead sentence also adds impact.

Catherine's approach is informal and fun – and very much in line with her work in marketing at a hip sneaker company.

With 3,000 characters to possibly use, it's important to break up the text for readability. Using spacing, caps, and symbols can help.

Catherine is positioning herself as a solid leader and a fan of her current employer (which she is!). She's balancing promoting the company along with her own accomplishments.

Including successes is important in garnering attention from recruiters and HR Talent Acquisition teams. Catherine has done it here in a friendly conversational tone.

LinkedIn is an engagement and networking platform. Here is an example of how to encourage people to reach out.

Catherine Mattine
Vice President, Marketing ✨ Consumer Products Marketing Lead
✨ Polishing and transforming brands, products, and teams for greater market share and increased sales
Phoenix, Arizona, United States · [Contact info](#)
645 connections
[+ Follow](#) [Message](#) [More](#)

About

Someone recently asked me about my approach to marketing – and my answer was as simple and straightforward as it gets: I walk in our customers shoes (no pun intended as the Marketing VP for our sneaker division) and strive to view the world and our products through their eyes – always.

Do I use data and metrics to inform decisions? Of course. There isn't a working MBA in the land who isn't deeply connected to data. But these are tools for me/us to assess whether our plans are working...plans developed from that deep knowing of our customers, what they love, what they need, and how we can support their fitness and life goals. It's not the other way around.

WHAT I LOVE ABOUT ALL GOODS:

CULTURE:

When I joined All Goods in 2016, I was recruited by a former manager from an earlier role who was the President of their Home Fragrance division. She shared that she'd never worked at a company with such an engaged, connected, and supportive culture. She was 100% right.

AGILITY:

Anything is possible at All Goods and bureaucratic roadblocks, 'that's the way we've always done it' thinking, or repercussions for trying something new DO NOT EXIST. This makes it easy to pivot, adjust, and react. And EVERY SINGLE PERSON is empowered to do whatever is needed to make our customers ecstatic that they've purchased one of our products.

PRODUCTS:

Seriously, have you ever purchased something from us? If so, you understand. If not, you are missing out. The resources and focus that go into every product we sell shows. From our most inexpensive shoelace through to our most expensive sneakers – the quality is simply unrivaled.

SOME OF MY SUCCESSES TO DATE:

⚡ I've replicated and deployed a winning in-house agency model that transformed 3 different lines within All Birds, each time turning around dipping sales/revenue within 18 months to deliver the best sales quarters of the last 5 years.

⚡ While the people and products are my passion, I know that systems, processes, and plans matter. I have saved time, money, and customers through streamlining processes, increasing responsiveness, and slashing the time to bring new products to market.

⚡ About the people...happy, engaged employees get amazing things done. To build upon and encourage our talent, I introduced and rolled out two employee awards programs – one for our design team and another for customer service.

⚡ P&L...Saving money and driving revenue are the deliverables gleaned from great marketing and operational/strategic expertise. I've identified waste, reinvested in processes and people, and tracked marketing spend to ultimately do much more with much less (and not at the expense of people, quality, or service).

SHOULD WE CONNECT?

⚡ If you want to learn more about All Birds (the company, the culture, or our products) reach out.

I'm always open to exploring possible collaborations, speaking opportunities, interview requests, and mentoring.

Learn 5 ways to optimize your LinkedIn profile at phoenix.edu/blog/why-you-need-to-optimize-your-linkedin-profile-today