



CEW – Student Evidence

JA Career Success, Session 7
CEW Academic Standard: 13.1.11.F

11th grade

Name: _____ **Date:** _____

In Session 7 we discussed the tools needed to begin your job search and the importance of creating your **personal brand**. How would the information you learned today help you in your future job search?

Student Name _____

Personal Brand Packet

The Scenario

You and your team are part of a Human Resources (HR) group in charge of hiring new personnel for your company.

Some of your co-workers have been at a career fair looking for possible candidates to work for your company. The company is large, with many different kinds of jobs available, so you have a variety of both candidates and job positions available.

Today, you and your team will prescreen three candidates based on their cover letters, resumes, and digital profiles. Your team will decide whether each candidate moves on to an interview based on the personal brand presented in the Candidate Records.

Using the Candidate Evaluation Form on the inside of this packet, rate each candidate's cover letter, resume, digital profile, and other evidence of a personal brand. Then decide who, if any, will move on to a face-to-face interview.

Key Term

Personal Brand

The personal expression of who you are and what makes you unique.

