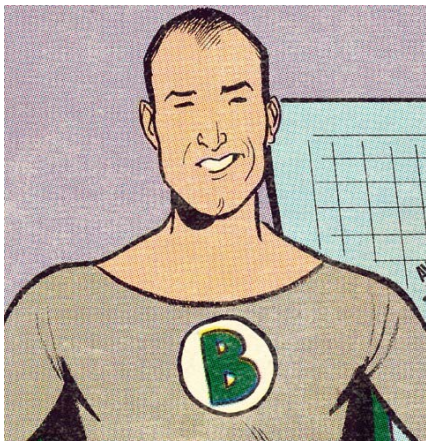


## Boring resume? Enter the comic-book version

By Patricia Kitchen  
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Tom McAlister, a marketing strategist, says he may not have gotten his most recent job in Los Angeles because of Brand Man, his comic book resume. But it sure helped with “cutting through the clutter and getting onto people’s radar.”



Brand Man is a four-page comic outlining McAlister’s “superhuman... ability to connect brands to customers.”

How he got the idea? He was frustrated trying to squeeze info on his experience, brainpower, passion, and sense of humor into three paragraphs in a cover letter. “After 20 minutes, I threw up my hands,” he said in an e-mail. “I was like, ‘I reject this format! There’s got to be a better way.’”

He wondered if there was “a fun, visual way to tell a story with pictures...And before I got to the end of that thought, I had it. Comic book resume!”

Working with an illustrator, he launched [Brand Man to the Rescue](#) in January.

Of course, he also had a standard-format resume and says that admittedly, he’s in an industry in which out-of-the-box thinking is valued. “I’d say that applicants should definitely use common sense before trying to go this far out-of-the-box,” he said, “especially while pursuing jobs in more traditional industries.”

Still he tells of one idea he’s heard – along with a resume, sending the human resources manager a coffee mug and note saying “Hi, I think I’d be great at this job. Can I buy you a cup of coffee to talk it over?”

“They’ll either meet with you or they won’t,” he said. “But I guess that’s where I come down on this one: I’d rather have somebody remember me and politely decline to employ me than have them never know who I am in the first place.”

You can learn about other unconventional – not necessarily all advisable -- techniques for getting a foot in the door at [Officeteam.com](#).

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