**CAREER NAVIGATION**

**Self-Marketing Plan – SMP**

*SUMMARY*:

An overall brief description of your experiences: Currently, PM at Toshiba responsible for……

*CORE COMPENTENCIES*:

Exp: Marketing 75% outbound, 25% inbound

*CAPBILITIES and QUALIFICATIONS*:

It can be [resented in bullet format or paragraph using ‘resume’ language. Do not use personal pronouns in Resume or SMP. Exp:

* Delivering significant business results
* Consumer marketing/promotional expertise
* Cross functional team building and leadership

*PERSONAL STRENGTHS*:

* Empowering coach
* Analytical problem solver
* Excellent communication skills

*IMPROVEMENT NEEDS*:

Address an area that can be a strength or an area where you would want to develop.

Exp: Learning how to delegate and maximize time management

*TARGET COMPANIES and POSITION CHARACTERISTICS*:

Scope of responsibilities; business philosophy, company cultural and size; potential for promotions and/or increase responsibilities.

*VERTICAL CATEGORY*

Industry: Financial services, High Tech, E-C, Enterprise, SaaS, Mobile, Networking, etc.

Possibly specific names

*CAREER MOTIVATORS*:

Move to a smaller company environment. More visibility – greater impact; Being part of the key executive team; Potential financial upside (private, M&A, IPO)

*COMPENSATION:*

Currently at $xxxK base with bonus ($/%). Willing to take risk – move lateral or accept % lower base if financial opportunity is higher