Resume Footprint Launches New "Elevator Pitch Workshop": Industry-First Offering Will Help Job Seekers Improve Their Interview Skills Ahead of Record Hiring Spree

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DENVER ? Resume Footprint, a leading executive branding firm in business since 1999, today announced the launch of its new "Elevator Pitch Workshop" designed to help job seekers improve their chances of finding new professional opportunities.

The offering comes at a time when companies are bolstering their hiring efforts, hiring managers are struggling to find top talent, and job seekers are enjoying a power shift in the overall market. Fifty-five percent of people in the workforce are likely to look for a new job in the next 12 months, according to Bankrate's August jobseeker survey, as part of "The Great Resignation" that has been sparked by the global COVID-19 pandemic.

"These types of job market statistics prove that competition for key roles across all industries is about to intensify," said Marilyn Maslin, owner and chief talent officer of Resume Footprint. "We wanted to help job seekers fine-tune their interview skills to improve their chances of landing meaningful, sustainable work opportunities."

The new workshop will feature a collaborative discovery session complete with custom suggestions on answering common job interview questions. Clients can bundle the offering with Resume Footprint's other branding services, including executive resume writing, LinkedIn profile recommendations, and additional personal marketing support.

"One of the toughest questions for job seekers to answer is, 'Can you tell me about yourself?'," Maslin said.

"We are experts in helping clients identify and communicate their unique value proposition in a way that will resonate with hiring managers and recruiters. Unfortunately, you have a limited amount of time in an interview setting to tell and sell your story. We help our clients get to the point and focus on the key skills they bring to the table."

About Resume Footprint

Headquartered in Denver, Resume Footprint is a premiere executive branding firm offering a wide range of services and materials, including resumes, LinkedIn profiles, cover letters, and executive coaching. Founded in 1999, the company also offers comprehensive corporate services to company partners to provide outsourcing and executive team branding solutions.

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