



Proposal Manager, What's That? *Effectively Communicating Your Value*

Brand Development and Resume Workshop

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COMMUNICATING YOUR VALUE

PERSONAL BRANDING + RESUME BUILDING



PERSONAL BRANDING



WHO ARE YOU?

You are more than your job title!



BRAND: ACTIVITY 1

Introductions

Greet the person sitting next to you and introduce yourself!



How many people said...

“Hi I am [name], I am a [role], at [company] (and maybe something about if this is your first time at the conference)”?

Remember this for later...



BRAND: ACTIVITY 2

Who are you?

Let's start by filling out your workbook!



WHAT IS A PERSONAL BRAND?

Your personal brand is a compilation of your best attributes, your strengths, your core values, and your goals.

Your personal brand is not just....

Your Job Title

Your College Major

Who you are from 9-5

Be known for something!



STEPS TO DETERMINING YOUR PERSONAL BRAND

1. **Define Your Purpose** Identify your **values, goals, and purpose.**

2. **Audit Your Personal Brand Equity** Consider your **credentials** (education, awards, achievements), **social capital** (networks of relationships personally/professionally), and **cultural capital** (emotional intelligence and expertise).

3. **Construct a Narrative** **Gather stories that showcase your value proposition,** as these narratives can effectively demonstrate your qualities in conversations.

4. **Communicate & Embody Your Brand** **Promote your brand through various channels and interactions to enhance visibility and attract opportunities** that align with your unique value, while also taking steps to develop your skills and embody your brand in everyday situations.

5. **Socialize Your Brand** Ensure that others know and are able share your value.

6. **Re-evaluate and Adjust!**

“Show your strengths in public and improve your weaknesses in private” – BPC Speaker

Source: Harvard Business School: *Personal Branding: What It Is and Why It Matters* (Catherine Cote)
<https://online.hbs.edu/blog/post/personal-branding-at-work>

IMPORTANCE OF **PERSONAL GOALS** TO YOUR BRAND

Personal goals are the **WHY**,
your personal brand is **HOW OTHERS SEE YOU LIVING THAT WHY.**

Personal goals...

Give you **DIRECTION**

Help you stay **TRUE TO YOURSELF**

Guide **DECISION-MAKING**

Demonstrate **GROWTH**

DIFFERENTIATE yourself

Personal Goal:

I want to be known as the expert in capture planning for my organization.



Personal Brand:

I am a highly organized proposal manager who is passionate about increasing win-rates and empowering my organization.



HOW TO USE YOUR PERSONAL BRAND



Resume/Cover Letter



LinkedIn



Interviews



Making Life Decisions



**Introducing Yourself to
New People**



Mentoring



ACTIVITY 2 CONTINUED

Who are you?

Your personal brand is a compilation of your best attributes, your strengths, your core values, and your goals.

You already have all the pieces you need to start developing your brand!

Positive Words = Your Best Attributes

What you do well = Your Strengths

Things you love/value = Your Core Values

Hopeful Achievements = Your Goals

Using these, take a few minutes to write a couple brand statements that describe **who you are.**



ACTIVITY 1 CONTINUED

Re-Introductions

Like we did in the beginning...

Greet the person sitting next to you and introduce yourself, this time using your personal brand statements.

Don't worry we all know these are works-in-progress!



This may not be appropriate in every setting, like a board meeting with the president of your company, but how much more impactful could it be if we focused more on who we are rather than just the title we hold.



RESUME BUILDING



RESUME USES

When developing a resume, tailor to its purpose!



New Job



Promotion



**Professional
Development**



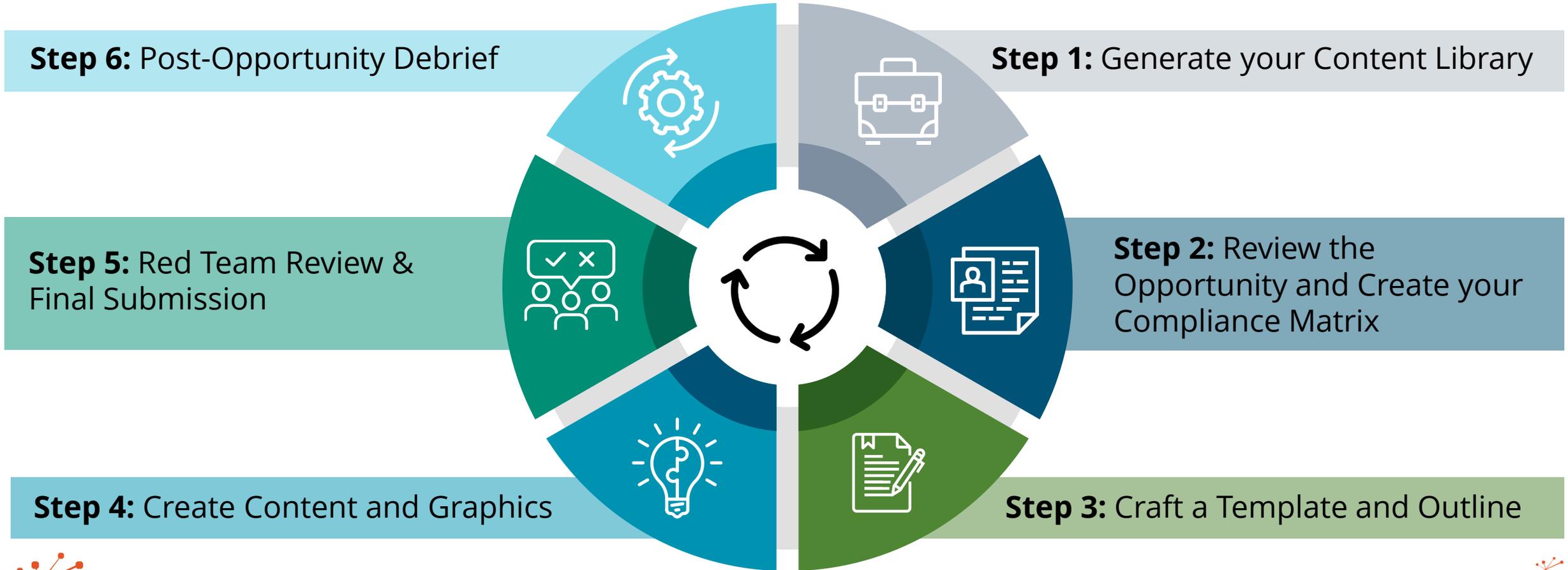
Proposals



RESUME PROCESS

Use proposal management best practices to better your resume process!

Don't use the same resume every time!



RESUME TIPS

There is not one way to a successful resume, but here are some helpful tips

DO

- Use action verbs or write in third person
- Write short descriptions or bullets that describe the task and impact
- List your strengths / expertise
- Include unique qualities (i.e., foreign language proficiency)
- Show your personality / personal style
- Use AI to help build frameworks, adjust language, brainstorm, etc.

DON'T

- Use passive verbs or write in first person
- Write lengthy paragraphs describing everything you did
- List experiences, if you are not willing to do it again in the future
- Include run-on lists of irrelevant details
- Add too many design components that you lose attention to key information
- Rely solely on what AI produces



RESUME NUANCES

Examples of perplexing resume situations

How long should my resume be?

What if my experience isn't exactly what the job posting is for?

What if I don't have a lot of experience?

What if I have non-job related skills and experience?

What if I was at a job for 2 months?

When is it appropriate to include a training or certification?

What if I didn't finish my degree?

Should I have a personal statement?



RESUME TAILORING

Showing results and impact for proposal management professionals

Scenario 1: Sally Smith is applying for a new job at Creative, LCC. At her current employer, We Work Weekends, she submits ~100 proposals a year and is feeling overwhelmed and burned out. She wants to find a new job that allows her to prioritize quality over quantity.

Currently, her resume reads...

“Submitted 102 proposals in 2024 and 98 proposals in 2025.”

How could Sally update this statement to be more impactful and drive towards what she is looking for in a job?

Ex. “Sally successfully submitted a high-volume of proposals, demonstrating a strong commitment to driving business growth and enhancing organizational competitiveness through effective proposal management.”



RESUME TAILORING

Showing results and impact for proposal management professionals

Scenario 2: Rubio Ramirez was asked by his manager to provide a resume for a potential promotion to Senior Proposal Editor. Rubio wants to include information about his involvement in APMP and the Western Region Chapter to demonstrate industry knowledge.

Currently, his resume reads...

“Participation in APMP and other professional organizations.”

How can Rubio update this statement to be more impactful and land the promotion?

Ex. “Actively engaged in the Association of Proposal Management Professionals (APMP) as the Chair for the Western Region Chapter, enhancing industry knowledge and networking opportunities, which led to growth within the company team by two interns and overall skill level.”



RESUME TAILORING

Showing results and impact for proposal management professionals

Scenario 3: Matt Matthews is interested in joining the APMP Board of Directors and has been asked to provide a resume with his application. Matt has a list of proposals he submitted last year with project titles, funding amounts, and other proprietary information. He wants to ensure the information he provides accurately represents his efforts but doesn't violate company policies.

Currently, his resume reads...

“Submitted 30 proposals in 2024 ensuring compliance and success.”

How can Matt update this statement to be more impactful and demonstrate his advanced role within his company?

Ex. “Successfully coordinated 30 quick turnaround proposal responses that advanced strategic priorities, securing a 40% increase in funding and attracting 10 new clients, significantly enhancing organizational growth and market presence.”



RESUME TOOLS

Canva

Great for designing your resume!

Tip: Create your resume in word first and then transfer it over to Canva

AI

Great for creating concise statements and organizing thoughts!

Tip: Double check AI results and remember you are “teaching” AI.

LinkedIn

Great for building your network and exploring opportunities!

Tip: Keep your LinkedIn updated and actively build your network.

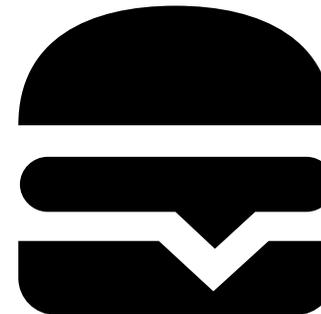


RESUME: ACTIVITY 1

Resume Editing

Trade your resume with someone in the room.

Hamburger style feedback – state what you like about the resume, what you would improve, and end with something positive.



What you like

What you would improve

Something positive



CLOSE OUT

