



THE CANDIDATE SUMMIT

BROUGHT TO YOU BY



TABLE OF CONTENTS

Welcome Message	01
Company History	02
John Carpenter	03
Diane Rao	04
Wilka Nascimento	05
Lindsey Elton	06
Closing Statement	07



WELCOME

PAST, PRESENT & FUTURE CANDIDATES

Our goal is to help job seekers craft effective resumes and personal brands that showcase their skills and experience and highlight their unique qualifications to potential employers. A well-crafted candidate brand is often the first impression a hiring manager will have of you, so it's essential to make it stand out and make a strong case for why you're the right person for the job.

In this workshop, we will provide tips for your resume, LinkedIn Profile, and Personal brand and how to follow up correctly with hiring managers.

Whether you're a recent graduate just starting your career or a seasoned professional looking to make a change, our Candidate Summit can help you create a candidate band that will get noticed and increase your chances of landing an interview. So let's get started!

John Carpenter

Managing Director - Snelling Hospitality



SNELLING

HOSPITALITY

We are an authentic, creative hospitality recruiting firm that is able to find alternative ways to succeed. Snelling identifies broken hiring paths and quickly sees the blueprints to build an organization's talent brand by applying storytelling concepts and resourcefulness.

You are the lifeblood of your next organization. We would be happy to consult with you on your next opportunity and see if we can help you go down the right path.

From discussing your next step to helping you get the promotion, We can help you succeed. Showcasing you is one of the best ways for you to secure your next position. Let us help you stand out. Whether you need help finding someone to write your resume or moving services, We can help.

We have partnered with hotels, resorts, golf clubs, Michelin restaurants, and distinguished Inns since 2001. Our services have helped 100's of companies change the way they hire.



6 THINGS YOUR LINKED IN PROFILE NEEDS



———— with John Carpenter

Optimize your headline: Your headline is the first thing that people will see when they view your profile. It should be brief but descriptive and should highlight who you are and what you do.

Photo: have one.... Don't worry about a pro taking it. Today's cell cameras will work great.. Just don't cut yourself out of a family or party photo with you and someone else.

Customize your profile URL: Choose you.... If you can not, Choose you and your title... or something you enjoy talking about

Summary: tell your story...but not in the third person. Be authentic and speak about what you do, how you do it, and who you do it for

Content: Share something, anything.. Articles, thoughts, Podcasts.

Keep your experience section updated: Your experience section is the most important part of your LinkedIn profile. Not updating shows a lack of detail and possible laziness. Employers and hiring managers look at it first and last, and will compare your resume to it.

AND 1 THING YOU NEED TO DO NOW

One thing you need to do on LinkedIn: Engage with others, and comment on their posts consistently.

REAL RESUMES



with Diane Rao

◆ KPI'S/ACHIEVEMENTS

Using numbers and figures from your work from the past is highly effective in grabbing the attention of a hiring manager

◆ PROPER SENTENCES

Use strong action verbs in your sentences (supervised, audited, created), not weak verbs (forms of be or have). Likewise, use nouns that contain or imply action (manager, project director).

◆ LESS IS MORE

The goal is to get an interview for a job, not showcase your entire career.

◆ PROPER GRAMMAR

Grammatical errors on a resume can mean your application is more likely to land in the trash than land you the job.

◆ ACTUAL WORK PERFORMED

After reading your description, a prospective employer should know exactly what your responsibilities were, what skills you have developed, where your strengths lie, and what you have achieved.

◆ PRESENTATION

Your resume must get an employer's attention quickly or it won't get any attention at all

PERSONAL

BRANDING

with Wilka Nascimento



STAY CREATIVE

HR professionals and recruiters are always on the lookout for stellar creative talent.

USE FREE DIGITAL

MARKETING TO ENSURE YOU ARE MAXIMIZING YOUR OWN EXPOSURE

Even if you've been in the marketing industry for several years, online marketing courses can still be of use. Find them for FREE.



CONNECT WITH LOCAL BUSINESSES

Locally owned small businesses offer their communities various, undeniable benefits when compared to the large chains and super stores, as you know.



FIND A MENTOR TO BRAINSTORM AND ROLE PLAY INTERVIEW QUESTIONS

Find a Personal Branding mentor today to improve your skills and reach your personal goals.



FOCUS ON ORGANIZATIONS THAT HAS SIMILAR VALUES AS YOURS

Common values help you direct every person on your team toward common goals. They remind you that you share a bigger purpose.

COMMUNICATING WITH YOUR RECRUITER

———— with Lindsey Elton

Don't exaggerate your experiences

If you do try and exaggerate any of your experiences or qualifications, a good recruiter will know right away.

Don't contact multiple recruiters over the same position

Pulling tricks such as this one is more likely to get you blacklisted rather than get you a job.

Don't be rude if you don't land the position

If you handle the situation with poise and kindness, they will be more likely to keep you in mind for further opportunities. This is not our choice but rather the hiring managers(our clients).

Do understand that they don't work for you

We won't share with you any insight that could jeopardize their credibility or the decisions happening behind closed doors in the hiring process.

Do contact recruiters within your industry

Recruiters aren't a grab bag for any and all positions you're searching for. They will have more connections to connect you within that industry and more knowledge of the job requirements.

Do attend networking events to meet recruiters in person

Sites like "Eventbrite" and "meetup" are also great resources to use when looking for networking opportunities and events.

Do be upfront about what you're looking for

Their time is just as valuable as yours, so don't beat around the bush.

Do stay in contact

Having that connection can be a great resource for future job offers.



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