PROJECT OVERVIEW:

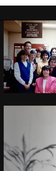
Resume Place Creative Brief

Timeline: April – June 2022

Resume Place Team

Founder, President
Kathryn Troutman

Training Director
Emily Troutman



History

Resume Place started over 30 years ago, specializing in writing and designing professional federal and private-sector resumes. Over the years, and thanks to the founder's foresight and expertise, the business has become the leading government contracting executive education expert.

Resume Place Founder, Kathryn Troutman

Telling a Proper Story

The story of Resume Place is a powerful one. They have been the leading experts in an ever-changing industry. They've managed to stay ahead of the curve and find ways to innovate and master a space that is known to be very volatile. Most importantly, they've helped hundreds of people find fulfilling jobs and careers inside our federal government.

Project Objective

This successful women and family-owned business need us to tell its story correctly. They've created an exciting brand by pushing their personality and passion into their brand. The objective is to craft a new brand identity for Resume Place and expand opportunities for the business by creating a scalable foundation for this niche asynchronous executive education program. Allowing for expansion as the business evolves through the next generation of growth, all while retaining the legacy brand equity built throughout the years of work.

Branding and Identity

Workhorse will design and deliver a brand identity system for The Resume Place and a look brand for the Tier Shoes Certification program. We provide all assets in native design formats and files for required applications such as .jpg image files and various other applications for a business system.

Deliverables

- The Resume Place Logo
- Executive Education Program Logo
- Brand + Style Guide Booklet
- Brand + Sub-brand Tone and Usage Guide
- Business system collateral (Physical and digital Letterhead, Business Card)
- Additional brand applications found necessary during discovery

Aspirations

We Want to be Seen As:

Originators

The Resume Place is already authentic and unique – we just need to share it off. They literally wrote the book on this! They are the blueprint. We want to find ways to highlight their legacy and weave their origins and values into their brand.

Non-Conformists

Being able to dominate a niche for so long is difficult. Let alone consistently innovating and staying ahead of the curve in a space where regulatory changes can destroy entire sectors. A focus on the brand's commitment to innovation can help to differentiate your brand from competitors.

Innovators

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Audience

Who is this project talking to?

01

Resume Writing Services

Private Industry and Federal Employees

Could be viewed as a large range but not focusing on first-time job-seekers. Focus on those making the change careers into federal government careers and those looking for advanced positions.

Examples
Could be Someone seeking to change careers, making ~$60K in private industry, IT people making $120+, and federal employees at GS 7 ($45k) to GS 15 ($120+).

02

Executive Writing Service

Government Agencies

Resume Place has worked within this space for so long that they often know it better than government itself. The Resume Place is contracted directly by agencies to assist employees in assessing their qualifications, helping them position themselves for the next position in their careers.

Examples
The Resume Place currently has contracts with the Veteran's Health Administration, National Geriatrics Administration (VA), and the VA.

03

Government Training

Training Directors

The Resume Place provides half-day to multi-day training courses on Federal Resume Writing Senior Executive Service Executive Core Qualifications writing, and Interview Prep.

Examples
Agency human resources, human capital management, program managers.

COMPETITORS

Who's the competition?

State Government
UNSA Graduate School

Universities "Executive" Programs
American University · Darden · Harvard Business School

Universities "Executive" Programs
Management Concepts · Leidos · Korn Ferry

Big Corporations
Management Concepts · Leidos · Korn Ferry

Non-Profit
Wounder Warrior Project

Small Business
The Grant Group · Career Training Concepts · Project Management Experts
Wolf Pond Associates

Military

Fleet and Family Support Nicoles Welfare Recreation, Army Community Services, Transition Readiness programs, Marine for Life

State

Local Unemployment Offices, Veterans Representatives

Adjectives that best describe the feeling or approach:

Timeless
Crafted
Intelligent
Visionary
Charismatic
Empowering
Invigorating
Irreverent
Honest

Message

What are we trying to say?

The Resume Place helps people write new chapters in their story of service and commitment to America.

Project Milestones

April 15
Project Kickoff

April 22
Creative Brief and Timeline

May 3
Brand Language and Moodboard Presentation
- Timeline Review, Collateral Selection

May 16
Identity Concept Directions

May 31
Identity Refinements
- Style Content Discussion

June 17
Final Style Guide Delivery

June 7
Brand Asset Handoff + Style Guide First Look

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