

# Launching A Career Change

# Recreating Your Personal Brand

- You are changing directions—people need to know.
- A personal career story tells who you are: what you have done, do, and can do, and why you are a valuable hire.
- Your personal career story helps you provide maximum value to employers so you get financial remuneration and personal fulfillment.
- Working on your personal career story will help you be crystal clear about who you are and the value you bring to the work world.

# Crafting Your Personal Career Story

- This personal story communicates how and why you have come to this career change.
- Include your experience and the special gifts that make you distinct from others.
- For example, emphasize what you've done: Instead of just, “manager and barista at a Student Coffee Shop”, it could have been, “Recruited, trained and managed 17 peers in the operation of a campus coffee shop with receipts of \$110K during their August to May season of being open.”

# What Goes into Your Career Story

- Why you are making the change
- Work you've done
- Summer jobs
- Volunteer ministries
- Church service
- Internship experiences
- A quick description of who you are.

# Building a Ministry Resume

- Include personal and family information. You want to fit with your ministry—if they don't like something in your personal info, it won't be a good fit.
- Add church service and volunteer experience.
- Use more information and volunteer ministry experiences than you would for a marketplace resume.
- If you include a picture, make sure it is high resolution.

# Getting Your Story on Your Resume

- Make a list of all your experiences. Title them uniquely.
- Write a 5–6 line paragraph about what you did and accomplished for each experience .
- Highlight every verb in every paragraph.
- Use these verbs to begin the past tense action verb statements that describe your experiences.
- See the “experience” section in the example (next slide).

# Resume Example

## PATRICK FRIEDLINE

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### Profile Statement

Dynamic and energetic natural networker, with 20 years of event creation and management experience and proven skills in bringing key people together in a mutually beneficial way, seeks growth opportunities and a platform to build relationships and partnerships among diverse constituencies in a way that promotes and supports an exciting organization.

### SUMMARY OF QUALIFICATIONS

- Managed a Career Center that serviced 3,900 undergraduate and graduate students, and 35,000 Alumni.
- Planned and hosted recruiting events involving up to 45 vendors and 300 students attending.
- Created, organized and executed marketing campaigns highlighting the Career Center to Students and Alumni, using creative videos, popular cultural events and high profile interaction with students.
- Increased Career Center usage from 441 students serviced in a year to 1100, meeting an average of 5 students daily.
- Demonstrated management and staff supervisory experience.
- Utilized professional organizations and Alumni to increase job networking opportunities.
- Experienced in career counseling and aiding students in their career choice process.
- Taught classes to both traditional college students and adult learners as an Adjunct Faculty with Moody Undergrad and Distance Learning, each time with high evaluations and good remarks from the students.

### EXPERIENCE

1991—Present      *Various Positions*      Moody Bible Institute      Chicago, Illinois

*Assoc. Dean of Career Development*      1995—Present

- Managed and expanded a full service career center, offering ongoing vocational support to Students and Alumni.
- Enhanced the scope of services offered and doubled usage of the Career Development Center.
- Marketed available services through videos, classroom appearances and various campus publications.
- Partnered with the Alumni Office to assist Alumni in vocational transitions and to build a supportive network of Alumni to mentor students with vocational plans.
- Counseled and assisted Students with career choices and life plans.
- Maintained and further developed databases for vocational opportunities and networking.

*Adjunct Faculty*      1992—2016

- Taught 3 different subjects for the Undergraduate Division—Elements of Bible Study, Genesis, Psalms.
- Experienced in class preparation and creative delivery, focusing on an interactive approach that engages students.
- Prepared and taught many college-level courses for Moody Distance Learning.

*Residence Director*      1991—1995

- Managed the housing and administration of 2 Residence Halls.
- Oversaw the community life for 350 students.
- Lead and mentored a staff of 10 Resident Assistants.
- Projects included RA Training retreat, and weekly training sessions on these topics: Leadership, Mentoring, Confrontation and Recreation.
- Assisted the Dean of Students and Director of Residence Life in various discipline situations.

# Your Profile or Summary Statement

- Communicate your passion here.
- An objective statement focuses on your own interests as the job seeker, but a summary communicates what you bring to the table.
- Write what makes you distinctive—try to use specifics instead of intangibles.
- Communicate what fueled your experiences.
- Think about what gets you fired up and what you do about it. How would others know if something excited you?



# Cook Up Your Cake and Icing

- “Cake and Icing” are the substance and passion of your life communicated on your resume.
- The experience and education sections of your resume are the “Cake.”
- Your passion and drive for what you want to do is the “Icing.” Communicate this in the Profile Statement.

# Creating Your Personal Career Story

## TORI WAITE

**Media Strategist** "Icing"

820 N LaSalle Blvd. Chicago IL, 60610  
800.320.8900

www.linkedin.com/in/tori-waite | toriwaite@gmail.com | torijwaite | Tori Waite

Are you looking for a media strategist to expand your donor base and diversify your fundraising sources with integrity? Through my non-profit communication training with Janey Garrick at Moody Bible Institute, and being the social media manager for Lina Abujamra and the Moody Media Lab I have developed key strategies that I believe will diversify your funding sources while keeping integrity at the forefront.

### Experience

**May 2016 - Present** **Developer of the Alumni Mentor Program** *Moody Distance Learning, Chicago*

- Rebranded a suffering program into a thriving career development program for alumni mentors, yrs., and srs. of Moody Distance Learning
- Researched for two months to be prepared to formulate the mentoring program
- Authored a four session curriculum for 150 MDL students
- Graphically designed digital handbooks for the alumni and mentor

**August 2016 - Present** **Creative Coordinator of the Moody Media Lab** *Moody Bible Institute, Chicago*

- Project managed 6 media teams
- Networked between creatives so they could find a place to get involved and use their gifts.
- Coordinated and produced 4 main events for 125 students
- Managed and produced content for the MML social media platforms

**May 2016 - Present** **Student Resource Assistant** *Moody Distance Learning, Chicago*

- Assisted 1400 Moody Distance Learning students and individually cared for 205 undergraduate students, answering questions, registering them for classes, and offering a listening ear.
- My team produced \$2 million in revenue for Moody Distance Learning in the Fall 2016 fall campaign
- Trained new Student Resource Assistants

**February 2014 - May 2014** **Social Media Manager** *Lina Abujamra, Chicago*

- Managed the social media for a traveling female speaker, Lina Abujamra
- Personally authored a blog once a month to reach millennials

### Education

- Moody Bible Institute - Bachelor of Arts in Communications 2014-2017

### Skills

- Grant Writing
- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Social Media Management
- Project Management
- Writing
- Interpersonal Communication
- Branding

### Interests

- Acting for the stage and screen
- Hand-lettering
- Mentoring/ Discipleship
- Bike riding

*"Cake"*

## CHRONOLOGICAL RÉSUMÉ TEMPLATE

### JUDY/RUDY MOODY

820 N. LaSalle Blvd., Chicago, IL. 60610  
Phone number, Email Address

**Profile Summary Statement** "Icing"

Energetic and experienced Youth Leader, with a proven track record of building up and discipling students, seeks to transform a Church Youth Group into a community that encourages one another and reaches out to new friends with the Gospel of Jesus Christ, while bringing about active participation in the Church.

### EXPERIENCE

*(Include relevant paid and unpaid experience (i.e., PCMs, internships, etc.))*

**2014 - Present** **Pastoral Intern** *Valley View Baptist Church St. Charles, IL*

Assisted the Pastor with all aspects of Church ministry for a congregation of 40-45 people

- Created and taught Bible studies to adults in a small group, including application discussions
- Prepared and preached to the whole church body in the absence of the Pastor or leading various parts of the service
- Co-led the Wednesday night Bible Study and Prayer time, incorporating discussion facilitation

**2013** **Sunday School Teacher** *1<sup>st</sup> Bapt. Church Downers Grove, IL*

Taught a class of 14 fifth and sixth grade students in a weekly Sunday School setting

- Planned and created teaching materials and curriculum for the class each week
- Mentored and interacted with the students through the lesson time about current life issues
- Supported ADHD and Autistic children who were part of the class, helping them succeed in class

**Fall 2012** **Tutor/Mentor** *World Relief Chicago, IL*

Tutored and encouraged a refugee student one-on-one in an after-school program

- Taught basic concepts for multiple subjects, including marshalling resources and preparing learning exercises
- Established a relational bridge through sharing of similar cross-cultural experiences

**Spring 2012** **Church Service Team Member** *Emma Dryer Nursing Home Chicago, IL*

Cooperated with a team of 5 to conduct weekly worship services for 30-40 residents

- Prepared and led the music component of a full church service experience
- Planned the weekly theme and flow of the service with the team member doing the message that week
- Interacted with and encouraged the residents in one-on-one conversations after the service

**2011** **Youth Leader** *The Well Geneva, IL*

- Planned and led games and activities with a youth group of 15 teens
- Assisted the Youth Pastor with facilitating group discussion based on the weekly study.

**2009-2010** **Ministry Intern** *Naperville Pres. Church Naperville, IL*

Assisted with the overall coordination and implementation of the Small Groups Ministry program

- Facilitated a small group of 7 people
- Prepared and taught Bible lessons for the full group of 90 people

### EDUCATION

*(List only those schools from which you received a degree)*

20xx **Bachelor of Arts in....** *Moody Bible Institute Chicago, IL*

### OTHER TRAINING

Special courses or training you received (i.e., Sonlife or Willow Creek training, Write to Publish Conf., etc.)

### REFERENCES

Available upon request

*"Cake"*

# Create A Two Minute Bio

- This is a verbal “Cake” (experience and education) and “Icing” (your excitement and passion).
- The excited tone of your voice when you talk with someone is part of your “Icing.”
- Work on a clean and easy flow of conversation that highlights what you want to say.
- Practice saying it many times so you can tell your story in a variety of ways and in any setting.

# What's Left

- Finish your resume—get help from Moody's Career Services.
- Think through how to tailor your brand for a specific organization.
- See job opportunities at [careerfinder.moody.edu](http://careerfinder.moody.edu), and search other ministry sites for opportunities: [ministrysearch.com](http://ministrysearch.com), [ministersearch.com](http://ministersearch.com), [churchstaffing.com](http://churchstaffing.com), [www.churchjobs.net](http://www.churchjobs.net), [youthspecialties.com](http://youthspecialties.com)
- Get the Christian Organizations by State database from the Career Center.

# Career Services

- No matter what kind of job you want, Career Services helps you prepare.
- Make an appointment with Patrick Friedline, the Associate Dean of Career Services.
- Email [patrick.friedline@moody.edu](mailto:patrick.friedline@moody.edu) with options for when you can meet.
- Call (312) 329-4414 to make a phone appointment.
- Use Lifesize for a video call.