

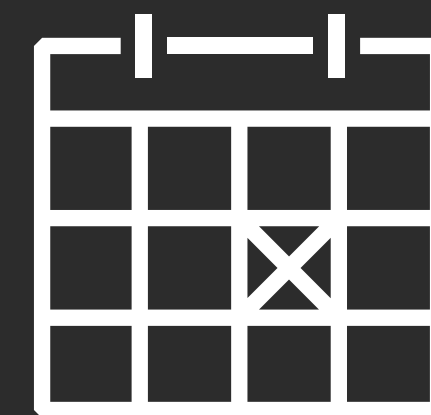
INTRODUCE YOU.

Establish your online presence
by building your personal brand

LIFE CHANGING
IDEAS



UNIVERSITY
of NICOSIA



Wednesday,
9 April 2025



UNESCO Amphitheatre,
University of Nicosia



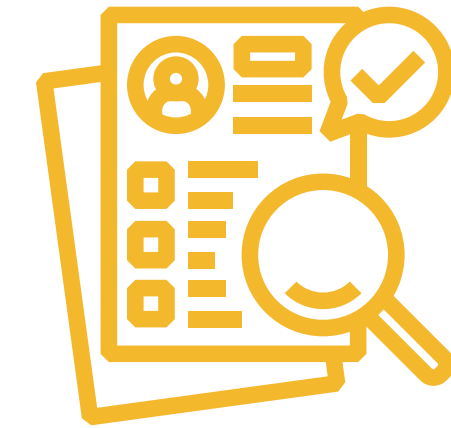
Workshop 1 :
PERFECT RESUME
14:00-16:00



Workshop 2 :
ROCKSTAR LINKEDIN
16:30- 18:30

INTRODUCE YOU.

2H WORKSHOP ON
**RESUME &
LINKEDIN**



DANIEL CATALAN

For graduates and young professionals looking to get their resume right

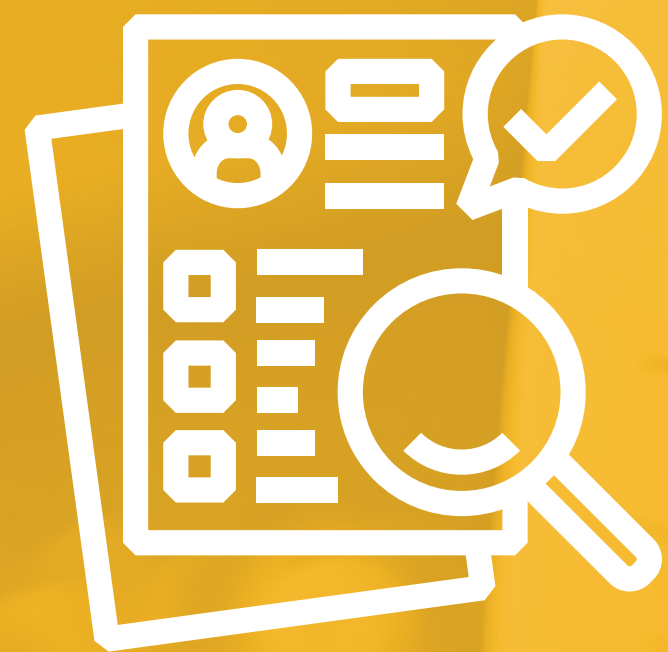


CHRISTINA STATHOPOULOS

For young and senior executives looking to build their personal brand on LinkedIn



INTRODUCEYOU.



Workshop 1 :
PERFECT RESUME

14:00-16:00



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DANIEL CATALAN

For graduates and young professionals looking to get their resume right



2H WORKSHOP ON **CRAFT A PERFECT RESUME**

Daniel Catalan, known as Dan the Resume Man

Daniel Catalan is a resume writer who works with professionals from all walks of life. His clients landed jobs at Meta, Netflix, Apple Music, Amazon, the UN, JPMorgan, Chase, CBS News, The Atlantic, and other household names.

Daniel is a creative writer with tremendous experience in resume writing, having served 2000+ clients with his personalized delivery model, which entails interviewing and writing their resumes in real time over zoom.

Currently, Daniel delivers workshops at Porto Business School, where he equips International & Executive MBA students with best practices in crafting resumes, cover letters, LinkedIn activity and job interview preparation.



WHAT YOU LEARN

EMPLOYERS AND RESUMES

- Make your resume easy to read & attractive to employers while communicating your skills and value
- Capture decision-makers' attention in under 20 seconds
- Customize your resume to align with every role you apply for
- Start by getting the format, style, font and sections right
- Understand what each individual job is looking for, by scanning the descriptions

ACCOMPLISHMENTS AND RESULTS

- Are your accomplishments, work results and outcomes clearly outlined?
- Your Actions=Your Results
- Are your action verbs strong & varied?
- Does the reader understand you and can they visualize you fulfilling the target role's requirements

THE BULLET POINTS GAME

- Enrich your bullet points with meaning
- Demonstrate impact in each bullet point. Words matter and follow a sequence
- Use industry-specific jargon and keywords to tell your story
- Share your resume with Daniel and receive real-time feedback on how to improve it



WHAT YOU LEARN

WHAT TO EXPECT

- Ask Daniel questions about how to improve and elevate the quality of your resume
- Discuss bullet structure, how to examine a job description and extract the words to incorporate into your resume
- Gain best practices in researching companies' needs, to position yourself as the best fit for the role
- Prepare for interviews, identify the decision-maker, and appeal to them directly to humanize yourself

RESUME INSIGHTS

- Overcome shame and self-doubt, don't be overly humble. Resumes are where you are supposed to highlight your strengths and own your achievements
- Make each decision-maker feel as if you've narrowed down what you want so well, that you'd fit into the role seamlessly
- Learn which elements a resume should NOT have, like orphan words, pictures, date of birth, addresses, marital status, and more
- Curate your skills section on a case-by-case basis, to address what each role expects to see. Show that you have what they're looking for, and other interesting qualities

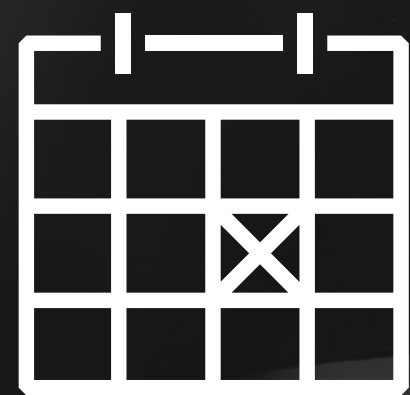
WHO IS IT FOR?

- Graduates
- Young Professionals
- Students with a foresight for the future
- Professionals who want to fix their resume
- Career Advisors

INTRODUCE YOU.



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CHRISTINA STATHOPOULOS

For young and senior executives looking to build their personal brand on LinkedIn



2H WORKSHOP ON **BUILD A ROCKSTAR LINKEDIN PROFILE**

Christina Stathopoulos, a top voice on LinkedIn, Data and AI Strategist, Global Keynote Speaker and Professor

Christina Stathopoulos is a Greek-American based in Spain. She is the Founder of Dare to Data and holds an adjunct faculty position at IE Business School, ISDI and Porto Business School. She lectures around harnessing the power of data and AI for business, as well as delivers workshops on how to build a stellar LinkedIn profile to get noticed.

Christina built her strong industry presence on LinkedIn after she broke down how the platform works and the power of building your online personal brand with authenticity and trust, crediting it as the single most important factor that has had the biggest impact on her career. Her LinkedIn presence helped her attract the attention of recruiters at Google, land a coveted position as a LinkedIn learning instructor and establish herself as a trusted thought leader in her field.



WHAT YOU LEARN

ESTABLISH YOUR PERSONAL BRAND

- Learn the importance of building a personal brand through LinkedIn and how it differs from corporate branding
- Learn why advertising your strengths, talents and accomplishments takes great finesse and can be daunting!
- Learn how to establish a career identity to distinguish yourself from your peers, attract more business and impress hiring managers
- Learn how your personal brand opens doors to valuable networking and career opportunities

BUILT A ROCKSTAR PROFILE

- Every LinkedIn section matters. Starting with your headline, profile picture and banner all the way to your recommendations
- Build a Rockstar profile and “brand you” by paying attention to detail and getting each section right
- Share your profile with Christina to receive real-time feedback
- We will work together on every section to: Brand you!

CREATE CAPTIVATING CONTENT

- Having a strong LinkedIn profile is only the beginning
- Get established as a thought leader within your industry, foster credibility and attract opportunities for career growth
- LinkedIn first-timers like graduates and young professionals learn which content works
- Frameworks will be shared to help generate ideas on how to showcase your expertise



WHAT YOU LEARN

WHAT TO EXPECT

- Ask Christina questions about how to improve and elevate the quality of your LinkedIn
- Discuss structure and make real improvements in class, during the workshop
- Gain Insights on how to share captivating content and gain recognition
- Learn how to emphasize your strengths on LinkedIn

LINKEDIN INSIGHTS

- Learn why some sections are more important than others
- Why LinkedIn becomes your online personal brand
- Reach audiences and connections not within easy reach
- Learn when to update your profile and how to keep it in the Rockstar caliber

WHO IS IT FOR?

- Executives who want to improve their profile
- Executives who want to build their online personal brand
- LinkedIn first-timers like graduates and young professionals
- Solopreneurs
- Freelancers
- Marketeers and social media content writers
- Career Advisors and HR



AGENDA

LIFE CHANGING
IDEAS



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- | | |
|---------------|--------------------------------------------------------------|
| 13:30 - 14:00 | Registration |
| 14:00-15:45 | Resume Workshop |
| 15:45-16:00 | Short Panel
Discussion with
Recruiters and HR |
| 16:00 - 16:30 | Break-Coffee and
Nibbles |
| 16:00-16:30 | Registration |
| 16:30-18:15 | LinkedIn Workshop |
| 18:15-18:30 | Short Panel
Discussion with
Recruiters and HR |



TICKETS & REGISTRATION

You can attend both workshops or select your favorite one. Choose between Live or Online Attendance.

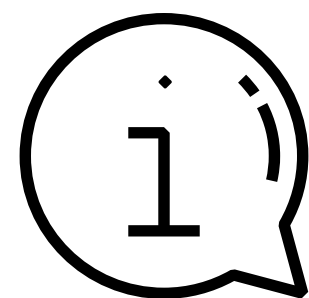
Live or Online
**RESUME
WORKSHOP**
€160

Live or Online
**LINKEDIN
WORKSHOP**
€160

Live or Online
**LINKEDIN & RESUME
WORKSHOPS**
€300



Register online:
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22841796

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