

# How to effectively 'market' yourself in the job market

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Building a personal brand is more complicated than ever before as the job market becomes more competitive. So **how do you make your resume stand out to employers** ? Here are some simple yet easy-to-follow tips for you.



The way we present ourselves in the workplace and the job market has changed thanks to the tools we have and social changes such as work-life integration. Twenty-five years ago, you had a CV and if you wanted a new job, you would update it and send it to potential employers. Your reputation may have enhanced your prospects but when it comes to job hunting, your qualifications and CV are pretty much the only representation you have.

The internet came along, and everything changed – and then it changed again with social media and smartphones. Suddenly, you could be seen by millions of people on a device they carried in their pockets. The same tools that gave you the ability to turn your resume into beautiful websites and presentations. And social media gave people a platform to build and manage their personal brands in real time.

Now workers are facing another major change as tools become more sophisticated, allowing people to create near-professional visual content and videos on their smartphones. Meanwhile, social media platforms and channels continue to grow, and technologies like artificial intelligence hold unprecedented capabilities.

So, what are the rules of personal branding in our brand new world?

## Use new tools

A good personal brand presents your best strengths and what you can do in a way that appeals to your target audience. Using tools to enhance the presentation of your personal brand can really make an impact, whether it's creating your own website with polished images and engaging videos, posting engaging content on social media platforms, or creating cleverly designed marketing materials.

As technology advances, you need to keep up with it. As everyone in the job market becomes more competitive, you need to be more skillful to stand out from the crowd. Apps that allow you to create any content you want, such as Adobe Express, can be a game-changer in this regard, helping you create eye-catching designs easily, quickly, and for free. They also allow you to easily adopt newer design features using AI.

## Natural and authentic

*'No one can copy your personal story, it's what makes you different and memorable ,'* says Daisy Morris, Adobe Express evangelist and author of *Community Is Your Currency*. Of course, while we all know that authenticity is important, the buzzword has become so pervasive and vague. It's hard to define what authenticity actually means in the realities of today's workplace and job market. Sometimes, striving to appear authentic can feel forced or create a conflict between being yourself and being your best self.

Holloway says that while you should definitely highlight your best parts, you should take extra care to make sure everything you say is true and accurate. 'Doing the opposite can create problems later on, when what people thought they believed turns out not to be true,' she says. 'The idea is that no matter how people come into contact with your personal brand, they'll get the same sense of what they would get if they met you in person.'



## Try it out

Not everything works for everyone, so try different mediums, platforms, and channels to find what works best for you. ' *You can start on LinkedIn, by writing a newsletter, or Substack, or use written content on Instagram with visually designed spins using Adobe Express,* ' Morris says. Research your channels and focus your efforts. ' *It's better to stick to one or two main channels, rather than trying to spread yourself thin and build a presence across all channels, which ends up diluting the impact of your unique personality and message,* ' she says.

## **It is not necessary to share everything.**

We're often encouraged to 'bring our whole selves to work' and told that being open and vulnerable builds relationships. But it's okay to keep some parts of your life private. Think about what you want your personal brand to be like. Some people like to be open, others prefer a strictly professional approach. If your personal brand is going to work for you, it needs to be something you're comfortable with.

## **Don't expect overnight success**

Social media promotes the idea of ??starting from scratch, but those who have truly effective personal brands almost always have to put in a lot of time. So take your time, be persistent, and don't be discouraged if you don't have a million followers in your first month. " *Give yourself time to experiment with your content, don't succumb to the 'overnight success' narrative that's often glorified on social media,* " says Morris. " *Use the block and mute buttons if you need to. There's no shame in filtering out the noise .* "

## **Learn from others**

Look at those who are doing it well and get inspired. The world of personal branding is so dynamic today with evolving technology and best practices, it's important to stay up to date on how others are successfully upping their game every day.

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