



## Smarthinking helps create winning job materials to launch great careers

Your initial career success depends on the content, messages, and personal branding you show to prospective employers. Are these materials well-crafted, professional, and employer-focused? Will they differentiate you as an individual and get you hired?

### Smarthinking Career Writing Experts

can help you create job-related materials that stand out in a fiercely competitive marketplace. We'll help you wherever you are, whenever you need us, 24x7—from our website, your LMS, or your mobile devices via our Andriod™ and iOS apps.

### Expert coaching and feedback for career materials that work

Our specialists offer personalized feedback that will help you improve your documents to launch the next stage of your career. We can help you improve any document or message potential employers will see, including:

- Cover letters
- Résumés
- Interview responses
- Personal branding
- Application materials
- Personal statements
- Elevator pitches
- Presentations
- LinkedIn profiles and other social media content

Students agree:  
*Smarthinking Career Tutoring works*

**93% of students who've tried Smarthinking** were pleased with the assistance they received and would recommend us to friends. Here's some of what they told us:

“

*The tutor was very thoughtful in giving me a good critique on my cover letter. I appreciate that feedback.*

— Mike ”



## Strengthening writing skills for a lifetime of success

We coach on all key elements of writing, helping you become better at self-editing so you can produce better writing long after you've graduated. Our experts assist with:

- Purpose, focus, and clarity
- Content
- Organization
- Keywords
- Accurate grammar and mechanics
- Consistency
- Formatting
- Tone and style for career settings

## Experts trained to help you excel for a lifetime

Our Career Writing Experts are professional writers and editors who are extensively trained to help you communicate more effectively, both during job searches and in all your ongoing workplace communications. Smarthinking tutors can help you:

- Give employers what they're looking for when they review your materials
- Craft succinct, powerful elevator pitches that excite employers in 30 seconds
- Write compelling cover letters that clearly show why you're suited for the job
- Build LinkedIn profiles highlighting your capabilities, interests, brands, and missions
- Develop personal brands that make you more attractive job candidates

But it's not enough to get the job: you need to succeed in it—and that demands superior communications skills. That's why, as we help you improve job search content, we'll focus on strategies you can use in all of your workplace communications, as you climb your individual ladder of success.

## Stand out when it counts most

Smarthinking can help you prepare for rewarding careers. To learn more, visit us at

[Smarthinking.com](https://www.smarthinking.com)

## Students agree: Smarthinking works

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“

*I am very pleased with the final draft and it was based upon the advice I received. Thank you!*

— Brandy ”

“

*It was a great experience and the instructor was very useful and offered great tips for making my resume better.*

— Jocelyn ”