



RELAUNCH STATS

Length of Career Break  5 years

Nature of Career Break  Childcare

Time to Relaunch  1 year

CAREER TRAJECTORY

Pre-Break Employer and Job Title

Cumulus Media
Operations Manager

Employer and Job Title at Point of Relaunch

Better Travel Co
Content Manager

Current Employer and Job Title

BNP Paribas
Assitant Vice President,
Multimedia Specialist

GUY PATTON

GUY'S SUCCESS STORY

ABOUT

After leaving creative pursuits to raise his son, Guy Patton returned to work after five years out of the full-time workforce. The connections he made after widening his search and taking on freelance opportunities ultimately led to his position at BNP Paribas.

HOW DID YOU DESCRIBE YOUR CAREER GAP TO POTENTIAL EMPLOYERS?

I addressed the fact that I left work to be a stay-at-home dad squarely in my cover letter. I felt it had made me a better person and of greater value to a company: more patient, more empathetic, more kind. Moreover, kids minds are idea factories, and I had been immersed in that world of invention; you would think that is exactly the kind of mindset companies should be fostering. Unfortunately, I rarely got the opportunity to explain my career gap face to face with a potential employer, as the algorithm that pre-selects candidates from the on-line applications almost never let me get that far. Uploading a cover letter was not required in many cases, and that said to me it probably wasn't going to be considered anyway. In my case, the gap on my resume was filled with freelance work, and so instead of listing a bunch of smaller gigs I strung them all together under one "Freelance Creative" umbrella, and our digital overlords allowed me to pass.

YOU WERE RECOMMENDED FOR THE POSITION AT BNP PARIBAS BY SOMEONE WITH WHOM YOU HAD WORKED AS A FREELANCER. ANY TIPS ABOUT NETWORKING THAT YOU'D LIKE TO SHARE?

I don't think I'm a particularly good networker, but I have strengths and I'm not afraid to show them: creativity, communication, an ability to get to the emotional core of things and to give a unique voice to my projects. I believe that if you show people your talents, what you offer that is distinct from others, they can see how you might fit on a team. And this is where the "not afraid to show them" part comes in: a person I had freelanced with at an ad agency was now at BNP Paribas, and he called me out of the blue and said he was looking for someone for a position, someone with my strengths, and asked if I knew anyone who was looking, to which I said "yeah, ME!"

The job description was for a multimedia specialist, someone who could shoot and edit video, take photographs, record audio, all things I had done extensively; but ultimately it was my writing background, my facility with story, that set me apart from the other applicants who could do all that other stuff too. I'm essentially a storyteller, in whatever medium I'm working in, and that has been true always.

To their great credit, the HR team and my now-managers at BNP Paribas didn't look at me and see a person with a resume gap, or a person with no experience in the financial services industry, but instead they saw a capable person who might be worth investing some time in. Not everyone does this, but they should.

To read Guy's full success story, visit [iRelaunch's Success Story Archive!](#)