



Tumult and uncertainty dominate our headlines and our daily lives. According to research from Fishbowl, [65% of execs expect the COVID-19 crisis to lead to layoffs in their company.](#) The research was printed in *The Drum*, which has done a tremendous job updating [a dynamic list of resources for creatives](#) who find themselves in that very position.

Locally, [C2 continues to serve the creative industry by placing Milwaukee's most talented creatives with businesses in need.](#) In an effort to support talent and business clients, we've compiled a list of resources for dedicated freelancers and anyone who finds themselves under- or unemployed in the wake of this global pandemic. [If you're looking for a gig, apply with us.](#)

C2 found a [Wisconsin-relevant explanation of the Coronavirus Aid, Relief, and Economic Security \(CARES\) Act](#) on Wisconsin Senator Tammy Baldwin's website. We're not trying to be partisan, merely efficient. The content is clear and up-to-date. The CARES Act helps provide immediate support for Wisconsin families, workers, small businesses, hospitals and health care system.

***The primary focus of this document is on local and national resources specifically geared to support Milwaukee's creative workers.***



## FIRST THINGS FIRST

### UNEMPLOYMENT

Daily updates and everything you need to know can be found at <https://dwd.wisconsin.gov/uiben/>

#### Have this information in front of you when you apply

- Your Social Security number
- A valid email or mobile number
- Your Wisconsin driver's license or State ID number
- Employers' business names
- Employers' addresses, including ZIP codes
- Employers' phone numbers
- First and last dates of work with each employer
- Reason you are no longer working with each employer
- Your current address. You need a valid mailing address to receive important documents about your claim. Make sure you have notified your post office of any recent changes to your address
- If you are not a U.S. citizen, you must provide your alien registration number, document number and expiration date

**GOVERNMENT SUPPORT - [from WI Senator Tammy Baldwin's website, updated daily](#)**

“The CARES Act expands unemployment insurance to help Wisconsin workers that have been furloughed or laid off. With \$260 billion in funding our rescue package has **expanded eligibility to cover more workers and we have increased the maximum unemployment benefit by \$600 per week** for every American through July 31, which will provide most workers with their full paycheck. The legislation also makes unemployment insurance available for 13 additional weeks for a total of 39 weeks in Wisconsin. Unemployment insurance will also now be available for workers who are unemployed or unable to work because of the virus and don't qualify for traditional benefits. This support ensures that workers are protected whether they work for businesses small, medium or large, along with self-employed and workers in the gig economy.” Apply for unemployment by visiting <https://dwd.wisconsin.gov/uiben/apply/>

**THE SEARCH!****RESUME:**

C2 has a resume philosophy that differs from our competition. We want you to GET TO “FIT” FASTER, so we developed the “Cake & Frosting” functional resume approach. If you, and all the people with similar education and job history, are vying for the same role, you need to stand out. Every person within a discipline has similar skills. Those skills are the “ingredients” in your cake - the minimum expectations that you need to have to DO the job. Where you stand out and how you show up - THAT is your Frosting. [Check out the video](#), it's geared toward people who have applied to C2 (which we'd love for you to do), but even if you don't apply, please spend the 11 minutes watching it. It can help you craft better language about all the value you deliver for your chronological or functional resume. Frosting Worksheets attached at the end of this document.

FROSTING VIDEO: <https://youtu.be/rrYhWvrPyHA>

**PORTFOLIO:**

Everyone needs a repository for all their professional “awesome.” If you're a creative, you need a portfolio; if you're on the account side, a portfolio is a bonus. LinkedIn profiles are requirements for everyone, but are even MORE important *if you don't have a portfolio*. LinkedIn can even integrate some portfolio content. I recommend using the Frosting worksheet to help you develop some tangible accomplishments and share your aspirations on both your portfolio and LinkedIn profile.



[Adobe Portfolio](#) and [Adobe Talent on Behance](#) **FREE until May 31**

**SHOULD I WORK WITH A RECRUITER?:**

Staffing firms can offer candidates valuable no-cost services:

- full- or part-time temp work with competitive hourly pay and access to often-unlisted full-time direct hire roles
- knowledgeable feedback about your resume & portfolio within the context of your industry/role
- access to services to support your search
- a friendly and helpful shoulder to lean on

C2 wants to help get you back to work. We may not be the only game in town, but we are definitely the only staffing firm demonstrably dedicated to the success of Milwaukee's creative community, 16 years and counting!

**LOCAL JOB BOARD:**

Get jobs in your inbox from [Big Shoes Network](#) every Tuesday and Friday.

**OTHER RESOURCES FOR FREELANCING & MORE:**

*The Drum* published and continues to update a particularly robust and helpful list of resources for creatives navigating under- or unemployment. It contains links to employment, like freelance marketplaces, upskilling opportunities and support networks. <https://www.thedrum.com/news/2020/03/23/freelancers-guide-the-coronavirus-downturn-jobs-resources-and-support-networks>

**OTHER THINGS TO THINK ABOUT****UPSKILLING (LOOK for COVID-19 DEALS):**

Expand your skill set, broaden your pro vocabulary, do a deep dive on something new, get certified. You've got the time, might as well invest it into your future and your career. There is a ton of great content to fill that noggin of yours. Here are some of my favorites:

[Smashing Magazine](#)

[General Assembly](#)

[UX Collective](#)

[LinkedIn Learning](#) (formerly Lynda.com)

**KEEPING YOUR HEAD TOGETHER**

Being under- or unemployed can be stressful under normal circumstances and these are anything but. PLEASE TAKE CARE OF YOURSELF. You know how to use Google to handle some of the challenges ahead, but you might need to have your head together to handle navigating it all, plus the stress associated with everything.

Check out this free LOCAL resource that I LOVE (built by a talented UX designer no less), [ResistanceRebels.com](#).

If you have a therapist, see if they will do telephone or video sessions.

If you don't already have a resource, try an online resource. We've heard good things about [TalkSpace](#) ([here's a discount code](#)) and [BetterHelp](#).



## OTHER OTHER RESOURCES

### NETWORKING:

[LinkedIn](#) is CHOCK FULL of resources, videos, virtual roundtables, Zoom events and support from accountants, lawyers and people hiring. Get your profile up-to-date and spend some time reviewing the local response to this emergency.

[Newaukee's #CloudCafe](#) is a series of events, from just co-working lunch to seminars.

### SETTING UP YOUR REMOTE WORKSPACE AND GIVING BACK

[C2's blog post provides direction and information to set you up for success.](#) Things have changed a bit, but the content still plays.

### SUPPORT RESOURCES FOR WISCONSIN'S ARTS COMMUNITY

Arts Wisconsin's [Info and Resources on COVID-19](#)

Wisconsin Arts Board's [COVID-19 and the arts in Wisconsin](#)

Americans for the Arts' [COVID-19 Research and Response Center](#)

### HAPPY HOUR?

C2 to the rescue! Be sure to join us for our next virtual happy hour. Fun times from the comfort of your own home. Make new contacts, share stories, just like in a bar but pants optional. LOL



### LET'S GET SOCIAL

Stay up-to-date on virtual events, remote opportunities, current information regarding COVID shut-down and general shenanigans by following C2 on your favorite social platform:

INSTAGRAM: <https://www.instagram.com/c2mke>

FACEBOOK: <https://www.facebook.com/c2mke>

TWITTER: <https://twitter.com/c2mke>

LINKEDIN: <https://www.linkedin.com/company/c2-graphics-productivity-solutions>



**Every creative is made from the same basic ingredients, that's the CAKE... Frosting is what makes you different!**

Aspirations	Accomplishments	Character	Passions	Skills
<p>What do you want to do and where do you want to do it? Agency, client-side, with a team or solo, remote or onsite (eventually), any specific vertical or industry?</p>	<p><b>DROP THE MIDWEST MODEST</b> and assert how YOU contribute to outcomes, aka: how you kick-a\$\$! Remember FIT... be Fearlessly yourself, with Integrity and show Tangible impact (ROI) to the top and/or bottom line. <b>SHOW/SELL</b> your capacity, speed, efficiency, accuracy.</p>	<p>Testimonials work well here. Pull from LinkedIn or solicit from friends, family, team mates, supervisors or references! Get the good stuff. It's more credible when someone else says "s/he or they is/are AWESOME."</p>	<p>What inspires you, lights you up? Can you share that and create some affinity with a potential employer by sharing a piece of yourself?</p>	<p>Are you carrot cake or a rich red velvet? If you have skills that make you extra special (like a copywriter who can art direct or do voice-over), <b>SELL IT</b>. Think about how deep and/or wide your skills are and then <b>PROVE</b> it with some examples under Accomplishments!</p>

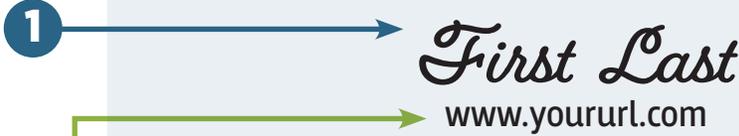


# F I T

**FEARLESSLY**  
represent yourself with  
**INTEGRITY** and provide  
**TANGIBLE** examples

## Name

Use the name or nickname you prefer.



*If you have demonstrable skills **SHOW**, don't **TELL**. (UX, Typography, Layout, Copywriting)*

## URL

A resume drives traffic to your portfolio or LinkedIn. Make link(s) easy to spot

## Your Frosting Headline

Set the tone. Launch your story.

## What is YOUR HOOK?

Combo of what you WANT and reasons to PICK YOU.

## Accomplishments

Demonstrate value with tangible examples of success/ROI, use bullets or paragraphs.

## Testimonials or Pull Quotes

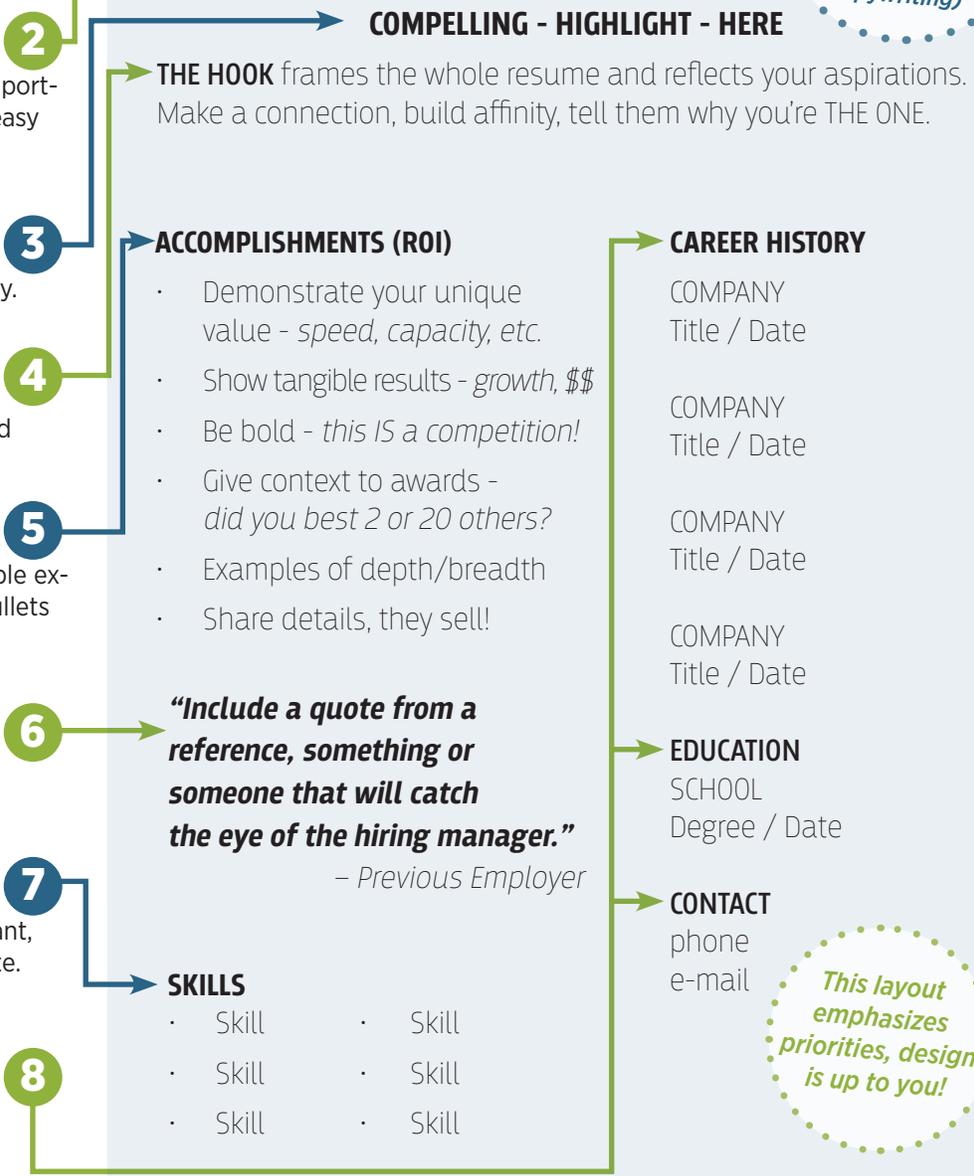
Let people who believe in you sing your praises!

## Skills

Skills are CAKE. While important, they don't get prime real estate.

## Career History Education & Contact

Short and to the point.



*This layout emphasizes priorities, design is up to you!*

# EMPLOYEE RIGHTS

## PAID SICK LEAVE AND EXPANDED FAMILY AND MEDICAL LEAVE UNDER THE FAMILIES FIRST CORONAVIRUS RESPONSE ACT

The **Families First Coronavirus Response Act (FFCRA or Act)** requires certain employers to provide their employees with paid sick leave and expanded family and medical leave for specified reasons related to COVID-19. These provisions will apply from April 1, 2020 through December 31, 2020.

### ▶ PAID LEAVE ENTITLEMENTS

Generally, employers covered under the Act must provide employees:

Up to two weeks (80 hours, or a part-time employee's two-week equivalent) of paid sick leave based on the higher of their regular rate of pay, or the applicable state or Federal minimum wage, paid at:

- 100% for qualifying reasons #1-3 below, up to \$511 daily and \$5,110 total;
- ⅔ for qualifying reasons #4 and 6 below, up to \$200 daily and \$2,000 total; and
- Up to 10 weeks more of paid sick leave and expanded family and medical leave paid at ⅔ for qualifying reason #5 below for up to \$200 daily and \$12,000 total.

A part-time employee is eligible for leave for the number of hours that the employee is normally scheduled to work over that period.

### ▶ ELIGIBLE EMPLOYEES

In general, employees of private sector employers with fewer than 500 employees, and certain public sector employers, are eligible for up to two weeks of fully or partially paid sick leave for COVID-19 related reasons (see below). *Employees who have been employed for at least 30 days prior to their leave request may be eligible for up to an additional 10 weeks of partially paid expanded family and medical leave for reason #5 below.*

### ▶ QUALIFYING REASONS FOR LEAVE RELATED TO COVID-19

An employee is entitled to take leave related to COVID-19 if the employee is unable to work, including unable to **telework**, because the employee:

- |  |  |
|--|--|
| <ol style="list-style-type: none"> <li>1. is subject to a Federal, State, or local quarantine or isolation order related to COVID-19;</li> <li>2. has been advised by a health care provider to self-quarantine related to COVID-19;</li> <li>3. is experiencing COVID-19 symptoms and is seeking a medical diagnosis;</li> <li>4. is caring for an individual subject to an order described in (1) or self-quarantine as described in (2);</li> </ol> | <ol style="list-style-type: none"> <li>5. is caring for his or her child whose school or place of care is closed (or child care provider is unavailable) due to COVID-19 related reasons; or</li> <li>6. is experiencing any other substantially-similar condition specified by the U.S. Department of Health and Human Services.</li> </ol> |
|--|--|

### ▶ ENFORCEMENT

The U.S. Department of Labor's Wage and Hour Division (WHD) has the authority to investigate and enforce compliance with the FFCRA. Employers may not discharge, discipline, or otherwise discriminate against any employee who lawfully takes paid sick leave or expanded family and medical leave under the FFCRA, files a complaint, or institutes a proceeding under or related to this Act. Employers in violation of the provisions of the FFCRA will be subject to penalties and enforcement by WHD.



**WAGE AND HOUR DIVISION**  
UNITED STATES DEPARTMENT OF LABOR

For additional information  
or to file a complaint:  
**1-866-487-9243**  
TTY: 1-877-889-5627  
[dol.gov/agencies/whd](https://dol.gov/agencies/whd)



WH1422 REV 03/20