



# STIFEL *Bits*

July 23, 2025

## The Appetizer

This week's Stifel Bits is being brought to you by our CIO Office summer interns. Enjoy!

***“We’re building multiple more titan clusters as well. Just one of these covers a significant part of the footprint of Manhattan.”***

– Mark Zuckerberg on Meta Platforms’ plan to spend hundreds of billions of dollars to build several massive data centers for superintelligence.

***Now, on to the numbers. Drum roll, please ...***

- **\$10 million:** The amount the original, beat-up, sticker-covered Birkin Bag **sold for**.
- **67:** The duration, in minutes, of Bill Ackman’s first **foray** into the world of professional tennis.
- **\$122 million:** The estimated domestic box office ticket sales on opening weekend for **Superman**.
- **27:** The total number of “Severance” **Emmy nominations**. And the amount of actual severance this cast will receive? Zilch.
- **\$52 billion:** The amount of money a single client **yanked** from BlackRock’s index funds, single-handedly sending shares down 5.9%.

## Dig In

### “The Resume Revolution”

Our world in 2050 may have flying cars, colonies on Mars, and... three-page resumes?! The ground shook when Brixton Vice President Simon Key **declared**, “I firmly believe the one-page resume is dead,” pointing to a potential shift in a process that once seemed set in stone. That said, this shift may take some time. So, for now, how many pages does the perfect resume have?

Well, it depends! Age, experience, and industry are all important factors to consider when crafting your resume. For those with fewer than five years of experience, the one-page rule still holds true. But if you have a bit more experience under your belt, one page may no longer have enough real estate to contain all the buzzwords needed to land an interview.

Another important consideration is your audience, or lack thereof. Some companies use AI for initial resume screenings, focusing on buzzwords instead of more “human” elements like style. That said, AI does not play favorites and can actually serve as a double agent, helping you make your resume perfect on your end. Nevertheless, beauty is in the eye of the beholder. The balance between wooing humans and AI is a delicate one, since a real person will come across your resume at some point in the process. Whether it’s one page or three, good luck surviving the bots and impressing the humans!

# Weekly Specials

You may not be saying “that was so cheap” anymore after paying the dinner bill on your Italian getaway. Sorry Charlie, but the dollar has **tumbled** 13% against the euro in 2025, stifling American purchasing power abroad. Feeling under the weather? Want your favorite sports team to win? An **Etsy witch** can help with that... or at least, pretend to.

When Ivanka Trump and Jared Kushner visited an abandoned Soviet weapons base in Albania, they had a **vision**: piña coladas and tiny umbrellas.

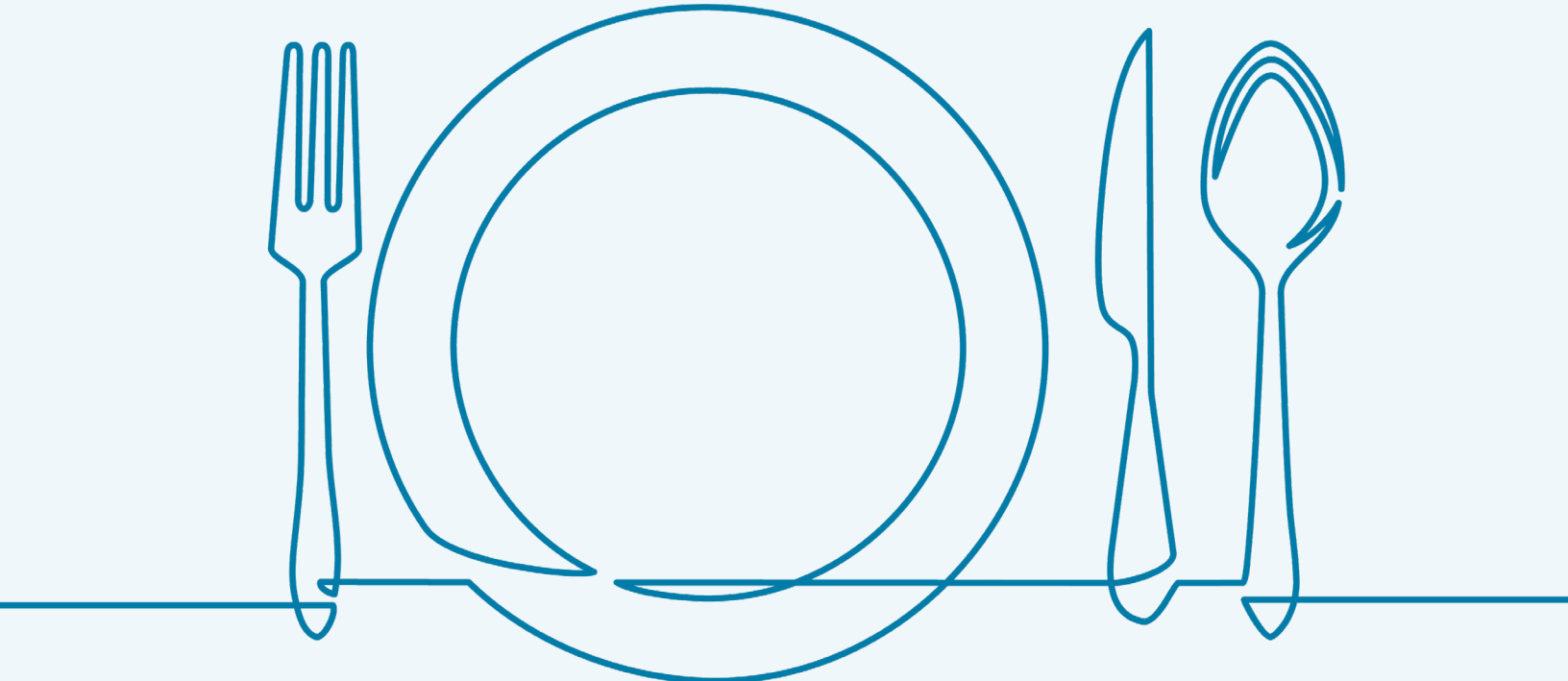
Road rage no longer comes from other drivers, but from **Hydro Flasks** and Owalas. Next time you are jamming your water bottle into your car cupholder (and failing), just know you’re not alone.

McDonald’s Snack Wrap is back, giving that same sense of nostalgia, but with a **higher price tag**. Inflation is even hitting the Golden Arches.

From dad’s hands to the stands: Cal Raleigh’s home run derby win with the help of his **dad**.

## Corporate Lunch

- **Heinz** could be breaking up with **Kraft** – it turns out they weren’t the perfect **match** and cheese.
- **Ferrero** just made breakfast the most important **deal** of the day, acquiring Fruit Loops maker **WK Kellogg**.
- Wall Street’s Golden Child: **Goldman Sachs** **announced** an equity trading record in its second quarter earnings release.
- iPhones may become even more attractive with their new **patriotic pull**, leveraging the use of rare-earth magnets.
- Thirst trap: **Meta’s** new data centers are leaving towns **parched**.
- Your favorite broadcasting stations may be on death row. **PBS**, **NPR**, and many local stations are in an ongoing **battle** to retain government funding.
- Why pay \$120 for a pair of Lululemon leggings when you can get them at Costco for \$17.99 and three free samples in aisle 1? Despite Lululemon’s lawsuit, **Costco** is operating business as usual and has not commented on the conflict.
- **Starbucks** tells corporate workers to **brew** up a four-day office grind. Starting in October, its workers will be required to come into the office at least four times a week, just in time for pumpkin spice season.



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