Event Report: The Story Behind the Resume: Make Your Value Clear

For this event report, I watched the virtual recording of Career Workshop #3: "The Story Behind the Resume: Make Your Value Clear," hosted by Abby Samuelson with guest presenter Phillip. The workshop focused on resumes, professional branding, storytelling, and understanding how to communicate the value that you bring to a workplace. The workshop was about 90 minutes long and included different discussions and activities that helped students think about their experiences, skills, and career goals. September 16th, 2026 https://zoom.us/rec/play/i-bt6AQPu_5on7xExM1KEmd1R4Sggjpb9HRR_4hLjpS3DSNegnW10bzYv2Zy_oAF_EPwl78b44mGQ11l.g_V79TfiOw-I6QIy. I chose this workshop because I am getting closer to graduating and starting my career, and I wanted to learn how I could better explain my experiences and skills to potential employers.

One of the biggest things I took away from the workshop was that a resume does not always tell the whole story. Abby explained that a resume shows what happened and what you have done, but it does not always show the meaning or value behind those experiences. This really made me think about my own resume. As an Information Science student, I have learned skills such as Python, SQL, Excel, Tableau, and data analysis. I can put all of those skills on my resume, but just listing them does not really explain what I can do with them. The workshop helped me realize that I need to be able to explain how I have used those skills and what I can bring to an organization because of them.

Another part of the workshop that stood out to me was Phillip's discussion about knowing your story. He explained that knowing your story can help you communicate your skills, personality, uniqueness, and the value you bring to an organization. He shared a story about fracturing his leg while running track in college. Even though he could not continue competing the same way, he found another way to contribute to his team by using his skills in videography and storytelling. That experience eventually led to other opportunities for him. What I found interesting was that his story showed much more about him than simply saying what job he had. His story showed that he was determined, adaptable, and willing to find another way to contribute when something did not go as planned. This made me realize that employers are not only interested in what positions someone has held. They also want to understand the person behind those experiences.

The workshop also introduced the idea of creating a professional brand statement. Phillip explained that a professional brand statement is a way to clearly communicate what you bring to the table and how you can help someone. The workshop focused on thinking about your audience, the outcome you want to create, and the skills you have that can help you reach that outcome. I thought this was especially useful for me because Information Science can lead to many different career opportunities. I am interested in data science and analytics, but there are also many different positions where I could use the skills I have learned. Having a better understanding of what I want to contribute can help me explain my career direction without feeling like I have to choose one exact job title.

I also liked that Phillip explained that your professional brand statement can change as you grow. I think this is important because I am still figuring out exactly where I want to go in my career. I know that I enjoy working with data and technology, but I also want to continue learning about the different ways information can be used to solve problems and help organizations make better decisions. I do not think my career goals have to stay exactly the same forever. As I gain more experience and learn new skills, my professional identity can grow with me.

This workshop was also very relevant to my career goals because I am currently working on building my professional identity and my ePortfolio. One thing I found really helpful was how the presenters connected the professional brand statement to LinkedIn, portfolios, networking, and interviews. They explained that the same story can be used in different professional situations. They also connected it to the common interview question, “Tell me about yourself.” This made me think about how important it is to have a clear way of explaining who I am and what I can offer. I do not want my ePortfolio to just be a collection of assignments and skills. I want it to show the experiences behind those skills and what I have learned throughout my Information Science program.

Another thing I found helpful was the discussion about transferable skills. Phillip explained that you do not necessarily have to already have a job in the career you want in order to have skills that are valuable. Skills can come from different jobs, school experiences, hobbies, and other parts of your life. This stood out to me because not every experience I have had has been directly related to data science or technology. However, I have still developed skills such as

communication, problem solving, teamwork, organization, and working with different people. These skills are still important and can be brought into a future career in Information Science.

Overall, I found the workshop to be very helpful and relevant to my career goals. Before watching it, I mostly thought about my resume as a way to show employers my education, work experience, and technical skills. After the workshop, I see it differently. I understand that my resume is only part of my professional story. I also need to be able to explain why my experiences matter and how they have helped me develop into the professional I am becoming. As I get closer to graduating and beginning my career, I want to become more confident in explaining my skills and experiences. My biggest takeaway from this workshop is that my resume can show what I have done, but my story can help employers understand who I am, what I can bring to the table, and where I want to go in my career.