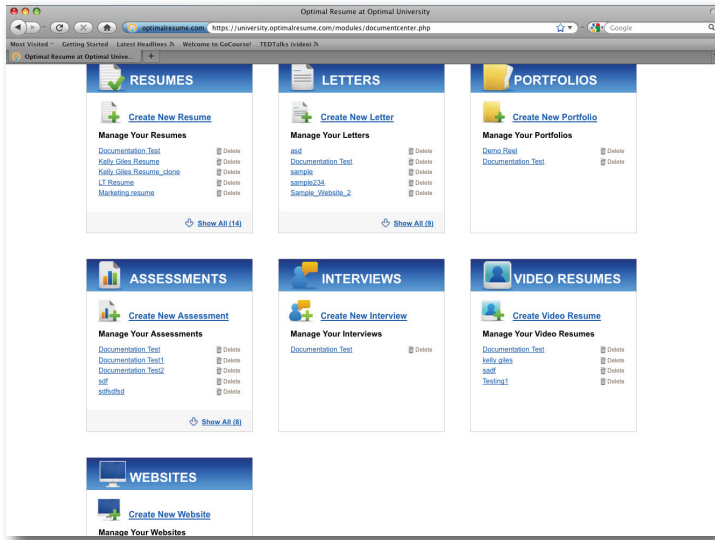
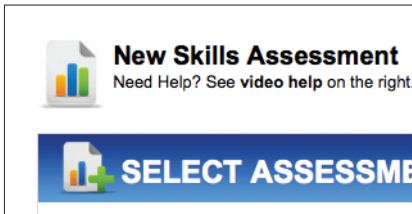


Optimal Resume's Personal Branding Tools



Personal branding is not new. Students seeking jobs and internships have always needed to tell their stories. The difference is, now they need to tell them online and in print. Optimal Resume gives your students and alumni the tools to do both. It's the one-stop shop for career development 2.0.



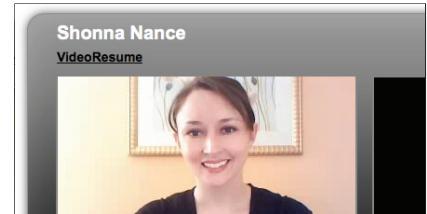
Assess your skills

Now more than ever, students and alumni need to know the value they bring to the table. They'll start with a skills assessment that helps them translate their experiences into valuable skills and abilities.



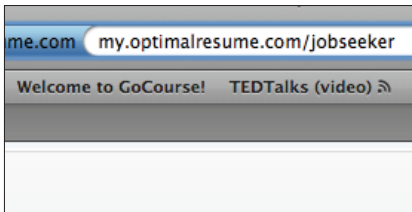
Build resume and letters

Resumes and cover letters are still job-search essentials. Our professionally written industry-specific samples, examples and instructions help job seekers quickly create flawless documents.



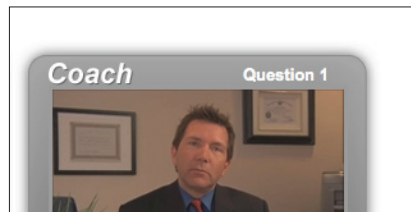
Add Personality

Showing is always better than telling. Online portfolios and videos help job seekers show employers their personality, skills and work experience. A resume can tell an employer about an A+ class project, but a portfolio can show it to them.



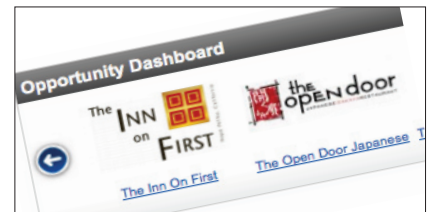
Get found online

75% of employers Google candidates. Job seekers can get their Google footprint ready by publishing all of their Optimal documents to a career website, complete with links to their profiles on social networking sites like LinkedIn and Twitter.



Practice for interviews

Once they've created a professional identity, job seekers need to be ready for employers. They'll receive virtual interview coaching for hundreds of questions and be able to record their responses to track improvement.



Connect with employers

Once they're employer ready, job seekers have two ways to connect with employers. They can place their resume in our resume bank or apply to targeted job postings. Either way, they could be invited to videoconference or interview online.