

Career Marketing Workshop – How to effectively market your career using CMS?

ResumeWeAssist Enterprise

We can help you attain your career goals!

Training by ResumeWeAssist Enterprise (PG0230846-V)

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Quick Overview

Career Marketing System (CMS) is a simple system or rather a cycle to market your career effectively. CMS model as shown below is actually not new to many of us. But, unfortunately not many realized that the process we are using to secure a job is actually a marketing process. Now days, marketing is a buzz word in business regardless offline or online, so incorporating it into the job search will change the perspective or to put it in another way, a new breath in the art of looking for a job.



Career Marketing System (CMS) Model

Workshop highlight

CMS is established as a guide for job seekers to **search**, **secure** and **negotiate** a suitable job for themselves. The structure of CMS is leverage from basic marketing principals where job seekers are able to use some basic marketing techniques to let their future employer know that they are **capable**, **knowledgeable** and **skillful** to get the job done. At the same time **convince** their future employer they are the best candidate. To close the deal, job seekers also have the right to **negotiate smartly** the best benefits as their compensation. Basically CMS teaches & guides job seekers the complete cycle in the process of looking and securing a job.

Benefit to students from CMS workshop

- ✓ Learn techniques to effectively market their career from the perspective of the employer's expectation and needs.
- ✓ Build confidence to win in a very competitive job market.
- ✓ Aware and use the resources available to effectively market their career.

Benefit to learning institution from CMS workshop

- ✓ Assist university/college to produce marketable graduates to contribute to the nation's development and industrial needs aligned with the university/college mission & vision.
- ✓ Able to provide a platform for students to enhance and learn knowledge, skills & tips on how to effectively market their career upon graduation.
- ✓ Able to establish a quality and innovative final year program for their students to adequately prepare them to win the competition in local as well in global job market.

Workshop structure

The workshop is divided into 2 parts to enhance focus on each topics and also to assist the audience in increasing their understanding on the topics effectively.

○ **Introduction to CMS – Part 1 (Before getting the job offer)**

The talk will consist of one main topic: Introduction to CMS – Part 1 and 2 sub topics which are:

1) How to secure an interview?

- a) Looking for a job
- b) Introduction to Resume
- c) Tips to write an effective Resume – using job advertisement
- c) Resume delivery & follow up process

2) How to win in an interview?

- a) Introduction to an interview
- b) Tips for effective preparation before an interview
- c) Tips to stay cool and look impressive during an interview
- d) Follow up after an interview

○ Introduction to CMS – Part 2 (After getting the job offer)

The talk will consist of one main topic: Introduction to CMS- Part 2 and 2 sub topics which are:

1) **What to do after getting a job offer?**

a) Understand your job offer

2) **How to effectively negotiate your benefits?**

a) Know your benefits

b) Understand your needs

c) Do you have the negotiation power?

d) Accept or not to accept?

Who should attend?

SPM or STPM students, final year certificate, diploma or degree students, fresh graduates & working adults who are looking for a job or looking for career growth opportunity. Max audience per class = 45

Workshop Methodology

This workshop is presented in classroom style, with short quizzes to re-enforce the concepts taught and a practical discussion.

Workshop Duration

1 day, 9am - 5pm

Workshop Prerequisite

If available: Bring along hardcopy of job vacancy advertisement, resume, job offer.

Workshop facilitator

Mohamed Yusoff Bin Md. Kamil



Mr. Yusoff graduated with B.Eng (Hons) in Mechanical Engineering (Sheffield, United Kingdom) in summer of 1999. Started his career in electronic manufacturing industry since 2000 in engineering and grew his career into production management. He is also the owner and career consultant for ResumeWeAssist Enterprise.

Currently he is a Production Engineering Section Manager II with Agilent Technologies, a world premier test & measurement company. He is responsible to deliver customized test solutions to leading telecommunication, aerospace & defense customers worldwide such as Nokia, Motorola, US Army and many more. Prior to this, he is attached as a program engineer with Soletron Technologies, an international leading contract manufacturer for printed circuit board assembly (PCBA). He has a total of 8 years in engineering & management working experience in giant multinational companies in Penang, Malaysia.

He owned a blog (www.resumeweassist.com/blog) sharing effective tips in Career Marketing System (CMS). Started to design and fine tune CMS through trial & error since 2006 based on his working experience recruiting and developing human resources in his day-day job.

Mr. Yusoff lives in Penang, Malaysia with his wife and 2 daughters. His mother tongue is in Malay but he speaks and writes English fluently. He enjoys reading, photography and spent quality time with his family.

Company Profile

ResumeWeAssist Enterprise (PG023846-V) was founded in 2008 to provide Professional Training Courses & Consultation in the field of Career Marketing & Human Development. Our customer base comprises schools, college, universities & individuals throughout Malaysia.

Why choose us?

- ✓ Training programs are industrial based as well as customer based
- ✓ Experienced trainers (more than 9 years industrial experience)
- ✓ Excellent flexibility and adaptability to the current industrial changes and future industrial development

Our Motto

“We can help you attain your career goals!”

Our Mission Statement

To provide assistance to all jobseekers globally who needs assistance to market their career effectively. We do this by using our own designed Career Marketing System (CMS [™]) & by leveraging information technology to ease our clients doing business with us. We guarantee our clients will receive excellent services and products at a very affordable price every time and at anywhere.

Our Strategic Intent

ResumeWeAssist Enterprise is committed to be the premier career marketing consultant and service provider to every jobseeker to start their career including career progression & enhancement opportunity.

Training Courses

Our courses can be delivered at your site to save on travel expenses or conducted outside for minimum distraction. To meet your training needs, the courses range from standard courses to customized ones.

Standard Courses

These are courses offered on regular basis for timely and cost-effective solution to our customers. Please visit our website (www.resumeweassist.com/blog) for complete list of courses and course details.

Customized Courses

Please contact us with your requirement. Our consultants will work with you to formulate suitable curriculum based on your requirement.

Other Services

Besides training courses, the pool of knowledge within the firm is able to deliver other knowledge-based services such as specialized career marketing consulting & coaching program, resume/cover letter writing services, executive search & selection.

We can help you attain your career goals!