

# MARKETING.U

45th Fiji Academy  
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Where does Phi Gamma Delta fit on my resume?

## INTRODUCTION: Setting the Stage

\_\_\_\_\_ % of people in North America have a Greek affiliation.

On average, \_\_\_\_\_ resumes are submitted for an entry-level job opening.

## STEP ONE: Know Your Audience

Your target audience is looking for:

S \_\_\_\_\_, T \_\_\_\_\_ and E \_\_\_\_\_

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## STEP TWO: Learn How to Communicate Your Value

S \_\_\_\_\_ T \_\_\_\_\_ A \_\_\_\_\_ R \_\_\_\_\_

My sample STAR:

## STEP THREE: Take Action

Updates to my LinkedIn profile:

Updates to my resume:

Interview tips I will use:

## RESOURCES:

TheMuse.com  
GlassDoor.com

CareerHMO.com  
Indeed.com

Branded.me  
ZipRecruiter.com

Liz Ryan  
Jeff Weiner