



La Sierra
UNIVERSITY

*Office of Advising
& Career Success*

Career Planning Workbook

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CAREER PLANNING SERVICES

These are just a few of the things that Career Services offers for students and alumni. This handbook will serve as the foundation for our workshops, labs and meetings. Throughout the year we encourage you to check into our website for additional opportunities and events

- Individualized Career Advising
- Major & Occupational Exploration & Selection
- Resumes, Cover Letters & Professional Documents
- Handshake: Jobs, Internships, & Appointments
- Interview Preparation & Mock Interviews
- Job Search Strategies
- Networking Opportunities
- On campus and virtual recruiting & career fairs
- Grad School Preparation
- LinkedIn & Social Media Strategies

DEVELOPING YOUR CAREER PLAN

In order to develop your career plan, it is important to start early so that you can better understand your motivations and needs and make an informed decision. Career planning is not a one or two meeting experience, but rather it encompasses your education and experiences throughout your undergraduate education and beyond. Here are a few things to consider as you start things off.

1. Explore

Look inward. Know yourself. Interests, strengths, skills, values.

2. Determine your interests

Activities about which you are passionate. What do you enjoy doing in your spare time?

3. Recognize your aptitudes

The skills you have and those you want to develop. What do you do well?

4. Evaluate your work experience & education

Acquired knowledge that will help you advance toward your desired career paths. What are your accomplishments?

5. Recognize your personal qualities

Traits that make you a strong candidate. What unique characteristics define you?

6. Select potential career areas

Areas of career interest for further research and exploration. What career fields do you gravitate towards?



CAREER PLANNING FOUNDATIONS

La Sierra Career Services utilizes Focus 2 Career to help students better understand their preparation, needs and motivations for career planning and exploration. Following is a list of exercises to use as you navigate through the modules.

Website <https://www.focus2career.com/Portal/Login.cfm?SID=1727>

Access code to register: **lasierra**

MY CAREER PLANNING INVOLVEMENT

The My Career Planning Involvement assessment measures your level of involvement in activities that support self-awareness, career exploration and your satisfaction with your career planning. Your results are displayed graphically and verbally.

- Self Assessment (Self) It is important that you are actively involved in self assessment because it is the most important and the first step in career planning.
- Career Exploration (Exploration) It is important that you are actively involved in career exploration because it will help you to discover and understand career options.
- Career Planning Satisfaction (Planning) Your career planning satisfaction reflects how ready you are to engage in career planning activities. Obstacles that could interfere with your ability to plan could be financial, family responsibilities, etc. If your Planning score is low it would be wise for you to seek help from a career counselor to help you resolve your planning concerns.

What support services are available to you at your college to assist you with career planning readiness?

What action steps will you take to increase your scores in your career planning status assessment?

MY ACADEMIC STRENGTHS

What is your action plan to take advantage of your academic strengths and address any academic weaknesses that could impact your education plans and future career?

AM I CAREER READY?

The National Association for Colleges and Employers (NACE) has identified 8 competencies that will give you a professional edge. Employers want to hire applicants who have these in-demand skills and strengths.

They are: Critical Thinking, Teamwork, Leadership, Career and Self Development, Communication, Technology, Professionalism and Equity & Inclusion.

Which competencies do you need to work on the most? Did you over-rate yourself? Many students do. Be sure to be honest to yourself.

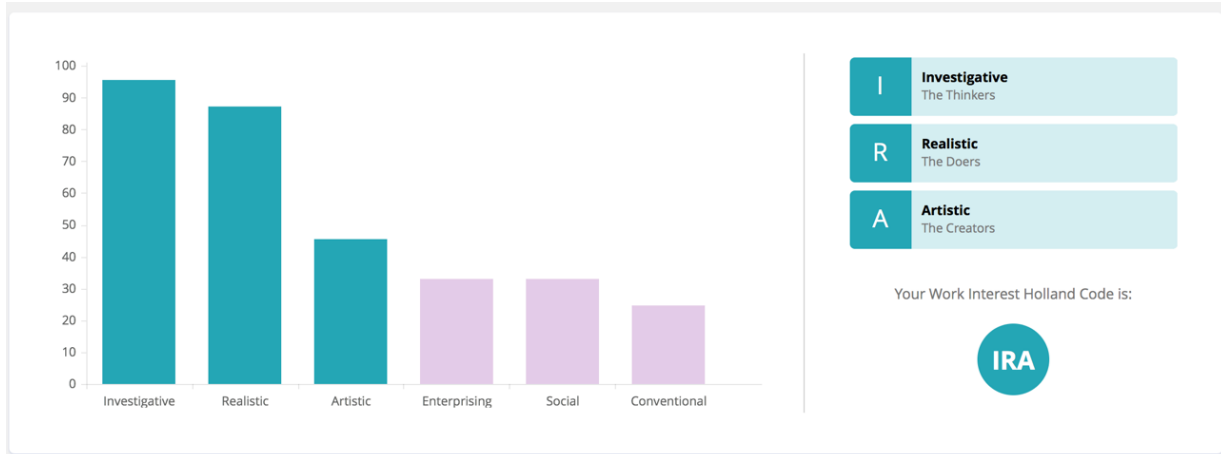
What is your action plan to develop these competencies?

SELF-ASSESSMENTS

Several self assessments are available to you in FOCUS 2 CAREER. The results of each self assessment include occupations and supporting majors at your college that match your personal attributes. Self Assessment is an important first step in selecting a major, choosing an occupation, planning your career and doing a job search. Pay attention to the descriptions of your personal attributes in each of your self assessments. Being able to articulate and discuss your work interests, values, personality type and skills to a potential employer is an important part of a fruitful job search.

Work Interest Assessment: The FOCUS 2 CAREER work interest assessment identifies and matches your work interests to occupations and supporting majors at your college. The bar graph displayed in your results shows the strength of each of your work interests. Historically, the assessment of work interests has been the focal point of the career planning process. The work interest assessment measures your self reported career interests using a nationally recognized standardized instrument using the RIASEC scales developed by John Holland. In the sample graph below the top 3 work interests are Investigate, Realistic, and Artistic (IRA). A person's top 3 work interests make up their Holland Code and can be matched to occupations that have similar Holland Codes.

SAMPLE WORK INTEREST PROFILE



*The Holland Code for this sample is IRA (Investigative, Realistic, and Artistic)

The average score for each work interest is also shown as a number ranging from 0 to 100 where

0=Low Interest 50=Moderate Interest 100=High Interest

The descriptions below the bar graph summarize each of the Holland Code work interests

Investigative: "The Thinkers"

People in the investigative category often have a strong desire to understand cause and effect, and solve puzzles and problems. They often work in jobs that are scientific in nature. Their work often involves the analysis of data, using formulas, graphs and numbers. Investigative types typically prefer to work independently, and with minimum supervision. People in this category generally enjoy using computers, solving math problems, interpreting formulas, and thinking abstractly.

Enterprising: "The Persuaders"

People in the enterprising category often prefer activities selling and promoting. They enjoy influencing others and being in a leadership position. They often use their skills to influence others. They often like competitive activities and are often self-confident, talkative and energetic. They generally enjoy discussing politics, selling and promoting, having power and status, giving talks and speeches, and leading groups.

Realistic: "The Doers"

People in the realistic category often prefer to work with objects and things. They are likely to enjoy creating things with their hands and using tools and machines. Some prefer large, powerful machines like tractors, while others prefer precision machinery such as X-ray or electronic equipment. People in this category generally enjoy being physically active, repairing equipment, rebuilding cars, fixing electrical things, solving mechanical problems, playing sports, working outdoors, and using their hands.

Social: "The Helpers"

People in the social category prefer to work with others. They tend to be highly verbal, express themselves well, and get along well in groups. Social types typically prefer the team approach to problem solving. People in the social category often describe themselves as cooperative, friendly, and understanding. They generally enjoy teaching, caring for others, volunteering, mediating disputes, meeting new people, and working in groups.

Artistic: "The Creators"

People in the artistic category prefer to be expressive. They like the opportunity to create new things and be innovative. They typically do not like structure or conformity. They prefer to use their imagination and be creative. People in this category generally enjoy activities such as: writing, poetry, photography, designing, singing, acting, dancing, painting, attending theaters and exhibits, and reading.

Conventional: "The Organizers"

People in the conventional category often prefer orderly, systematic work. Work tasks often include keeping records, and organizing written and numerical materials according to a plan. They like to see things run efficiently and smoothly, which means they will pay attention to administrative details. They generally enjoy keeping accurate records, organizing, working with numbers, and using a computer.

What is your Holland Code? _____

Describe the characteristics of your Holland Code type (top three work interests) and the types of work activities that typically appeal to people with these work interests.

Top Work Interest (description and type of work found appealing)

Second Work Interest (description and type of work found appealing)

An assessment of your values enables you to focus on what is important to you in work and your life. Your values are matched to occupations that you may find satisfying, based on the similarity between your work values (such as achievement, autonomy, and conditions of work) and the work values associated with various occupations.

Describe your top three work values and the types of work that encompass your work values.

Leisure Interest Assessment

The leisure interest assessment identifies your top leisure interests and matches your leisure interests to occupations and supporting majors at your college.

Describe your top three leisure preferences and how they relate to occupations.

Combining Assessments to Narrow Down Your Results

Combine your assessment results to create a list of best-fit occupations.

Activity: Identify and Explore Occupations that Occur in Multiple Assessments

Complete several of the FOCUS 2 assessments. Click on Combining Assessments and select the assessments that you wish to combine. Print the occupation list that is generated by combining the assessments of your choice and then examine the list.

- Circle the occupations that immediately appeal to you
- Underline the occupations that surprise you but sound interesting
- Put an X through the occupations that do not appeal to you

Examine the details of the occupations that you have circled and underlined.
What did you learn from this exercise?

What are your top 3 favorite occupations?

EXPLORE THE POSSIBILITIES:

FOCUS 2 CAREER offers a variety of tools to help you explore occupations and majors:

- Use What Can I Do with a Major In...? to learn about the majors offered at your college and the occupations associated with those majors and save those majors that appeal to you
- Explore Any Area of Study: Click on any area of study to learn about the specialization areas associated with any major area of study
- Explore Any Occupation: Explore over 1,000 occupations
- Explore Occupations by Job Family: Explore occupations associated with any industry area
- Use Compare Any Two Occupations on the FOCUS 2 CAREER dashboard to compare and contrast occupations

YOUR SAVED OCCUPATIONS:

Ongoing exploration of occupations using the FOCUS 2 CAREER system will help you to make informed decisions about your career and education. Review your saved occupations in your career portfolio. Be sure to examine the job duties, employment outlook, advancement opportunities, earnings, areas of study and required credentials, etc. associated with an

occupation of interest to you. You can link to professional associations that people in that field are members.

List 5-10 of your favorite occupations that you have saved:

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

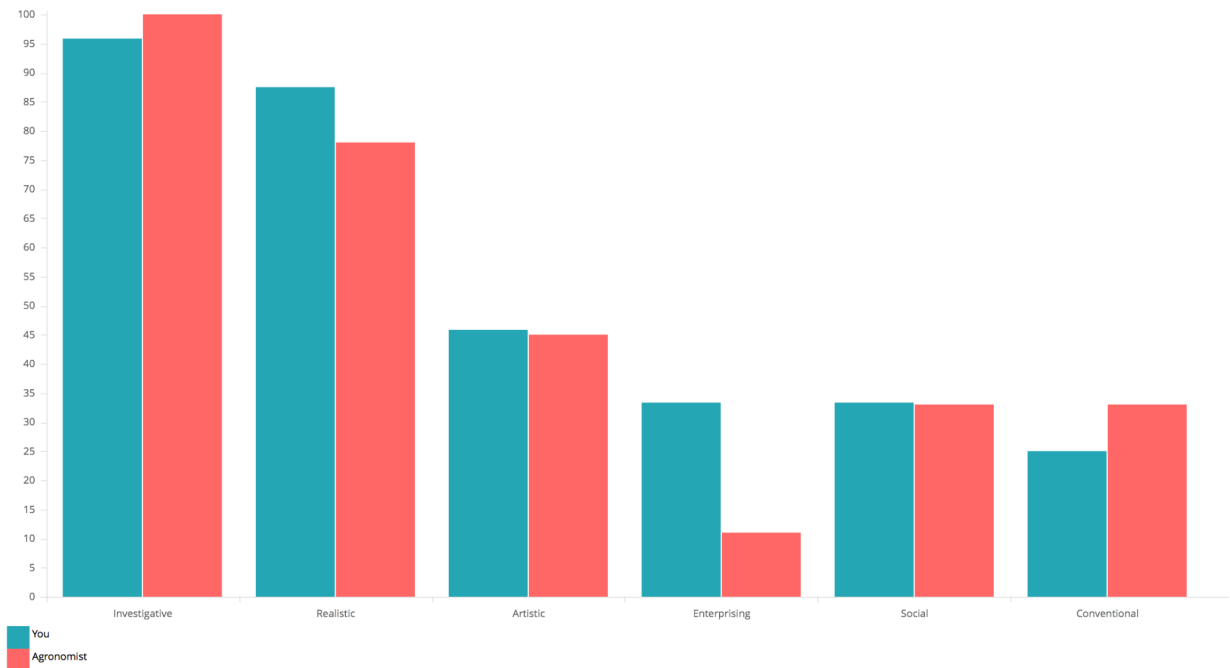
Y___ or N___ Are your preferred occupations in alignment with your assessment results?

Y___ or N___ Are your work interests a good match with the work interests of your favorite occupations? (To

answer this question, click an occupation name and examine that occupation's Interest Profile. If you have completed the Work Interest Assessment, the graph will compare your Holland Code to the Holland Code for that occupation)

● Work Interest Profile

The graph below displays the typical interests for someone who is working in this occupation. Their profile is displayed in coral. Your interest profile is displayed in green. If the pattern is similar, this may be a good match.



What questions/comments do you have about the occupation(s) you find appealing?

Do your preferred occupations support your work interests, personality preferences, skills and values? Why are these occupations a good fit for you?

YOUR SAVED MAJORS

Review your saved majors in your career portfolio. Click on Make Top Choice to identify the major that is most appealing to you.

List your top choice major and 2-3 other majors that you find appealing:

- _____
- _____
- _____
- _____

Y___ or N___ Do you find the subject matter of your preferred majors appealing?

Y___ or N___ Do you find the occupations associated with your preferred majors appealing?

Y___ or N___ Do your preferred majors match the majors displayed in your self assessment results?

Y___ or N___ Do your preferred majors support your career goals and favorite occupations?

What questions / comments do you have about the major(s) you are considering?

Do your preferred majors support your personality preferences, career interests, skills and values? Why are these majors a good fit for you?

HELP FROM CAREER COUNSELORS/ADVISORS: COPING WITH OBSTACLES AND CONCERNS

Occasionally, you may foresee some possible barriers that could interfere with your ability to plan your career or you may have some concerns about your current career and education plans. You should discuss your concerns with a career counselor or an advisor.

Write an X next to any of the following you need help with:

- Deciding on a major and career field
- Taking the next steps to implement your career plan
- Making plans for further education/ training
- Other (please elaborate)

Place an "X" next to the items that apply to you:

- I need more details about occupations, majors, education requirements, etc.
- My self assessment work interests scores are low or are not very different from each other.
- The occupations that match my self assessments are too limited.
- I have too many occupations that appeal to me. I need help narrowing down my choices.
- I think the courses in my preferred major might be too difficult for me.
- I need some advice about a personal situation affecting my career decision making.
- Other people have to approve or support my plans.
- I am experiencing financial problems.
- Other? (Describe below)

Career Services contact information:

Location: Sierra Vista Hall

Front Desk: 951-785-2452

Email: careerservices@lasierra.edu

Website: lasierra.edu/careers

Four-Year Career Plan

Freshman Year	Sophomore Year	Junior Year	Senior Year
Enroll in UNST or PREH 101A to learn about strategies for academic success, opportunities for campus involvement, financial literacy, and major & career exploration	Explore interests, values, and skills through experiential opportunities such as campus clubs or student organizations, volunteer work, leadership roles, etc.	Assume leadership roles in your co-curricular experiences both on and off campus	Selectively focus on leadership development through co-curricular experiences
Gather information about co-curricular experiences such as student organizations, study abroad programs, athletics, and undergraduate research	Begin identifying internships, undergraduate research, and study abroad options that align with your academic, personal, and career goals	Participate in internships, research, and job observations aligned with your major and career goals.	Finalize graduate and professional school applications
Activate your Handshake account. Explore events and opportunities in Handshake.	Complete your Handshake profile. Update your professional resume and post it on Handshake. Explore and apply for opportunities related to your goals.	Update your Handshake account and make sure your profile is visible to employers and La Sierra Students	Update your Handshake account with your current resume and monitor events and job postings
Meet with your academic advisor to choose courses that best serve your academic and career interests.	Meet with your advisor to develop a completion plan and create a pathway to complete your degree	Monitor and revise your academic progress and graduation plan with your major advisor	Start Early! Map out your job search strategies with a career advisor
Complete Focus 2 Career career readiness and assessments to better understand your skill set, values, and interests and how that lines up with your major and career options.	Attend Career events, including Employers on campus, the Expo, Employer information sessions, and networking events.	Attend career and networking events to learn more about your field of interest and potential employers	Participate in conversations and programming to aid in financial planning after college
Begin drafting a resume and cover letter that may be used to apply for part-time jobs, volunteer opportunities, or internships related to your interests.	Complete an informational interview with a professional whose career interests you.	Practice interviewing through mock interviews by using Standout	Attend career and networking events to connect with employers and opportunities
		Explore whether graduate school is a good fit for your career choice. Investigate programs and deadlines and begin the application process.	Take the first destination survey to report job and graduate school offers to La Sierra Career services.

Beginning Your Job Search

BEGIN WITH SELF AWARENESS (FOCUS2CAREER)

- What are your interests, strengths, skills, and values?
- What are your personal and professional goals?
- Where would you like to live? What are your preferred geographic locations?

EXPLORE CAREER & JOB INFORMATION

- Explore resources like O*Net, BLS, and Chamber of Commerce websites to research organizations and job titles.
- Read job descriptions and evaluate career fields/industries/employers.
- Conduct informational interviews (see page _____ for details).
- Think about personal qualities and skills required for jobs of interest. Where might your natural talents fit into different occupations?

DEVELOP JOB SEARCH SKILLS AND GET STARTED

- Set specific and tangible goals and create a job search plan. Get organized!
- Create strong resumes and cover letters, and hone your interview skills.
- Build and use your network.
- Complete your profile on Handshake.
- Identify a variety of job search resources and learn to use them effectively.
- Apply to positions of interest and follow up. Tailor your resume and communication accordingly.
- Send thank you notes after each employer/professional interaction.
- Be persistent and recognize that the job search takes time. Plan accordingly!

THE POWER OF NETWORKING

A successful job search entails using a variety of strategies, and an important component of the search is building strong relationships through networking! We know that 80-90% of jobs are found via referrals and networking, so it's essential to start creating professional contacts early in your college career. When embarking on the job search, experts suggest that 60% of your time should be spent meeting and connecting with professionals, 30% of your time spent researching opportunities, and 10% sending resumes to contacts.

LEARN MORE ABOUT CAREERS AND EMPLOYERS THROUGH INFORMATIONAL INTERVIEWS

One of the best ways to learn more about a specific job, career, or organization is to conduct an information-gathering interview. Talk with a connection you already have, a La Sierra alumna, or use other resources such as Handshake or LinkedIn to identify individuals working in a career field that interests you. Craft a professional message to the person, requesting an appointment to discuss their career path in an information-gaining capacity.

Be respectful of your contact's time and stick to the amount of time you originally requested (usually 30 minutes to an hour). Ideally, the meeting will take place at the person's work setting, but phone and email interactions can be just as valuable. Dress appropriately for the work setting, send a thank you note after the meeting, and stay in touch with your new connection. Bonus: you'll expand your professional network while gaining valuable career insights at the same time!

SAMPLE INFORMATION INTERVIEW QUESTIONS

- Describe your career path.
- How did you decide to pursue this career path?
- What do you enjoy most about your position? What is most challenging?
- What does a typical day look like in your role?
- What qualifications do you seek in new hires? Is a graduate degree required for this line of work?
- What advice do you have for students who are preparing to enter this field?

GETTING TO KNOW HANDSHAKE

HANDSHAKE

Handshake is La Sierra's premier recruiting database that connects students with employers. Through a modern, streamlined platform, Handshake offers students the ability to:

- Access personalized job recommendations based on your major and interests
- View and register for upcoming career fairs and employer events
- Apply for jobs, internships, and on-campus interviews with top companies
- Schedule appointments with career counselors
- Post jobs, internships, and co-op opportunities for students
- Schedule on-campus interviews and participate in mock interviews
- Provide contact information for students
- View and search for student resumes based on criteria such as major and graduation date

EMPLOYERS USE HANDSHAKE TO:

The Career Services Office vets every employer and job opportunity posted in Handshake prior to posting. We work hard to protect the quality of opportunities available through Handshake; however, we cannot guarantee the legitimacy of all postings or employers. Additionally, you may be using search engines such as indeed.com, simplyhired.com or other open job posting aggregators. Use common sense and pay attention to your instincts -- if an opportunity seems too good to be true, it probably is. Have a question about an opportunity? Contact Career Services for advice!

Source: https://www.meredith.edu/assets/images/content/career_planning_workbook.pdf

NAVIGATING CAREER FAIRS

BEFORE

- Locate the list of employers attending the fair and research the employers that interest you most. You should know: company products/services, history, strengths, competitors, and roles you may be interested in.
- Write down questions that you have for each employer. These should be questions that you can't find the answer to on the Internet.
- Prepare and practice your 30-second introduction.
- Make many copies of your professional resume on high-quality resume paper. Consider making business cards.
- Choose your professional attire for the fair. Aim for conservative, professional clothing: black, gray or navy suit with a blouse, closed-toe shoes with hosiery, manicured and neutral nails, and minimal jewelry.
- Prepare for questions an employer might ask: Why are you interested in our company? What skills and experiences do you possess that would be a good fit with our organization?

DURING

- Travel lightly! If possible, leave your backpack at home. Bring only a portfolio with your resumes and essential items.
- Break the ice and make yourself more comfortable by beginning with an employer that is not on the top of your list.
- Start the conversation with employers. Introduce yourself and ask an open-ended question.
- Pay attention to your nonverbal communication (smile, eye-contact, handshake, posture).
- Limit personal use of your phone. Be mindful that employers may be observing you.
- Ask for the representative's business card and discuss appropriate follow-up.
- Thank the representative and after leaving the table, jot down a few notes about what you learned.

AFTER

- Send thank you notes to each representative. Remind the employer of where you met, reiterate your interest in the organization, and the skills and experiences you can contribute.
- Complete any other follow-up you discussed with the representative.
- Reflect on what you learned at the fair. How do your skills and experiences align with the positions that interest you most? Which organizations seemed like the best fit for your values and interests? What would you do differently at the next career fair?

30 Second Introduction

At a career fair, or during a networking event, you want to be prepared to introduce yourself and start a conversation with an employer.

EXAMPLES:

“Hello. My name is John Smith and I plan to graduate this June from La Sierra University with a Bachelor of Science degree in psychology. I am very interested in working with children who have special needs and truly enjoyed working at Stepping Stones as an intern. My career goal is to become a counselor and use my passion and experience to improve the lives of young people. I know your organization is highly regarded in this area. Would you be willing to speak with me about related opportunities within your organization?”

“People find me to be an upbeat, self-motivated team player with excellent communication skills. For the past several years I have worked in lead qualification, telemarketing, and customer service in the technology industry. My experience includes successfully calling people in director-level positions of technology departments and developing viable leads. I have a track record of maintaining a consistent call and activity volume and consistently achieving the top 10 percent in sales, and I can do the same thing for your company.”

“I am a dedicated person with a family of four. I enjoy reading, and the knowledge and perspective that my reading gives me has strengthened my teaching skills and presentation abilities. I have been successful at raising a family, and I attribute this success to my ability to plan, schedule, and handle many different tasks at once. This flexibility will help me in the classroom, where there are many different personalities and learning styles.”

Sources:

<https://www.xavier.edu/career/students/documents/Option2-Introduceyourself-30secondelevatorspeech.pdf>

<https://www.latterdaysaintjobs.org/ers/ct/articles/me-in-30-seconds-statements?lang=eng>

Additional Resources:

3 Steps to Describe Yourself Effectively in 30 Seconds (or less!)

<https://www.linkedin.com/pulse/3-steps-describe-yourself-effectively-30-seconds-less-dandan-zhu/>

How to craft a killer professional introduction (Part I)—whether you’ve got 30 seconds or 2 minutes

<https://www.selfspoken.com/your-professional-introduction/>

Presenting ME in Under 30 seconds

<https://www.apa.org/education-career/job-search/presenting-me>

NOW YOUR TURN!

CREATE YOUR INTRODUCTION

Your introduction is personal and should reflect your individual strengths, interests, and goals. The way that you introduce yourself may change depending upon who you are talking to. Remember, the most memorable conversations happen when a connection is formed. As you think about how to introduce yourself, consider what skills, experiences, interests, and values may be important to an employer.

Who you are:	
What you are good at:	
A key relevant experience:	
What are you looking for/why you are interested in their organization:	

ASK A QUESTION

Continue the conversation by asking good questions. The best questions are open-ended, can't be answered with a quick web search, and come from a genuine interest in the organization or role. Examples of questions you might ask:

- As an entry-level employee, what could I expect to be doing 2, 5, 10 years from now?
- What courses would best prepare me for your entry-level positions? Are there any student organizations or experiences that would be beneficial in preparing for a position at your company?
- What is one of the biggest challenges in this role?
- My major is X. What positions at your company would be a strong fit for someone with my education background?
- How long is the application and interview process and what does it consist of?

CREATING YOUR RESUME

DEVELOPING YOUR RESUME

Resumes are a brief summary of your work and/or experiences, education, and skills. Resumes are tailored to highlight qualifications and experience as they relate to the job or opportunity you are seeking. You do not have to include every experience you have had. This is often your first impression and your way of securing an interview.

TOP TIPS:

- Be accurate and honest about your qualifications.
- Proofread carefully to avoid any mistakes.
- Avoid including potentially discriminating information such as your picture, race, gender, religion, national origin, political preference, birthdate, height, or weight.
- For each position, include 2-5 bullets that start with action verbs and describe your accomplishments or the skills you used.
- Use a consistent font style and format to create a document that is visually appealing.
- Review the resume approval checklist.
- Print your resume on high quality paper, and use matching paper for your cover letter and references.
- Upload your resume to Handshake and make it visible to employers.

RESUME FORMATS:

(use the existing content-- chronological, functional, combination)

CREATING YOUR RESUME

Which Sections Will You Include on Your Resume?

- Education
- Honors & Awards
- Skills & Certificates (Technical skills, Language skills, etc.)
- Relevant Courses
- Relevant Projects
- Leadership Experience
- Related Research
- Publications
- Military Experience
- Work Experience
- Campus/Community
- Involvement
- Athletic Experience
- Other: _____

WRITING STRONG DESCRIPTIONS

Under the heading for each of the experiences you choose to highlight, you will add brief statements that describe the type of project you worked on, skills you used, or contributions you made. Each statement should begin with an action verb and include numbers to help demonstrate the scope or impact of your work. Use the action verb list to choose different verbs that highlight your skills. Practice creating strong bullets by using the STAR (Situation, Task, Action, Result) format.

POSITION TITLE/ ROLE (SITUATION) _____

TASK	
ACTION	
RESULT	

CAREER SERVICES RESUME APPROVAL CHECKLIST

Student Name	Reviewer Name
Date	Approved for Handshake? YES NO If approved, upload to Handshake where it will be <i>officially</i> approved within 1 business day.

Resume Approval Checklist

The checklist below covers widely recognized best practices for a basic resume.

<input checked="" type="checkbox"/>	You must meet all the criteria on the checklist (except in the optional section) for resume approval.
General Format	
	1 page
	Name is prominent and a larger font than any other text on the page
	Includes Amherst and/or home address, email, and phone number
	Font size 10-12
	Modern font style (Arial, Calibri, Cambria, Garamond, Georgia, Tahoma...)
	Margins between 0.5-1.0 inches
	Consistent use of bold, italics, indentations, CAPS, symbols, and bullet style
Education Section	
	Institutions are listed in reverse chronological order
	Each institution has the name, location, and relevant dates or anticipated graduation date
	Includes study abroad experience(s)
	Does <i>not</i> include non-academic awards or experiences
	Degree is spelled out (Bachelor of Arts)
	Includes major (if declared), prospective major (if not declared), and no major (if you have no idea yet)
	Includes GPA (if available), GPA formatted 3.36/4.00
Experience Sections	
	Each experience section title reflects the content within it
	Each experience is listed in reverse chronological order within the section
	Each experience includes the name of the organization, position title, location, and relevant dates
	The dates are month + year (e.g. June – August 2017), <i>not</i> seasons (Summer 2017)
	If the experience is ongoing, it should be formatted as June 2017 – Present

Grammar & Descriptive Statements	
	No grammatical or spelling errors
	Statements begin with active verbs (e.g. prepared, marketed, managed, researched, etc...) and do <i>not</i> include passive phrases like "duties included" or "responsible for"
	Active verbs are in the correct tense (past tense for experiences that have ended and present tense for ongoing experiences)
	No personal pronouns (e.g. me, my, I, our)
	Includes concrete examples of what you did and, whenever possible, your impact or accomplishments. When relevant, include quantifiable results.
Optional: Skills & Interests Section	
	Accurately indicates the level of proficiency for language or technical skills
	Does <i>not</i> include soft skills such as teamwork, communication, strategic thinking
	Shares <i>specific</i> interests that are not reflected in the rest of the resume (e.g. Salsa dancing, Boston sports teams, hiking in the Adirondacks, reading sci-fi, etc...)
<p>Targeting: Not required for approval but <i>essential</i> for an effective resume. Every resume should be targeted to a specific industry, position, or organization. This means you will have many different versions of your resume. See the back side of this sheet for more information.</p>	

Source: <https://www.amherst.edu/system/files/media/2018-19%2520Resume%2520checklist.pdf>

Targeting your Resume

Different employers seek distinct qualities and experiences from their candidates. To be a strong candidate, you must target your resume to the relevant industry, organization, and position.

General Targeting Tips

- Include your relevant coursework. If you have completed courses that are relevant to your opportunity, include the names of classes in your education section.
- Create a Relevant Experience section. This section should fall right under your Education section and contain any experience (paid, unpaid, extracurricular, volunteer, etc...) that is relevant to the position. You can also create sections that reflect relevant competencies (e.g. Communications, Experience, Teaching Experience, Research Experience, etc.).
- Focus on relevant experiences. An experience is “relevant” if: (in order of importance)
 - It was in the industry of the position you’re applying for
 - You learned content/knowledge that relates to the work you would be doing
 - You developed skills in another industry that are “transferrable,” in other words, you could apply those skills in the position you’re applying for
 - It demonstrates hard work and dedication
- Prioritize your bullets. To capture the employer’s attention, your most important and relevant contributions and responsibilities should be listed first under each experience.
- Use language that your target employers recognize. Integrate the key words of a job description or industry to show your understanding of the job/industry/employer.

Industry Specific Targeting Tips

Most industries have their own preferences for types of information and formatting in a resume. After your resume is approved, we recommend you meet with a Careers advisor to have them review your resume and give you industry specific feedback. Below are a few **examples** of industry-specific tips...

Arts & Communication

- Whether you’re interested in journalism, film, writing, performance, or marketing, linking to a digital portfolio can offer employers the opportunity to see your skills in action and context.

Business & Finance

- Business and finance companies value academic achievements. Highlight your academics (GPA, study abroad, extra courses taken, awards, etc.) Include SAT/ACT or equivalent.

Education

- Use terminology important to educators in the organizations where you’re applying. For example, if you hope to work in a STEM field, familiarize yourself with the relevant pedagogies and key words of the Next Generation Science Standards.

Government & Nonprofit

- For federal government jobs through USAJobs.com, use the resume builder to ensure you include all of the specialized information required. Use key words from the job description to describe your skills in order to be selected as a qualified applicant by the computer program doing the initial application review.

Health Professions

- If you plan to apply to medical school, highlight experiences that demonstrate the core competencies for medical students by the American Medical Association, such as service orientation and cultural competence.

Science & Technology

- For tech, include side personal projects such as websites, apps, or other tools that you built outside of class to demonstrate your other technical skills. Include a link to your Github profile page, but only include experiences that are substantive

Integrating Academic and Career Development

Many curricular and cocurricular activities already prepare students for high-quality career outcomes. Unfortunately, many students fail to recognize the professional value of these activities and struggle to articulate that value on job applications. Help students understand how to start building their resumes at orientation, not graduation.

Hi! My name is Sara Ramirez. I'm going to be an accounting major because there will always be a demand for good accountants and I get excellent grades in math.



10 Ways to Enhance the Market Value of Students' College Experiences

- Syllabus Competency Matching**
After seeing critical thinking, analysis, and written communication listed under many of her in-class assignments, Sara made sure to list these skills on her resume.
- First-Year Field Exposure**
During a first-semester service learning project with a community health organization, Sara discovered an interest in the day-to-day work of a public health career.
- Early Career-Major Alignment Assessment**
A conversation with a hybrid academic and career advisor helped Sara discover that sociology supported her personal mission, academic interests, and career goals.
- Three-Course Professional Track**
Worried she would miss out on business-specific skills in her sociology major, but disinterested in a traditional business minor, Sara completed a short, three-course track in global business to build a foundation in the skills and vocabulary of international business.
- Vocational Alignment Capstone**
Sara's senior research capstone project helped her to articulate the value of her academic major to prospective employers and demonstrate the ability to complete a long-term project.
- Experiential Learning Prep Course**
A pre-departure program helped Sara structure her study-abroad experience to maximize its academic and professional value by seeking out volunteer opportunities aligned with her interests and goals.
- Professional Development for On-Campus Jobs**
Discussing skills-based learning outcomes with her supervisor in the Annual Fund telemarketer pool prepared Sara to articulate the value of her first on-campus job.
- Cocurricular Transcript**
While drafting her first resume, Sara almost forgot to list her time as an on-campus club officer, but her cocurricular transcript reminded her of how valuable the experience was for her professional development.
- Consulting for Community Partners**
Sara was always interested in learning web design; volunteering with the on-campus Star Web Consulting team allowed her to learn and demonstrate competency while working on real-world projects with value she could easily show employers.
- On-Campus Internship**
A structured, on-campus internship with the Office of the Registrar allowed Sara to develop professional skills without needing to commute or live off campus, which may have affected her ability to graduate on time.

Resume

Career Objective

- Technically savvy, critical thinker with strong analytic and writing skills
- actively seeking opportunities in public health.

Education

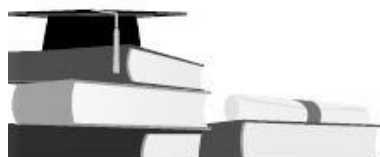
- EAB University | Washington D.C.**
B.A. in Sociology
- Global Business Track**
Graduated June 2017
- Senior Research Capstone: "Latin American Community Health Partnerships"**
- Universidad de ABC | Mexico**
September 2015–December 2015
Completed Course Work: Spanish Language, Mexican History, Volunteer: Doctors Without Borders

Experience

- EAB University Annual Fund | Student Telemarketer**
September 2016–Present
 - Conducted phone calls with alumni to solicit donations
 - Composed creative, concise blog entries for the website
- Advocates for Student Health | President**
January 2017–June 2017
 - Created awareness campaigns for student health concerns
 - Managed a team of ten peers and organized annual events involving dozens of volunteers
- Star Web Consulting | Web Designer**
September 2014–June 2016
 - Acquired high-level skills in Java and HTML building websites
 - Analyzed client's web performance with Google Analytics
- Office of the Registrar | Data Analyst**
September 2013–December 2013
 - Analyzed a large-scale database for trends and created tagging system to translate data from one information system to another

Skills

Software: SAS, HTML, Java, Google Analytics, Microsoft Office Suite, Database Management
Languages: Fluent in English and Spanish



New Hire
Sara Ramirez
NYC Health Department
Program Associate

Austin Bennet

austin.bennet@email.com

Graduated - 2019/12

Bachelor of Science in Accounting and Finance

Florida University

Skills

- ✓ Attention to detail
- ✓ Highly organized
- ✓ Technically savvy
- ✓ Strong knowledge of Excel, QuickBooks, Quicken, ZipBooks and databases
- ✓ Very organized
- ✓ Enterprise Resource Planning (ERP) experience
- ✓ Self-motivated
- ✓ Skilled at financial forecasting models
- ✓ Auditing financial information

Experience

Giorgio's Ristorante

2018/12 - 2019/12

Assistant Accountant

Assist with the restaurant's payroll and taxes
Review and issue invoices and bills to customers and vendors
Organize files and assist with clerical duties and administration of finance duties
Assist with the transaction process by keeping records on incoming and outgoing money
Created databases in Excel to log company finances
Transferred spreadsheet project into QuickBooks
Intermediate use of Quicken software for businesses
Review and approve corporate expenses and generate expense reports for sales manager
Create and compile financial reports for stakeholders into robust presentations

Harper & Associates, Inc

2018/05 - 2018/08

Accounting Intern

Offered accounting, administrative and clerical assistance to Accountants
Organized files and assisted with other clerical duties
Entered data accurately in Excel and QuickBooks
Assisted with accounts payable and receivable
Organized payroll tax paperwork
Entrusted with taking bank deposits to bank
Used database software to assist with financial activities like payroll tracking
Digitized hard files of accounting information

Joba's Cruise Line

2017/05 - 2017/08

Accounting Intern

Assisted payroll manager with daily routine tasks
Entered accounting data into payroll system
Created schedules for staff and maintained employee time tracking
Assisted with distribution and collection of new hire tax forms
Handled sensitive employee information with discretion
Used Excel and QuickBooks
Job shadowing

Languages

English - Conversational

Jason Tyler

/ jason Tyler@email.com

Education

Bachelor of Science in Business Management

Graduated - 2019/12 / Columbia State University

Skills

Human resources management

Recruiting talent

Administration of employee benefits

Maintaining employee file system

Talent management

Employee relations

Evaluating professional experience

Benefits administration

Experience

2018/09 - 2019/12 / Employee Recruitment Intern

Created open job descriptions and posted listings on major online job boards to attract the interest of candidates

Provided answers to queries and concerns regarding employment opportunities and job application status from agencies and employees

Attended recruitment sessions at colleges, universities and job fairs

Screened prospective candidates to assess skills and capabilities

Provided guidance to candidates through the application process

Evaluated written exams and notified candidates of results

Prepared employment contracts and orientation documents for new hires

Arranged job interviews

Maintained employee human resources files

Updated managers of progress at different stages of the hiring process

BP Campbell and Co

2017/06 - 2017/08 / Human Resources Intern

Assisted HR with administering workers compensation, benefits and general liability programs

Researched, developed and implemented training and recruitment programs to expand existing staff capabilities and improve the new hire onboard and orientation process

Collaborated with mid-level management to develop a suitable job description template and build job candidate profiles

Familiar with high-level recruiting techniques, guidelines and business-related protocol

Developed group interview sessions to improve the qualified candidates' selection process

Partnered with staffing agencies in placing contract workers in administrative roles within the company

Assisted applicants and new hires in completing the required forms and documents

Maintained constant follow-ups with the candidates and respective hiring managers to ensure a timely and efficient recruitment process

Provided recommendations to optimize the candidate selection process, improve workflows and improve human resource training schedules

Languages

English - Conversational

Jordan Brown

/ jordansmythe@email.com

Education

Bachelor of Science in Business Administration

Enrolled - 2019/12 / Auburn University

Skills

Typing speed: 60 wpm

Microsoft Office Suite, iWork, G-Suite

Google Analytics

Social media marketing

SEO/SEM best practices

Content and business writing

Photography

Adobe Creative Suite

Community engagement

Video editing

Web design

Experience

2019/08 - 2019/12 / President

Documenting and photographing members, activities and tournaments
Updating club website with member information and tournament dates
Collaborating with other officers, club sponsor and student government to meet club goals and deadlines
Writing blog content and newsletters
Building community outreach and support using social media, website and events

BlogPro

2018/03 - 2019/08 / Freelance Content Writer

Generating content ideas based on clients' criteria and goals
Utilizing SEO best practices to build clients' audience and sales
Completing tasks within strict deadlines
Utilizing HTML coding to ensure formatting meets clients' expectations
Superior writing and editing skills tailored to clients' target audience
Find ideal images to highlight each article's content

OnMyOwn Studio, LLC

2013/01 - 2018/03 / Freelance Web Designer

Built stunning websites to meet client expectations
Used multiple formats including Wix, Squarespace, HTML and CSS
Used SEO best practices to make websites highly searchable and engaging
Tailored site format and content to fit clients' target audience
Built eCommerce, blog and portfolio pages for clients

Pretty Paws Rescue Shelter

2012/06 - 2013/01 / Volunteer

Worked with the social media manager to generate content for Facebook and Instagram
Collaborated with shelter staff to organize, promote and manage community events
Updated and performed troubleshooting for shelter website and computers
Photographed cats and dogs for digital and print images
Wrote content for blog using SEO best practices
Created videos and GIFs of cats and dogs for website and social media

Languages

English - Conversational

Aaron Armstrong

0868 Adonis Isle
Ronaldoview, 93157
(001) 447-3009 x38273
Tomasia.Anderson@yahoo.com

SUMMARY New college graduate seeking to join as an entry-level elementary school teacher. Passionate about imparting knowledge to students of diverse socioeconomic backgrounds. Dedicated and resourceful with a commitment to the social and academic growth of each student. Excellent interpersonal skills to forge meaningful relationships and two-way trust with students and parents.

EDUCATION **Brooklyn College** Graduated - July 2019
Bachelor of Arts, Major English

- Academic Highlights: Dean's List in all 4 years
- Extracurricular Activities: Student Government Leader; VP Finance for the Literature Club

State of New York Teaching License

EMPLOYMENT HISTORY **Brooklyn College** January 2017 - April 2017
Teaching Assistant 20th Century Literature

- Led classes and office hours with 25+ students at a time to consolidate core literary concepts
- Applied a high degree of attention to detail when marking exams, assignments and tests
- Maintained a comprehensive knowledge of course material to answer all student questions
- Took the initiative to run additional hours before midterms and finals for student help
- Collaborated with the Professor to identify areas of weakness and tailor materials accordingly

Bear Cubs Summer Camp (Volunteer) May 2018 - August 2018
Camp Counselor

- Conceptualized enjoyable, yet educative activities for 30 children aged between 7-11
- Oversaw all game, campfire and meal activities to promote safety at all times
- Guided campers through initiation procedures, familiarizing them with various key functions
- Exhibited excellent conflict resolution skills to amicably settle disputes between children
- Demonstrated high levels of patience when dealing with hostile or unfavorable behavior

Self-Employed May 2018 - August 2018
Reading Tutor

- Initiated a business that started with babysitting and helping young children learn to read
- Expanded the venture to include weekly reading classes of beginner complexity
- Sourced new materials from childrens authors for use in class times
- Developed new teaching styles as per individual student requirements and preferences

Barter Aaron

77 E 4th St
New York, 10003
212-200-9957
abarter82@hotmail.com

Summary

Recently graduated Registered Nurse (RN) seeking to apply skills and knowledge base in a nursing role within an established hospital. Ability to handle a range of medical situations and emergencies, with a demonstrated ability to work under pressure with tight deadlines. Passionate about serving people, and possessing exceptional interpersonal skills to interact with patients and families effectively.

Key Skills

- Care Plan Development
- Health and Wellness Awareness
- IV Drug Therapy Management
- Mentorship and Training
- Medication Administration
- Symptom Assessment
- Leadership
- Critical Thinking
- Bedside Monitoring

Licenses

Registered Nurse, State of Florida, License #RN8794653

Basic Life Support Certification, 2018

First Aid CPR Certificate, 2018

Education

Jacksonville University

Keigwin School of Nursing

Graduated - July 2019

Coursework in Pediatrics, Acute Care, Rehabilitative Care, Diabetes Management

Experiences

Coursework in Pediatrics, Acute Care, Rehabilitative Care, Diabetes Management

Student Nurse Practicum

December 2018 - February 2019

- Recorded 150 hours of clinical work as part of senior practicum in Acute Care
- Collaborated with cross-functional healthcare professionals to plan and execute treatments
- Administered blood and intravenous transfusions while vigilantly monitoring patient reactions
- Discussed all illnesses and best practices in a sensitive manner with patients and families
- Recognized by staff for excellent work ethic and decision-making under pressure

Jacksonville University

December 2017 - May 2018

Biology Tutor

- Tutored students in various core biology topics to enhance their understanding of key concepts
- Designed the weekly lesson plan and overall curriculum in conjunction with the Professor
- Garnered widespread participation from the class in weekly tutorial sessions
- Graded assignments, exams and quizzes and entered scores accurately in the database
- Held office hours for students, taking the initiative to work in one-on-one sessions with them

Mary Rodriguez

maryrodriguez@email.com

Retail Sales Associate

2018/08 - 2019/12

Home Collection

Greets customers and helps them find and examine products
Explains product features, pricing, warranties, maintenance and other details to customers
Boosts sales by up-selling additional merchandise to customers
Develops positive relationships with customers
Helps make product arrangements on sales floor
Helps design promotional product placements
Helps design flyers, banners, stickers, buttons and other promotional items
Handles product promotional activities on social media
Suggests promotional ideas for advertisements

Skills

- Superior communication skills, both verbal and written
- Talent for developing good customer relationships
- Ability to stand or walk around for long periods of time
- Understanding of buying trends as well as sales, marketing and pricing strategies
- Ability to work with a diverse team of people
- Adept at resolving customer concerns
- Ability to work in a fast-paced retail setting
- Ability to handle multiple work duties at once
- Ability to set and attain sales goals
- Talent for creating attractive product displays to boost sales

Education	Bachelor's Degree in Communication Bealtaine College	Graduated 2019/12
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	High School Diploma Caldicott High School	Graduated 2019/12
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Languages	English Conversational
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Source: All resumes from <https://www.resume.com/>

REFERENCES

A reference is a person who provides a recommendation for you when you are seeking employment or an introduction. Some employers will request that you include contact information for references with your application. For others, you will bring a copy with you to your interview.

Tips for Success:

1. Select individuals who know you well and can speak about your strengths: current or former faculty, advisers, or supervisors.
2. Meet with your references to obtain permission from each person prior to using their name as a reference.
3. Share a copy of your resume, information about your goals and positions that interest you with your references.
4. Keep your references up to date on your progress!

Things to Include on a Reference List

DO'S

Include full contact information:

- Name, title — Karen Dolan, Human Resources Manager
- Company, company's address — XYZ Company, 1234 Division street, San Francisco CA 94016
- Phone number — (123) 456-7890
- Email — k.dolan@xzy.com

References

Richard Dotmer
Regional Supervisor
Top Line Industries
San Francisco CA 94016

r.dotmer@toplineindustries.com

DONT'S

- Don't include references with incomplete information.
- Don't include a reference without asking their permission.
- Don't send your reference list with your first batch of application materials.

the balance

Source: <https://www.thebalancecareers.com/sample-reference-list-for-employment-2062940>

COVER LETTERS AND EXAMPLES

There are two types of cover letters--those that draw the reader in and entice him or her to read your resume, and those that eliminate you from the running before your resume gets read.

- The cover letter serves as the introduction to your resume. No resume should ever be sent without one. While your resume can remain the same for every company to which you apply, the cover letter should be created separately and individually for each position for which you express interest. Your career objective should be included in the cover letter. By including it in the cover letter, you can tailor the objective to the advertisement to which you are responding or to the "hot tip" you received through your professional network.
- Studies indicate that your cover letter has a life expectancy of about eight seconds, so it must be brief yet informative. The letter should have three recognizable parts: the opening, which explains why you are writing ("I'm responding to your advertisement..."); the main body, which lists two or three of your major accomplishments and gives the reader good reason to interview you; and the closing, which expresses a desire for future communication. Be sure your letter draws a connection between the needs of the current job opening and the skills you can bring to the job.
- While the experience of the applicant in the sample on the next page is undoubtedly different from your own, you can adapt the format shown here to suit your individual career search needs.

Eddie Myers

(123) 456-7891
eddie.myers@example.com

Dear Ms. Johnson,

As a long-time fan of your company, Scientific Modern Ltd., I was excited to see an open Junior Intern position at the New York City, NY office on your website. It would be an amazing opportunity to work with this company, and I feel that my academic and professional experience would make me an ideal candidate for the role.

My academic experience as a MA graduate at Manhattan University and my published work in Biochemistry Archives Magazine have given me the opportunity to work with a diverse team of scientists, journalists and business people. I know your company is looking to gain more attention across many professional disciplines, so my collaborative experience would be an asset.

I also have a strong work ethic and am dedicated to fulfilling my responsibilities, which would be well suited in an internship at Scientific Modern Ltd. In my barista work, I was recently acknowledged for my outstanding attendance and timeliness record. I feel that these skills would be strong assets as your intern this summer.

In closing, I am excited about this internship opportunity and feel that I can support the future direction of your company. Thank you for your time. I appreciate your consideration.

Sincerely,

Eddie Myers
(123) 456-7891
eddie.myers@example.com

Martin Henry

martin.henry@example.com
(123) 456-7891

Hi Susan,

Since childhood, I've been fascinated by design. I vividly remember drawing whenever I could get my hands on crayons and markers as a child. In fact, there may have been an incident or two when I was so eager to make my vision come to life that I drew on the walls of my home. Those days are way behind me but my love of design has only grown over the years. I knew that I wanted to be involved in the design field after attending a career day at my elementary school. I have pursued my dream since then and have succeeded while doing so. I am confident that my experience and relentless commitment to excellence makes me a great candidate for your open Graphic Designer position at Cloud Designs.

I have worked at Davis Marketing for three years, where I am the Lead Graphic Designer for a boutique marketing agency. During my tenure at this ever-growing firm, I've thoroughly honed my design skills, managing everything from sketching client ideas and developing branding ideas, all the way to recording client feedback and editing final designs.

Beyond my visual and design skills, I am an excellent communicator. I understand the importance of being able to work autonomously in a fast-paced agency while balancing internal dynamics alongside client demands. From a hard skills perspective I am familiar with a full suite of graphic design and illustration software. I consider myself a well-rounded candidate with the proficiencies required to excel in this position.

I'm familiar with the history and legacy of Cloud Designs, as your graphic design work is well-known on a national level. It would be an honor to join your team and further pursue my goal of working in a large agency with big-time clients.

I'd love to speak to you about how I would be a good fit as an Graphic Designer in your office. I am available for an interview at your earliest convenience. Thank you for your consideration and I hope to hear from you soon!

Sincerely,

Martin Henry
(123) 456-7891
martin.henry@example.com

Jay Little

Dear Ms. Johnson,

As a long-time follower of your company, I was I was excited to see the opening for the Customer Service position on your business website. The opportunity to work with your company and fulfill this role is a fantastic opportunity, and I feel that my education and recent job experience make me the ideal candidate for the position.

My professional experience has given me the opportunity to work with a diverse team and meet company goals in a timely manner. I know your company is looking to reach new customers and continue to grow, and I have a track record of promoting this in the workplace. As you'll notice in my attached resume, I have recently earned an award for "Excellence in Customer Relations" and feel I can utilize these same skills to further your businesses initiatives.

In closing, I am excited about the opportunity and feel can fully support the team as well as the business and encourage the overall growth of the company. I look forward to hearing more about the position and appreciate your consideration.

Sincerely,

Jay Little
(123) 456-7891
jay.little@example.com

Dear Mr. Robertson,

It is with great pleasure that I am applying for the Professional Sales position at Crane & Jenkins. As a recent graduate of XYZ University, not only did I maintain excellent grades, but I was also a Captain of the Hockey team that won more games than any team in the past twelve years.

My background has required me to be a strong manager of my time to balance school and athletics, which I am confident, will be a quality that will be important in this position. My years of working in a team environment, strong competitive natures, as well as my success in leadership, are also qualities that I bring to my career.

As a chosen team leader, I had to listen, motivate, think creatively and delegate so together, my teammates and I could achieve success. I have proven that I am passionate about what I do as well as dedicated. My goal is to join a company where there is growth potential so I am sure I can fulfill that need of yours. My personality and competitive nature have made me realize that my skills will be beneficial in dealing with clients in sales.

I am extremely passionate about the work in this profession and would be ecstatic to share my skills and experiences with your exceptional team. I appreciate your time and consideration and look forward to speaking with you soon.

Sincerely,

Mandy Watts
(123) 456-7891
mandy.watts@example.com

THANK YOU LETTERS

Send a thank you letter to each person with whom you interview, each time you interview. This is your opportunity to remind the hiring manager what a great applicant you are.

- This letter may be brief, expressing your appreciation for the interview, re-emphasizing key points discussed during the interview, and reiterating your continued interest in the position.
- Make your note unique by referencing something special about the person or interaction.
- Ideally, a thank you letter should be sent within 24 hours.
- Nothing stands out quite like a handwritten note; however, it is acceptable to email thank you notes particularly when you anticipate that a decision will be made quickly.

Short thank-you note

This brief thank-you note includes all of the essentials in a straightforward manner:

Subject line: *Thanks for meeting with me*

Hello Pat,

Thanks again for taking the time to meet with me yesterday afternoon. I enjoyed our conversation about the Marketing Manager position and appreciated learning more about working with the marketing team.

It sounds like a rewarding role, especially given the opportunities for collaboration and advancement. I think my master's in marketing and marketing experience would make me an excellent candidate for the role.

I look forward to discussing this opportunity with you more. Please don't hesitate to contact me if you need additional information about my references.

Thank you,

Hannah Lee

hannah.lee@email.com

222-555-7777

Source: <https://www.indeed.com/career-advice/interviewing/sample-thank-you-letter-after-interview>

Detailed thank-you note

If you want to add more information to what you discussed during the interview, consider sending a more detailed thank-you letter. A detailed thank-you letter can show that you were being attentive during the interview by referencing details of what was discussed.

Subject line: Thank you for meeting with me

Hello Pat,

Thank you for taking the time to interview me this morning. I enjoyed our conversation about the Marketing Manager position and appreciated learning more about how the role works. The way the marketing and advertising teams work together sounds ideal for reaching goals and optimizing performance.

The Marketing Manager position sounds like a rewarding role, especially given the opportunities for leadership and advancement. I think my master's in marketing from Edison University and more than seven years of experience leading marketing teams would make me an excellent candidate for this position.

I look forward to discussing this opportunity with you more. Please don't hesitate to contact me to arrange a follow-up interview.

Thank you,

Hannah Lee

hannah.lee@email.com

222-555-7777

Informal thank-you note

If you apply for a job in an industry that prioritizes casual communication, or you are interviewing for an internal position and you know your interviewer, an informal thank-you note may be appropriate.

Subject line: Great to meet you

Hi Pat,

Thanks so much for taking the time to talk with me earlier today. Our conversation about the Marketing Manager position was inspiring, and it was fantastic to learn more about the role.

The job sounds exciting, and I think I would be an ideal candidate, thanks to my master's degree and years of experience in the field.

Please contact me if you want to discuss further. Thanks again for the opportunity.

Thanks,

Hannah Lee

hannah.lee@email.com

222-555-7777

OTHER JOB SEARCH DOCUMENTS

CURRICULUM VITAE

A curriculum vitae (CV) is a comprehensive biographical statement, usually three or more pages in length. A CV is most often used by those seeking academic or research focused positions.

Unlike a resume, a CV may include the following sections:

- Presentations
- Publications
- Professional Affiliations
- Research Experience
- Certifications/ Licensure
- Teaching Experience
- Areas of Expertise
- Fellowships/ Scholarships

LETTERS OF RECOMMENDATION

For most job or internship applications, you will provide a reference list rather than letters of recommendation. Letters of recommendation will typically be used in applications for graduate programs, scholarships, fellowships, and positions in academia.

- When do I ask? Give your references plenty of time to write their letters of recommendation, at least three weeks before your deadline is preferred.
- Who do I ask? Check instructions for your application. Often, there are specific guidelines on who you need recommendations from.
- Ask faculty, supervisors, advisors, or community members who know you well, write well, and can speak to your fit with the program or opportunity to which you are applying.
- What information do I need to give my references? Share an updated copy of your resume, your specific interest in the program or role, information about the program or role, and deadlines.

PROFESSIONAL EMAILS

Professional emails are very different from casual emails or text messages. The ability to craft professional, clear, and concise written communications is rated among the top competencies employers seek year after year.

TIPS FOR SUCCESS:

- Respond in a timely manner. Return a message regardless of your interest in the position.
- Use formal, professional language in your greeting and to introduce yourself. For example, Dear Mrs. X: I am writing in regard to your posting on... for XYZ positions in financial services.
- Choose an appropriate email address. Keep it simple, ideally a combination of your first and last names.
- Be brief. Include all necessary information but save detailed stories or examples for attachments or verbal communications.
- Proofread! Did you name the correct company and contact? Check spelling, grammar, and tone.
- Pick up the phone and follow up with a hiring manager. Don't just rely on email.

PREPARING FOR INTERVIEWS

Preparing for an interview primarily means taking time to thoughtfully consider your goals and qualifications relative to the position and employer. To accomplish this, you should perform research on the company and carefully review the job description to understand why you would be a good fit. Let's look at the steps to preparing for an interview.

10 Tips to Succeed in Your Next Interview

- 1 Research the company and your interviewers
- 2 Practice your answers to common interview questions
- 3 Study the job description and note required skills, qualities and experience
- 4 Answer questions using the STAR method (Situation, Task, Action, Result)
- 5 Recruit a friend to practice answering questions
- 6 Be prepared with examples of your work
- 7 Plan your interview attire the night before
- 8 Prepare smart questions for your interviewers
- 9 Bring copies of your resume, a notebook and pen
- 10 Tie your answers back to your skills and accomplishments

indeed
career guide

Source: <https://www.indeed.com/career-advice/interviewing/how-to-prepare-for-an-interview>

HANDSHAKE TIPS & TRICKS

Thanks to Handshake and other digital tools, employers are increasingly focused on recruiting college students online. Recruiters are able to find the right student for the job or internship, no matter what school they attend.

As a job seeker, this is great news for you. It means you can find your next job or internship without having to rely on multiple in-person meetings with recruiters. How can you utilize Handshake to find a job virtually? Here are four helpful tips from recruiters.

Fill out your Handshake profile

The most important step to landing a job or internship on Handshake is filling out your profile. Employers are searching for students on Handshake based on the information in their profiles, and messaging candidates with event invites or to encourage them to apply for new job opportunities.

That's why completing your profile, and keeping it up-to-date, is essential. Beyond the basic information like your major and graduation date, make sure to fill out your job interests, work experience, skills, courses, and clubs and organizations you're involved with. The more information you provide, the easier it is for recruiters to find you!

Attend virtual events

Employers like IBM and Under Armour often host virtual events on Handshake to connect with students from across the country. Attending these events is a unique way to meet employees at the companies you want to work for. Virtual events also give you an opportunity to learn more about a company before applying for a job.

Be sure to check Handshake for new events and sign up for behind-the-scenes tours, coffee chats, and Q&A sessions, so you can get an inside look at your next potential employer.

Showcase your soft skills

As mentioned, skills are an important part of your Handshake profile. The hard skills you've developed in the classroom, at work, or through extracurriculars—such as digital marketing or a programming language—help you stand out to employers looking for students like you. However, don't forget to include soft skills like communication, problem solving, collaboration, and creativity.

According to a recent survey of hiring managers, **92 percent** said that soft skills matter *as much or more* than hard skills when they're hiring. When preparing for an interview, try to think of

specific projects or experiences that you can talk about to illustrate how you've applied these skills in your life.

Reply to recruiters ASAP

Last year, employers sent more than **16 million messages** to students on Handshake. Typically, recruiters send messages to invite students to networking events or encourage them to apply for new opportunities. Chatting with a recruiter on Handshake is a great way to make a personal connection to the companies you want to work for, and helps distinguish you from other job candidates.

So, when you get a message from a recruiter, make sure to reply as soon as you can. Download the Handshake app in the App Store or Google Play, so you can be notified when you get a message.

[Log into Handshake](#) today to start getting recruited for your next job!

Source: <https://joinhandshake.com/blog/students/get-a-job-online-as-a-college-student-4-tips-from-recruiters/>

Visit Handshake's "Help" page for FAQ's and additional support



SOCIAL MEDIA & YOUR BRAND



Sources: <https://blog.execu-search.com/infographic-8-steps-for-social-media-job-searching-success/>

LINKEDIN PROFILE CHECKLIST

Consider your professional LinkedIn Profile to be equivalent to the front page of the website of you. It's not a resume of your experiences: It's a tool to showcase your professional brand. And while recruiters might check you out as a potential candidate if you have a strong profile with relevant skills, the objective in creating one is about building out your branded career story and showcasing the key positions you've had and experiences that will help your profile stand out and showcase your core skills.

PHOTO: It doesn't have to be fancy - just use your cellphone camera in front of a plain background. Wear a nice shirt and don't forget to smile!

HEADLINE: Tell people what you're excited about now and the cool things you want to do in the future.

SUMMARY: Describe what motivates you, what you're skilled at, and what's next.

EXPERIENCE: List the jobs you held, even if they were part-time, along with what you accomplished at each. Even include photos and videos from your work.

ORGANIZATIONS: Have you joined any clubs at school or outside? Be sure to describe what you did with each organization.

The screenshot shows a LinkedIn profile for David Xiao. The profile header includes his name, title 'Econ Major and Aspiring Financial Analyst', location 'San Francisco Bay Area', and industry 'Financial Services'. It lists his previous company as 'Berkeley Ventures' and his education at 'University of California, Berkeley'. There are buttons for 'Improve your profile' and 'Edit Profile', and a '153 connections' badge. The profile URL is 'www.linkedin.com/in/davidxiao/'.

Background

Summary


I'm a senior at Berkeley, starting to look for roles in the financial industry. As an economics major, I'm fascinated by the invisible forces that shape our world. Why does one company succeed and another fail? Is it possible to predict which idea will be the next big thing?

As such, I've taken lots of microeconomics coursework and have interned with a local venture capital firm. And now I'd like to put that experience to good use, analyzing tomorrow's up-and-coming companies.

Experience

Venture Capital Internship BERKELEY VENTURES
Berkeley Ventures
May 2013 – September 2013 (5 months) | Berkeley, CA

Conducted research on 20 startup companies and presented my findings to the fund's board, leading to a new \$1.5 million investment.



A presentation I gave to my classmates, based on what I learned at Berkeley Ventures

Organizations

Berkeley A Capella
Lead Singer
March 2012 – Present

Schedule and perform at events for one of Berkeley's oldest a cappella groups, including last year's Cal-Stanford game.

EDUCATION: Starting with college, list all the educational experiences you've had - including summer programs.

VOLUNTEER EXPERIENCE & CAUSES: Even if you weren't paid for a job, be sure to list it. Admissions officers and employers often see volunteer experience as just as valuable as paid work.

SKILLS & EXPERTISE: Add at least 5 key skills - and then your connections can endorse you for the things you're best at.

HONORS & AWARDS: If you earned a prize in or out of school, don't be shy. Let the world know about it!

COURSES: List the classes that show off the skills and interests you're most excited about.

PROJECTS: Whether you led a team assignment in school or built an app on your own, talk about what you did and how you did it.

RECOMMENDATIONS: Ask managers, professors, or classmates who've worked with you closely to write a recommendation. This gives extra credibility to your strengths and skills.

Education

University of California, Berkeley
Economics, B.A.
2010 – 2014 (expected)

Volunteer Experience & Causes

Big Buddy
Skyline High School
September 2012 – May 2013 (9 months) | Education
Mentored an Oakland high school student through the college application process, helping him get into his dream school.

Skills & Expertise

Most endorsed for...

- 12 Economics
- 11 Start-ups
- 10 Due Diligence
- 10 Venture Capital
- 10 Management

Honors & Awards

The Achievement Award Program
UC Berkeley
Four-year scholarship awarded to community-minded students with a proven track record of academic success.

Courses

University of California, Berkeley

- Microeconomic Theory (Econ 101A)
- International Monetary Economics (162)
- Public Economics (230A)

Projects

Venture Capital Financing in India
May 2013
For our international Monetary Economics course, Paul and I decided to study the emerging venture capital industry in India. By looking at data from the World Bank, we were able to understand the challenges and opportunities facing this nascent sector. And we developed a series of recommendations for overcoming these challenges, which we delivered to our professor in a final term paper.

5 team members

- David Xiao
Econ Major and Aspiring Financial Anal...
- Paul Smith
Student at UC Berkeley

Recommendations Received (2)

Venture Capital Internship
Berkeley Ventures

Tim Lee
Partner

David spent the summer with us at Berkeley Ventures and made an immediate impact. He showed us a brand new technique for firm analysis that he had just learned in school and came through with recommendations that opened our eyes to a unique set of opportunities.

We don't normally hire undergrads as interns but after working with David, we will again!

November 13, 2013, Tim managed

Want more LinkedIn tips for students? Check out students.linkedin.com








Source: https://university.linkedin.com/content/dam/university/global/en_US/site/pdf/LinkedIn_Sample_Profile_onesheet-David.pdf





GAP YEAR & SHORT TERM OPPORTUNITIES

- Do you want a break from school before pursuing more education?
- Are you not quite sure what you want to do yet, or what to concentrate on in graduate/professional school?
- Then working in the industry of your interest or a related field and exploring options, while gaining experience, may be your best path. Do you need to improve your grades or complete a pre-requisite for medical or professional school applications?

Explore [post-bac programs](#). Consider opportunities to travel, volunteer, or pursue a personal interest. Also, particularly in some STEM fields, getting a year of industry experience can be really helpful—if the company likes your work and sees the benefit of you furthering your academic experience, they may even pay for your graduate school.

Short-Term Opportunities

Program	Description	Link
 AmeriCorps	Opportunities for adults to serve through a network of partnerships with local and national nonprofit groups. Members address critical needs in communities across America.	http://www.americorps.gov/for_individuals/overview/index.asp
 Peace Corps	Volunteers serve overseas to work and collaborate with community members on issues ranging from AIDS education to information technology and environmental preservation.	http://www.peacecorps.gov/
 Teach For America	National teacher corps of recent graduates committed to teaching in under-resourced urban and rural public schools.	http://www.teachforamerica.org/why-teach-for-america
 Fulbright	International exchange program sponsored by the U.S. government. Offers grants to study, teach, and conduct research for U.S. students to go abroad.	http://fulbright.state.gov/
 The JET Programme	International exchange program between Japan and other nations. Participants focus on foreign language education and international exchange activities.	http://www.jetprogramme.org/

 <p>Lead For America</p>	<p>A two-year fellowship program for recent grads dedicated to building community through strengthening and transforming local government institutions. Fellows serve in cities and towns across the country.</p>	<p>https://www.lead4america.org/</p>
 <p>Projects Abroad</p>	<p>For those who want to see the world and experience different projects, from service in South Africa to teaching in Peru. After an orientation in Africa, you'll be able to participate in some set volunteer projects and also select the projects that interest you at certain locations. The program ends with a month of diving and marine conservation!</p>	<p>https://www.projects-abroad.org/gap-year/?utm_campaign=gap_year_abroad&utm_medium=paid_referral&utm_source=goabroad.com</p>
 <p>SeaMester</p>	<p>With Sea mester Study Abroad at Sea's 90 Day Voyage, you can travel across the ocean visiting numerous destinations along the way for three months, while living abroad on a ship with other young people.</p>	<p>https://www.seamester.com/</p>
 <p>International TEFL Academy</p>	<p>For students who may not have the funds for a gap year, earning a TEFL certificate and teaching English abroad can be a great option for career advancement and cultural immersion while making money instead of spending it.</p>	<p>https://www.internationalteflacademy.com/-ab-variant-d7aeb497-e3d2-46cc-b6a2-a3f43ce7743d</p>

DECIDING ON A GRADUATE/PROFESSIONAL SCHOOL

In today's competitive job market, it is becoming more and more important to have an advanced degree. The benefits of a graduate degree include the following:

- Personal Growth- If you really liked your undergraduate degree and want to learn more, or if you found your passion later in your undergraduate education and want to pursue a different pathway, a graduate degree will allow you to continue to grow in you knowledge
- Greater Employment Opportunities- Many career sectors are already requiring advanced degrees for employment. The master's degree is now what the bachelor's degree was 30 years ago.
- Greater Career Advancement- Having an advanced degree opens doors for you to be promoted for leadership and management positions. The ability to complete a master's degree shows to employers that you have demonstrated success and persistence which are qualities they look for in an employee
- Financial Reward- Those with graduate degrees earn on average 30% more than those with a bachelor's degree. Many government and state job pay scales reward employees with additional units and degrees in education as well.

Here is a quick checklist of things that you should consider when looking for a graduate/professional school

Goals	Why do you want to go to graduate school?
Academic	What is the size of the program? How many students would be in your cohort?
	How do students in the program describe their relationship with faculty members?
	What concentrations or specialities is the program known for?
	What format are classes offered in(in-person, distance, hybrid)?
Career	Is further education beyond a bachelor's degree required for your career choice?
	What opportunities are available to you with an advanced degree?
	Is it necessary/desirable to have professional work experience prior to getting an advanced degree?
Experiential	Is the program offering you practical experience in addition to coursework?
	How does the location fit with what you would like to do outside the classroom? What organizations and companies are located near the campus that might offer volunteer, research, internship, or job opportunities?
	What is the campus culture of the institution?
	If relocating, what does housing and transportation look like during your education?
Financial	What opportunities exist to help you finance your graduate education. Are there assistantships, fellowships, scholarships?
	How does your projected salary change by completing this degree program?
	Is it possible to work while completing this program? What are some examples of

	jobs past students in this program have had?
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Source: https://www.meredith.edu/assets/images/content/career_planning_workbook.pdf

GRADUATE SCHOOL CHECKLIST

Do your research

- Research colleges and universities of interest
 - Ask faculty, advisers, and the advisors at the Career Services office about how to begin your search
 - Visit campuses, if possible, or schedule meetings to speak with admissions representatives, faculty, and students
 - Check Handshake for upcoming graduate and professional school fairs
- Establish a list of schools you plan to apply to, check their application criteria & deadlines
 - Create a personal system for ranking the institutions
- Discuss financial needs and plans with trusted advisers, family, or financial aid counselors

Prepare application materials

- Prepare and register for admissions tests (GMAT, LSAT, MCAT, GRE, etc.) at least four - six months prior to your application deadline
- Write your personal statements and essays
 - Visit the Career Services office for ideas and content, and visit the Writing Center for grammar and overall flow. Review your ideas with your faculty advisers and get feedback as you edit
- Tailor your resume/CV
- Take admission tests
- Request letters of recommendation at least three weeks prior to your deadline
 - Be sure to gain a variety of recommendations. Academic and professional recommendations give a holistic picture of your ability to be a successful graduate student. Follow all application instructions for the number and type of recommendations required.

Submit your application

- Submit completed applications and be sure to include all necessary supplemental information
- Request official transcripts from the Registrar's Office
- Contact the department or check online to make sure your application file is complete
- Continue to check your application status
- Complete any necessary financial aid paperwork (FAFSA)

Accept and celebrate

- Send required information and/or fees to the institution where you have been accepted
- Send thank you notes to recommendation writers, and inform them of your final decision