

OFFICE OF CAREER PLANNING

CAREER GUIDE

Office of Career Planning
Park Center, 2nd Floor 919.760.8341
www.meredith.edu/careerplanning
career@meredith.edu

MEREDITH COLLEGE | CAREER PLANNING

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CAREER PLANNING SERVICES

Individualized Career Counseling

Strengths Development

Career-Focused Assessment

Major Exploration & Selection

Career Planning Courses

CPS 101 - Freshmen & Sophomores

CPS 301 - Juniors & Seniors

Resume & Letter Writing

CareerLink: Job, Internship, & Co-op Listings

Interview Preparation & Mock Interviews

Job Search Strategies

Connections: Networking Events & Other Opportunities to Connect with Employers

On-Campus Recruiting

Graduate School Guidance

CLASSROOM TO CAREER

Use this customized resource to investigate career options stemming from each major at Meredith. Discover applicable job titles, job and internship links, and industry links. Find Classroom to Career resources on each academic department's website or in hard copy format in Career Planning.

Developing your CAREER PLAN

- 1 Explore – Look inward. Know yourself.
Interests, strengths, skills, and 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 and 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 toward?

StrongPoints®: Creating a Plan for Career Success

StrongPoints is Meredith's signature initiative aimed at helping you identify your strengths to make the most of your experience at Meredith. Through StrongPoints, you will learn to make intentional decisions about your academics, experiential involvement, financial well-being, and career options that reflect your skills, values and strengths.



Assessments to Help You

STRENGTHSFINDER®

The StrengthsFinder is designed to uncover your natural talents and discover what makes you stand out. Based on positive psychology, the assessment will help you identify your top areas of talent from a group of 34 strengths themes. At Meredith, we encourage all students to discover their talents and develop a plan to intentionally build areas of strength. StrengthsFinder language and tools can be used to help you identify strategies to use what you do well each and every day. Free; 180 items; 30 minutes; Signature Theme Report- 3pages; Access to a StrengthsQuest website with significant resources.

STRONG INTEREST INVENTORY

Helps to identify your interests. Based on your responses, a list is produced containing occupations that may be a good fit for you. Majors and campus activities you may be interested in pursuing are identified. A counselor will interpret your profile and you will receive a personalized report. \$15.

MYERS BRIGGS TYPE INDICATOR

Measures your preferences for interacting with the world and making decisions. Although the MBTI is not a career assessment, it has strong career implications. It is helpful in understanding how you make decisions, gather information and the way in which your personality “fits” with different careers. It can also be useful in developing job search strategies that match your preferences. \$15.

CAREER LIFTOFF INTEREST INVENTORY

Assists in identifying and exploring potential career fields. Assesses interests and compares them to the interest profiles of various career fields. Free.

WORK/LIFE VALUES CHECKLIST

Helps you better understand yourself and make more informed decisions about your preferred work environment. \$10.

Career Planning Seminars (Offered through Career Planning)

CPS 101: Freshmen and sophomores explore majors and careers. One hour credit, pass/fail, half semester (twice weekly).

CPS 301 A: Juniors and seniors examine career options and design job search strategies. One credit hour, pass/fail, half semester (twice weekly).

FRESHMAN YEAR Adjusting to College

- Arrange a meeting with a counselor in OCP to talk about your strengths, interests, skills, and values as they relate to your major and career plans.
- Check out resources like O*Net and the Occupational Outlook Handbook for a profile of careers including education, background required, job outlook, and potential earnings.
- Take Career Planning Seminar 101 during your second semester to explore majors and careers.
- Begin drafting a resume and letter that can be used to apply for part time jobs, internships, and other opportunities.
- Log on to your CareerLink account, OCP's online system, to explore job and internship postings, as well as career events you can attend.

SOPHOMORE YEAR Selecting a Major

- If you have not already formally declared your major and/or minor, be sure to do so.
- Complete an informational interview with a professional whose career interests you.
- Narrow in on career paths you could consider with your major.
- Take a leadership role in an organization.
- Begin considering what you want your personal brand to be. Assess your current use of social media including LinkedIn.
- Attend career events such as employer information sessions and networking events.
- Explore opportunities posted on CareerLink.

DEVELOPING YOUR FOUR YEAR CAREER PLAN

JUNIOR YEAR Gaining Career-related Experiences & Developing Professionalism

- Create your list of prospective employers for internship and full time opportunities and explore ways to make connections there.
- Attend OCP career events and fairs to meet employer representatives.
- Post your resume and other correspondence on CareerLink and apply for internships.
- Seek out formal and informal networking opportunities, including informational interviews to learn more about your field of interest and to uncover opportunities.
- Practice and improve your interviewing skills through participation in a mock interview.
- Explore whether graduate school is a good fit for your career choice, investigate specific programs, and begin the application process.
- Keep your LinkedIn profile up to date and be an active contributor to your groups.

SENIOR YEAR Solidifying & Implementing Your Goals, Plans, & Direction

- Meet regularly with OCP to edit your resume, cover letter, or personal statement for graduate school.
- Join a professional association related to your career interests for networking and career exploration.
- Map out your job search strategies: contact potential employers you've targeted and follow-up with employers you have previously contacted.
- Participate in on campus recruiting, employer information sessions, and career fairs to make face-to-face connections with employers for full time positions.
- Finalize graduate school applications and be sure applications are complete and submitted before the deadline.
- Evaluate and negotiate job offers and graduate school offers.
- Report job and graduate school offers and acceptances to OCP.

SUMMERS

- Seek out volunteer experiences, part time jobs, and/or community service opportunities as a way to test out your interests and strengths.
- Secure opportunities to job shadow individuals in careers that interest you.
- Hone skills and interests through an internship experience.
- Consider studying abroad.
- Gain relevant experience through an internship or even career related part time job.
- Complete undergraduate research especially if you are in a discipline that values those skills.
- Move forward on applications for graduate school programs you wish to pursue.

BEGINNING YOUR JOB SEARCH

the job search process



Begin with Self-Awareness

What are your:

- Interests, skills, and values?
- Strengths?
- Goals?
- Personality Traits/Preferences?
- Preferred Environment/Lifestyle?
- Preferred Geographic Locations?

Explore Career/Job Information

- Read job descriptions and evaluate career fields/ industries/ employers.
- Gather information on required education, qualifications, training provided, etc.
- Research work conditions and environments, relocation required, earnings, benefits, etc.
- Conduct Informational Interviews (see p. 9).
- What personal qualities are required for jobs of interest?

Develop Job Search Skills

- Set specific and tangible goals.
- Write resumes and cover letters.
- Create a job search plan.
- Build & use your network.
- Complete profile on CareerLink.
- Develop interviewing skills.
- Identify a variety of resources & use them.

Begin your Job Search

- Tailor each contact.
- Adapt your plan as you go.
- Follow up & follow through.
- Develop support systems.
- Be persistent and exercise patience.
- Send thank you notes/letters.

Consider how your strengths can help you identify work environments in which you would thrive.

Use the information you gathered about yourself in the first step and compare it to the material in the next step.

Use what you know about yourself and actual jobs to begin looking for specific opportunities.

Now that you have gathered all the needed information, get started by applying to positions.

Learn about Careers through an Informational Interview

One of the best ways to learn about a specific job or organization is to conduct an information-gathering interview. Talk with a Meredith alumna or use other resources to identify a person working in a career field that interests you. Simply call/email and request an appointment, assuring the person you are not calling about a job, but seeking information to help make career decisions.

Prior to the interview, learn about the organization by visiting their website. The appointment should not last longer than 30-45 minutes. It is best to conduct the interview at the person's work setting, although phone and email interactions can provide useful information. Dress appropriately for the work setting and always send a thank you note.

LEARN HOW TO RESEARCH AN EMPLOYER

A key element to successful interviewing is communicating how your qualifications meet the employer's needs. Familiarizing yourself with the field, the employer, and the position is an essential part of your preparation. The more you know about an organization, the better you can position yourself for a job within it.

Online resources are available through the Career Planning website. Additional resources include: Hoovers, ReferenceUSA, Wall Street Journal, Fortune, Forbes, Triangle Business Journal, Philanthropy Journal, Business Leader, Business NC, and Triad Business to name a few.

SAMPLE INFORMATIONAL INTERVIEW QUESTIONS

- Describe your career path.
- How did you decide to pursue this path?
- What are your responsibilities?
- How do most people enter this profession?
- What qualifications do you seek in new hires?
- What is the employment outlook for the field?
- What advice do you have for students who are preparing to enter this field?

TOP 10 SKILLS EMPLOYERS WANT TO SEE

- 1) Ability to verbally communicate
- 2) Ability to work in a team
- 3) Ability to make decisions and solve problems
- 4) Ability to plan and organize
- 5) Ability to obtain and process information
- 6) Analytical/quantitative skills
- 7) Technical skills
- 8) Proficiency with computer software programs
- 9) Ability to create written reports
- 10) Ability to sell or influence others

What are you looking for in an organization, company, or position? Does it match what employers look for in you?

TOP STRATEGIES FOR SUCCESS IN YOUR JOB SEARCH

- Get organized.
- Use multiple job search strategies.
- Network. There is more to the job search than just sending out resumes!
- Start early. One year out is not too early to begin your job/internship search.
- Remember that your major doesn't always equal a job title.
- Create a list of 3-5 references. Ask their permission first!
- Practice. Participate in mock interviews through Career Planning.
- Remember that the job search is a full-time job. Maintain a positive attitude!



PREPARING FOR CAREER FAIRS

1) PREPARE

Before the career fair:

- Know the employers that are attending.
- Research the employers you want to speak with prior to the fair. You should know: company history, stability, strengths, competitors, and job descriptions.
- Create your game plan: Decide who to talk to in advance. Don't wander aimlessly at the fair.
- Clarify your goals: What do you hope to gain from the event? Prepare a list of questions to ask each representative. Be open to exploring a variety of employers.
- Have your 30-second commercial prepared (see page 11).
- Prepare for questions they may ask:
 - Why are you interested in our company?
 - What skills and experiences do you possess that would be a good fit with our organization?
- Make many copies of your clear, concise, and professional resume on resume paper.
- Consider business cards!
- Wear professional attire—business suit with professional blouse, closed-toe shoes with hosiery, conservative nail polish (if any), and conservative jewelry.

2) COMMUNICATE

During the career fair:

- Communicate your 30 second commercial.
- Present your clear, concise, and professional resume on resume paper. Consider using a professional portfolio to store your resumes.
- Demonstrate your interpersonal skills:
 - Verbal and Nonverbal communication (smile, eye-contact, active listening, firm handshake, posture, proper and appropriate choice of words).
 - Be professional, yet enthusiastic (in dress, in choice of words, in attitude/mentality).
- Ask for the representative's business card/contact information.
- Discuss timeline and appropriate follow-up with representative.
- Take a few minutes after you leave each table to jot down notes/details about the organization, position, and follow up.

3) FOLLOW UP

After the career fair:

- Send thank you notes to each representative, reminding the employer of where you met and reiterating your interest in the organization and the skills and experiences you can contribute.
- Complete proper follow-up as discussed with the representative.
- Reflect upon your career options:
 - Utilize the contacts you've made.
 - Evaluate your interests, values, skills, and personality and how they relate to the needs of each employer to determine which one(s) may be a good fit for you.



Did you know? There are three career fairs sponsored annually by Meredith – The Spring Career Fair, The Teacher Network Fair, and The Non-Profit Career Fair!

SAMPLE 30-SECOND COMMERCIAL

The 30-second commercial is a conversation with the recruiter. While you will not follow this style/format word for word, this will be a good reference as you prepare to communicate appropriately with an employer.

My name is _____, a senior, _____major from Meredith College. I am very interested in your company because _____. May I give you a copy of my resume? From the research I completed about your company I realized _____. Your company appeals to me because _____. As a _____ major, I have taken a variety of courses in _____ that have prepared me for a role as _____ with your company. As well as taking a full load of courses I have also served as an intern with _____ doing _____. These experiences are relevant to your company/available position because _____. As you can see from my resume I've also had a relevant part time job with _____ as a _____. This position allowed me to learn _____ and has prepared me for full time work.

POSSIBLE QUESTIONS TO ADD TO YOUR 30-SECOND COMMERCIAL:

- What would it take to exceed your expectations for this position?
- What have been some of the challenges previous employees have faced in this position?
- What is your training philosophy? How often do you provide one-on-one training?
- What factors are most important in your candidate selection process (Grades? Major? Experience? Campus activities?)?
- Does your company hire on a continual basis or just at certain times of the year?
- As an entry-level employee, what could I expect to be doing 2, 5, 10 years from now?
- May I have your business card? What are the next steps in the process?

POSSIBLE CLOSING STATEMENTS:

- Thank you for your time today.
- I will follow up with you as you suggested.
- I look forward to speaking with you again.

CAREER FAIR ETIQUETTE

- Don't interrupt an employer representative or your fellow job seeker. If the employer is being monopolized, try to make eye contact to let him/her know you're interested in speaking. If that doesn't work, move to the next employer and plan to return later.
- If you are strongly interested in an employer, learn how to secure an interview with their organization. Some screening interviews happen on the spot at career fairs. Other employers invite interested candidates to their site for first round interviews.
- Be sincere and interested. Rely on your personal presentation and communication skills.
- Travel lightly! If possible, leave your backpack at home. Bring only a portfolio with your resumes and essential items.



Check out our
"Career Fairs"
board on Pinterest
for more tips!

Top 10 Tips for Success in the Job Market

- 1) **STAY OPTIMISTIC:** Keep a positive attitude - There are opportunities out there... but you must hunt for them.
- 2) **STAY FOCUSED:** Meet with a career counselor to help stay focused and develop your personalized career plan. Remember, alumnae have access to our services for their lifetime!
- 3) **PERSONALIZE YOUR BRAND:** Think through your personalized brand and marketing strategy. Develop an effective resume and cover letter. Tailor your documents for each opportunity.
- 4) **TARGET COMPANIES:** Focus on companies that are doing well and adding employees. Look for opportunities at both small and large companies.
- 5) **BUILD YOUR EXPERIENCE:** You may have to piece together opportunities like an internship, part time position, or even a volunteer experience. This could lead to a full time position later.
- 6) **BE FLEXIBLE:** Stay open-minded and flexible about opportunities, industries, and geographic locations.
- 7) **LEVERAGE YOUR NETWORK:** Over 80% of jobs aren't posted so stay connected to people that you have worked with, know and trust.
- 8) **UTILIZE JOB SEARCH SITES:** Keep checking industry specific sites and those more general such as CareerLink.
- 9) **RESPECT OTHERS:** Treat others with respect throughout your job search...you may end up in front of them again.
- 10) **SAY THANK YOU:** Once you've landed a job don't forget about those who helped you. Hand-written, personalized notes will go a long way. Reciprocate by helping others when they may need assistance with their job search.

DEVELOPING YOUR RESUME

Resumes are:

- A brief summary of your work and/or experiences, educational background and skills.
- A document that highlights your qualifications and experience as they relate to the job you are seeking.
- A way for you to market yourself effectively on paper to a specific audience.
- A way to secure an interview, so you can sell your strengths in person.

Resume Dos and Don'ts:

- DO be accurate and honest.
- DO print on quality paper, and use matching paper for your resume, cover letter, and references.
- DO carefully proofread to avoid any mistakes – pay attention to detail!
- DO be consistent in format and style: readability, eye appeal, total positive impression should be your goals!
- DO omit personal pronouns and use phrases beginning with an action verb.
- DO omit high school information unless it relates to your objective.
- DO update your resume every six months to reflect your goals and to stay current!
- DON'T use poor grammar, have any spelling errors, or typos!
- DON'T exaggerate information or include false experiences!
- DON'T include potentially discriminating information such as race, gender, religion, national origin, political preference, height, weight, or birthdate.
- DON'T use an unprofessional email address!
- DON'T submit a resume without a cover letter, unless expressly stated in an application.

RESUME VS. CURRICULUM VITAE

A curriculum vitae (CV) is a comprehensive biographical statement, usually three or more pages in length. A CV used in the field of higher education and concentrates on academic pursuits, research, teaching or presentation skills and published work. A resume is a summary of an individual's education and work experience as it relates to careers in a particular area, and it is typically one or two pages in length.

RESUME FORMATS

While there is no one right way to structure a resume, most resumes fall into one of three basic formats:

1 CHRONOLOGICAL

Your education, employment and other experience are presented in reverse chronological order - the most current first. (Most common style particularly among college students and recent graduates.)

2 FUNCTIONAL

Emphasizes qualifications, skills, and related accomplishments, rather than chronological listings. Skills are organized into categories that identify your functional skills. (This style can be effective for re-entry candidates and career changers).

3 COMBINATION

Information may be arranged to highlight functional skills within the basic chronological format. Relevant experience may be organized into skill areas in a chronological way.

Office of Career Planning Resume Approval Checklist

Although each resume is unique and should be tailored to each job and industry to which you apply, every resume must meet the following criteria for approval in CareerLink. More tips, guidelines, and resume examples can be found at meredith.edu/careerplanning. Questions? Contact career@meredith.edu.

APPEARANCE & FORMAT

- Use fonts that are professional and easy to read (Arial, Times, Calibri) and in a legible size (10-12 point)
- All formatting including fonts, bolding, italicizing, and use of capitals are consistent throughout the document
- If bullets are used, be consistent with use of periods
- Use consistent margins – between 0.5 and 1 inch
- Document must be free of spelling and grammatical errors
- Convert your document to a PDF before uploading to prevent an extra blank page

CONTACT INFORMATION & HEADER

- Boldfaced name (14-20 font size) and contact information listed at the top of the resume (telephone, email)
- Email address is professional in nature

EDUCATION

- List full name of institution(s) with city and state
- Degree spelled out accurately (Bachelor of Arts or Bachelor of Science) with major / minor listed along with anticipated graduation date
- Ensure that all degrees are listed accurately (2 nd major does not always equal a 2 nd degree)
- If listing multiple institutions, list in reverse chronological order (most recent listed first)
- Optional: It is recommended that you list your GPA only if higher than a 3.0

EXPERIENCE SECTIONS

- Include job title, organization name, city, state, and dates (listed in a consistent format)
- Begin descriptions with action verbs in appropriate tense
- Focus descriptions on accomplishments and relevant skills, not just job duties
- If listing multiple experiences, list in reverse chronological order (most recent listed first)

If your submitted resume includes these OPTIONAL items, the following criteria must be met:

OBJECTIVE OR PROFESSIONAL SUMMARY

- Wording is specific and employer-focused, targeted to a particular field, position or industry
- Accomplishments, experience and skills are directly geared toward a particular field, position or employer

RESEARCH, CLASS PROJECTS, COMMUNITY SERVICE, LEADERSHIP, ETC.

- For research or class project, list course, project title, and dates along with accomplishments / results
- If listing volunteer and/or leadership experience, format like “experience section” for consistency

SKILLS SECTION

- Computer skills: examples include software applications, operating systems, social media, etc.
- Language skills: specify level of fluency (beginning, intermediate, advanced, fluent, native speaker)

SKILLS CLUSTERS: ACTION VERBS FOR RESUMES

Accounting

Appraise
Assess
Audit
Calculate
Estimate
Examine
Figure
Forecast
Maintain
Measure
Prepare
Record
Verify

Administration

Access
Assess
Coordinate
Furnish
Monitor
Organize
Process
Receive
Serve
Track

Analysis

Assess
Clarify
Conceptualize
Conclude
Discern
Discover
Dissect
Illuminate
Infer
Interpret
Observe
Qualify
Quantify
Review

Artisan

Build
Choreograph
Compose
Conceive
Construct
Create
Design
Draw
Entertain
Illustrate
Mold
Perform
Render

Communication

Addressed
Advertised
Arbitrated
Articulated
Authored
Clarified
Collaborated
Communicated
Conveyed
Convinced
Corresponded
Debated
Defined
Described
Developed
Expressed
Formulated
Incorporated
Influenced
Mediated
Moderated
Outlined
Persuaded
Presented
Proposed
Publicized
Reconciled
Responded
Solicited
Summarized
Translated
Wrote

Consulting

Arrange
Assess
Assist
Contribute
Counsel
Guide
Motivate
Problem Solve
Serve
Survey
Train
Troubleshoot
Counseling
Align
Analyze
Assess
Assist
Coordinate
Facilitate
Help
Inform

Intuit
Listen
Perform
Understand

Creative

Begin
Combine
Compose
Conceptualize
Condense
Create
Customize
Design
Develop
Direct
Display
Entertain
Fashion
Formulate
Illustrate
Initiate
Integrate
Introduce
Invent
Model
Modify
Perform
Photograph
Plan
Revised
Revitalize
Shape

Design

Build
Create
Display
Draft
Draw
Explore
Formulate
Layout
Organize
Pattern
Plan
Sketch
Style

Editing

Advise
Amend
Analyze
Check
Comment
Compare

Correct
Improve
Initiate
Investigate
Read
Review
Revise
Rework
Rewrite

Finance

Acquire
Adjust
Allocate
Analyze
Appraise
Audit
Balance
Calculate
Compute
Conserve
Construct
Correct
Deploy
Determine
Develop
Evaluate
Inventory
Invest
Manage
Program
Project
Reconcile
Reduce
Research
Retrieve

Fundraising

Analyze
Contact
Coordinate
Develop
Direct
Inform
Inquire
Monitor
Motivate
Persuade
Program
Research
Strategize

Helping

Adapt
Advocate
Aide

Answer
Assess
Assist
Care for
Coach
Collaborate
Contribute
Cooperate
Counsel
Diagnose
Educate
Encourage
Expedite
Facilitate
Guide
Help
Insure
Intervene
Prevent
Provide
Rehabilitate
Resolved
Simplify
Support
Volunteer

Human Resources

Align
Analyze
Appraise
Assess
Categorize
Coordinate
Design
Document
Inform
Interview
Inventory
Link
Manage
Mediate
Organize
Process
Program
Recruit
Screen
Select
Structure
Survey
Train

Innovating

Activate
Change
Create

Design
Establish
Implement
Improve
Modify
Restructure
Stimulate
Transform
Upgrade

Investigation

Analyze
Examine
Explore
Interrogate
Intuit
Probe
Pursue
Question
Search
Seek

Language

Compare
Comprehend
Converse
Fluency
Interpret
Lecture
Negotiate
Proficiency
Teach
Translate
Tutor
Understand

Leadership

Advise
Appoint
Approve
Assign
Attain
Authorize
Chair
Compare
Consider
Create
Decide
Delegate
Direct
Encourage
Govern
Implement
Increase
Initiate
Inspire

Lead
Manage
Merge
Motivate
Organize
Originate
Overhaul
Oversee
Preside
Prioritize
Produce
Recommend
Represent
Strengthen
Supervise
Terminate
Transform

Management

Consult
Coordinate
Delegate
Develop
Evaluate
Facilitate
Listen
Mediate
Monitor
Plan
Schedule
Strategize

Marketing

Advance
Advertise
Analyze
Announce
Assess
Boost
Identify
Improve
Promote
Quantify
Review
Survey

Organizing

Arrange
Assist
Catalogue
Categorize
Collect
Compile
Coordinate
Distribute
File
Generate
Liaison
Maintain

Monitor
Obtain
Operate
Order
Organize
Record
Review
Schedule
Simplify
Standardize
Streamline
Support
Systematize
Update
Validate
Verify

Performing

Act
Create
Dance
Inspire
Interpret
Model
Perform
Play
Present
Read
Sing

Persuading

Arbitrate
Articulate
Challenge
Clarify
Convince
Influence
Inquire
Mediate
Negotiate
Present
Reason
Reconcile

Program Development

Analyze
Construct
Coordinate
Design
Develop
Formulate
Implement
Monitor
Persuade
Prepare
Recommend
Strategize

Public Relations

Assess
Coordinate
Facilitate
Handle
Negotiate
Participate
Prepare
Present
Promote
Publicize
Strengthen
Troubleshoot

Research & Development

Analyze
Assess
Clarify
Collect
Compare
Conclude
Conduct
Critique
Detect
Determine
Diagnose
Evaluate
Examine
Experiment
Explain
Explore
Formulate
Identify
Investigate
Locate
Measure
Organize
Prepare
Recommend
Research
Review
Search
Solve
Summarize
Survey
Systematize
Test

Selling

Assist
Convince
Educate
Handle
Inform
Negotiate
Persuade
Present
Provide

Sell
Serve
Trade
Vend

Service

Anticipate
Assist
Coordinate
Enhance
Help
Maintain
Prepare
Present
Serve
Troubleshoot
Welcome
Teaching
Adapt
Advise
Amuse
Awaken
Clarify
Coach
Communicate
Conduct
Coordinate
Counsel
Critique
Develop
Educate
Enable
Encourage
Entertain
Evaluate
Explore
Facilitate
Guide
Individualize
Inform
Instill
Instruct
Motivate
Persuade
Simulate
Stimulate
Teach
Train
Transmit
Tutor

Technical

Analyze
Apply
Assemble
Build
Conceptualize
Construct
Convert
Design

Develop
Edit
Engineer
Implement
Inspect
Locate
Modify
Operate
Overhaul
Print
Program
Regulate
Remodel
Repair
Replace
Restore
Solve
Specialize
Standardize
Troubleshoot
Upgrade
Utilize

Writing

Abstract
Capture
Conceive
Conclude
Construct
Craft
Express
Integrate
Interpret
Inform
Summarize

Student Name

123 Angel Way, Apt. 123, Raleigh, NC 27607
mcsenior@email.meredith.edu | (123) 456-7890

EDUCATION

Meredith College, Raleigh, NC
Bachelor of Arts in English, May 2016, Major GPA 3.1
Minor: Professional Writing and Presentation Media

TECHNICAL SKILLS

Adobe: InDesign, Photoshop
HTML
Microsoft Office Suite: Word, Excel, PowerPoint

RELEVANT EXPERIENCE

Editor, *The Herald*, Meredith College, Raleigh, NC, Sept. 20xx-present

- Recruit Meredith College students to join the publication staff based upon specific needs of the publication and the specific skills of writers, layout editors, and other positions
- Establish a newspaper that is relevant to students and other readers by hand-selecting each of the 15 articles that are required to create each issue of the publication
- Organize a staff of 14 members to produce a successful newspaper six times per semester
- Tripled the online readership of the Herald through advertising on campus and on social media websites

Special Events Intern, The Leukemia & Lymphoma Society, Raleigh, NC, Jan. 20xx-present

- Assist in planning the Leukemia Cup Regatta, including captain recruitment, fundraising assistance, ticket sales and tracking, participant support, and event logistics
- Craft press releases promoting the Regatta and other campaigns
- Create letters requesting donations from various businesses and corporations
- Communicate with sponsors to coordinate invoices, payments, and sponsorship benefits

RELEVANT ACADEMIC PROJECTS

Writing for the Media, Meredith College, Spring 20xx

- Composed various pieces of writing including press releases, TV anchor sound packages, news articles, reviews, editorials, and clips for radio broadcast
- Implemented the ethics of writing for professional and public outlets

Professional Writing, Meredith College, Fall 20xx

- Constructed documents appropriate for use in various professional environments that apply to different audiences
- Collaborated with the Meredith College Carlyle Campbell Library Archive department in order to conduct extensive research used for a website design project
- Customized assignments appropriate for business settings

Public Speaking, Meredith College, Spring 20xx

- Learned how to professionally articulate topics in professional and public settings
- Successfully prepared and presented two major speeches

OTHER WORK EXPERIENCE

Wait Staff, Owens Restaurant, Nags Head, NC, Summers 20xx-20xx

- Contributed seasonally to a team of 25 people to consistently provide quality service
- Thought quickly and critically to solve customer problems or complaints

STUDENT NAME

www.studentportfoliowebsite.com
123 Hillsborough Street, Raleigh, NC 27607
fashiondesign@meredith.edu | (919) 123-4567

EDUCATION

Meredith College, Raleigh, NC
Bachelor of Science in Fashion Design, May 20xx
Overall GPA: 3.68

HONORS & RECOGNITIONS

- Kappa Omicron Nu Honor Society
- Outstanding Senior, Fashion Merchandising and Design Program

DESIGN & TECHNICAL SKILLS

- Adobe Photoshop, Illustrator & InDesign
- Microsoft Office Suite
- Web Design: HTML, CSS
- Sewing Machines: (including industrial machines) Janome, Bernina, Viking, Singer, Brother

FASHION DESIGN EXPERIENCE

New York Fashion Week, Designer, New York, NY, September 20xx

- Created, planned, and designed a collection for New York Fashion Week.
- Managed all aspects of production including planning, developing, and creating the line.

Just Breathe Fashion Show, Volunteer Designer, Raleigh, NC, January – June 20xx

- Launched a charity fashion show to raise funds for the North Carolina Lung Cancer Partnership. Attendance totaled over 100.
- Designed ready-to-wear outfits to be displayed in a fashion show during the event.

Fashion in Green Competition, Designer, Philadelphia, PA, May 20xx

- Recognized in an international, eco-friendly design competition and received third place.
- Exhibited design skills by created an Avant-garde garment inspired by the tragic events of the BP oil spill.
- Utilized all eco-friendly fibers, fabrics, and dyes in the design.

INDUSTRY EXPERIENCE

MJ Softe LLC, Product Development Coordinator, Fayetteville, NC, July 20xx – Present

- Research, develop, and launch new products.
- Create and review Tech Packs daily to ensure completion and sustainability.

Linda Hartman LLC, Intern, Raleigh, NC, May – August 20xx

- Implemented time management skills by drafting the primary flat pattern for all designs.
- Communicated effectively to clients through construction of presentation boards.

INTERNATIONAL EXPERIENCE

Study Abroad, Paris American Academy, Paris, France, June – July 20xx

- Broadened awareness of garments and differences of fast fashion versus luxury.
- Focused on trend forecasting and its impact on emerging fashion trends.
- Examined Fendi designs and observed the creative process behind the garments.
- Visited museums and current exhibitions and increased cultural awareness.

STUDENT A. NAME

123 Vann Hall, Meredith College, Raleigh, NC 27607 | (919) 123-4567 | student@email.meredith.edu

OBJECTIVE

A student laboratory position in the biology department that would effectively use the technical and scientific skills highlighted below in addition to the knowledge of biology concepts described.

EDUCATION

Meredith College, Raleigh, NC

Bachelor of Science, Biology, May 20xx

GPA: 3.27

Vance Granville Community College, Louisburg, NC

Nursing Aid 1 certified, Summer 20xx

HONORS

- Alpha Lambda Delta, Freshman Honor Society
- Beta Beta Beta, Biology Honor Society

TECHNICAL & SCIENTIFIC SKILLS

- Micropipetting
- Quantification of proteins and carbohydrates
- Enzymatic assays
- Western blotting
- Protein gel electrophoresis
- Recombinant protein expression and purification using affinity chromatography
- Prepared slides for microbiological examination, including preparing smears from solid and liquid cultures
- Aseptic techniques for the transfer and handling of microorganisms
- Performed Gram stains

RESEARCH EXPERIENCE

Colony Collapse Research, Meredith College, Spring 20xx

- Used PCR to determine species of bacteria present in intestinal tracts of *Apis mellifera*
- Drew conclusions on bacterium's potential effect on colony collapse
- Presented research findings to a faculty and student audience of more than 25

Progesterone Research, Meredith College, Fall 20xx

- Conduct research under the direction of Dr. Meredith Jones studying the effects of synthetic progesterone on the freshwater Asiatic clam *Corbicula fluminea*
- Test water quality of the Neuse River at regular intervals
- Observe gill function and hormone levels with increasing concentrations of pharmaceuticals

RELEVANT EXPERIENCE

Teacher Assistant, Biology Department, Meredith College, August 20xx-Present

- Assist in peers' understanding of laboratory assignments
- Coordinate laboratory experiments
- Evaluate assignments

Greenhouse Manager, Meredith College, August 20xx-May 20xx

- Managed and organized greenhouse based on Genis species to preserve plants for laboratory use

ADDITIONAL EXPERIENCE

Assistant Manager, Smithfield's Chicken 'N Bar-B-Q, Knightdale, NC, September 20xx-Present

- Manage 5 crew members including, training and conflict resolution
- Trusted to maintain an accurate amount of all restaurant funds
- Provide strong customer service and develop relationships with customers to ensure satisfaction

STUDENT NAME

(919) 999-9999 | firstname.lastname@email.meredith.edu
123 Meredith Way, Raleigh, NC 27607
www.linkedin.com/in/mcstudent

EDUCATION

Meredith College, Raleigh, NC, May 20xx
Bachelor of Science in Business Administration, GPA: 3.51
Accredited by the Association to Advance Collegiate Schools of Business (AACSB)
Minors: Economics, International Business
Meredith College Honors Program

Study Abroad: San Joaquin, Costa Rica, Summer 20xx

- Tutored natives of all ages in English
- Studied the native language in both a classroom and interactive setting

WORK EXPERIENCE

Customer Service Clerk, Harris Teeter, Raleigh, NC, November 20xx – Present

- Ensure quality customer service by managing customer complaints and inquiries
- Serve as a shift leader for department as needed, leading 7-10 employees per shift
- Awarded Team Member of the Month in January 20xx

Intern, Pack for a Purpose, Raleigh, NC, June – August 20xx

- Entered data into multiple content management systems
- Formulated responses for the Chairperson's communications to partners and participants
- Confirmed all data on the non-profit website for accuracy and managed all social media accounts

LEADERSHIP EXPERIENCE

Co-Chair, Campus Activities Board, Meredith College, Raleigh, NC, August 20xx – Present

- Plan and advertise 12 day trips for more than 120 Meredith students
- Manage a budget of over \$5K and coordinated all logistics for day trips
- Recruit and communicate event details to trip chaperones

Committee Member, International Programs, Meredith College, Raleigh, NC, August 20xx – Present

- One of two students selected to determine scholarships, evaluate new programs, and analyze student applications for studying abroad at Meredith College
- Recommend approval of student and program applications based on risk, requirements and credentials
- Constructed the Global Awareness Certificate, an international-intensive program of study for students

Participant, Leadershape Institute, Oak Island, NC, May 20xx

- Developed effective teamwork, communication, and leadership skills while creating a vision and action plan to implement within the Meredith College community
- Participated in a panel discussion about the importance of ethics in the workplace

RELEVANT SKILLS

- Software: Microsoft Office (Excel, Word, Publisher, PowerPoint, OneNote)
- Language: Intermediate Spanish, Intermediate Italian
- Social Media: Twitter, LinkedIn, Facebook, Tumblr, Instagram

DROP IN MONDAYS &
THURSDAYS
MON: 10AM—NOON
THURS: 1PM—4PM

Bring your resume in for a quick review, take a LinkedIn photo, or ask quick career related questions

REFERENCES

A reference is a person who provides a recommendation for you when you are seeking employment or an introduction. A reference should be able to attest to your personal qualifications, work-related skills and dependability.

Guidelines

- List three to four references.
- References generally should include at least one college professor and at least one former or present supervisor.
- Always obtain permission from each person prior to using their name as a reference and provide them with your most recent copy of your resume.

EXAMPLE — REFERENCE PAGE

Meredith A. Student

StudentM@meredith.edu | 919.123.4567
1234 Meredith Drive, Raleigh, NC 12345

References

Dr. Jane Smith (Advisor, Professor)
Professor, Department of Social Work
Meredith College
3800 Hillsborough Street
Raleigh, NC 12345
smithj@meredith.edu
919.555.1234

Eric Jones (Current Supervisor)
Program Coordinator
Residential Services
1234 Harris Drive
Chapel Hill, NC 23456
Eric.jones@residentialservices.org
919.555.2345

Sherrie Graham (Former Supervisor)
Director
Cornerstone Homeless Shelter
234 Henderson Road
Raleigh, NC 12345
SGraham@cornerstone.org
919.555.6788

WRITING YOUR JOB CORRESPONDENCE

COVER LETTERS

Effective cover letters are as important in a job search as a resume. Employers typically read the accompanying letter before they read the enclosed resume. A cover letter that commands the attention of the reader can play a vital role in creating employer interest in a candidate.

Guidelines for Cover Letters

- Always send a resume with an accompanying letter, and include your contact information on both.
- Address your letter to a specific individual using the correct title. If you don't know the name, check CareerLink, the company website, or call the organization. If you exhaust all resources and do not locate the name of the appropriate person, use the job title in the salutation (i.e., Dear Human Resources Director).
- Individualize your letter for each employer; never mass-produce job search correspondence.
- Use high quality stationery and typing, following standard business letter style.
- Proofread thoroughly to ensure an error-free document.
- Be clear & concise – the letter should not exceed three-four paragraphs.
- Keep your letter warm, personal, and professional, remembering that business letters are formal, not informal documents.
- Use language that is positive and active, conveying energy, productiveness, and benefit to the employer.
- Keep a copy of all correspondence for your job search files.



Your cover letter is an excellent place to describe your strengths to an employer. Rather than including a list of strengths, describe your strengths in your own words and accompany this with relevant examples. Focus on the needs of the employer, and craft examples of how your strengths are consistent with the skills and experiences needed in the position for which you're applying.

THANK YOU LETTERS

Send a thank you letter to each person with whom you interview, each time you interview. 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. Ideally, a thank you letter should be sent within 24 hours.

OUTLINE FOR A SAMPLE COVER LETTER

Your complete address
Your city, state, zip code

Date

Employer/ Representative Name
Employer/ Representative Title
Organization Name
Address of Organization
City, State, Zip Code

Dear (Representative's Name):

Paragraph I: Why Am I Writing?

Identify the type of position or inquire about positions in which you are interested. State how you heard about the opening or organization. Include a statement of “energy” that begins to create the match between the position requirements and your qualifications.

Paragraph II: Who Am I and Why Should You Hire Me?

Describe your skills, experiences, and qualities that relate to the position or area of interest. Provide examples of your strongest qualifications and how they relate to the needs of the employer. [While working at the XYZ Corporation as a marketing co-op, I developed my skills in sales and persuasive communication.] Give information that goes beyond what is on your resume, and let the job description guide you!

Paragraph III: My Next Step

End the letter indicating your strong interest in the position. Be assertive and state how you intend to follow up. [I will be calling you in the next week to discuss scheduling an interview.] Thank the employer for his/ her consideration and interest.

Sincerely,

[Handwritten Signature]

Your name typed
Your phone number and email address

Student Name

meredithstudent@email.meredith.edu | (919) 555-5555 | 123 Meredith Avenue, Raleigh, NC 27607

May 15, 2015

Jane Doe
Senior Recruiter, Sourcing Specialist (Clinical)
Sodexo
50 Washington Blvd.
Gaithersburg, MD 55555

Dear Ms. Doe:

With an outgoing personality, a passion for nutrition, and as a current Sodexo employee, I feel I am a qualified candidate for the Resource Dietitian position you informed me of this past fall at Meredith College. I enjoyed your lecture and as a new college graduate, found the information you provided to be very beneficial to my ongoing career search.

I will be completing a dietetic internship at Meredith College in the next few weeks, and it has equipped me with skills and experiences that will undoubtedly make me a talented dietician. Having been trained to be a clinical dietitian at Duke University Hospital, I have experience using critical thinking and medical nutrition therapy with a variety of high-risk adult and pediatric patients. I have had many public speaking opportunities that have further developed my confidence and professionalism. In addition to these experiences, I have been selected to travel to Dallas, Texas this June to intern at the world-renowned Cooper Clinic for Preventative Medicine. I am excited about this opportunity as it will further both my counseling and clinical skills. It is my belief that all of these skills can benefit Sodexo, the leading employer of Clinical Dietitians in North America.

I look forward to hearing from you to learn more about the Resource Dietitian position and to discuss my qualifications with you in person. You may reach me at (919) 555-5555 or via email at meredithstudent@email.meredith.edu. Thank you for your consideration of my application.

Sincerely,

Student Name

Student Name

EXAMPLE — COVER LETTER (EMAIL VERSION)

Dear Ms. Doe:

With an outgoing personality, a passion for nutrition, and as a current Sodexo employee, I feel I am a qualified candidate for the Resource Dietitian position you informed me of this past fall at Meredith College. I enjoyed your lecture and as a new college graduate, found the information you provided to be very beneficial to my ongoing career search.

I will be completing a dietetic internship at Meredith College in the next few weeks, and it has equipped me with skills and experiences that will undoubtedly make me a talented dietitian. Having been trained to be a clinical dietitian at Duke University Hospital, I have experience using critical thinking and medical nutrition therapy with a variety of high-risk adult and pediatric patients. In addition to this experience, I have been selected to travel to Dallas, Texas this June to intern at the world-renowned Cooper Clinic for Preventative Medicine. It is my belief that all of these skills can benefit Sodexo, the leading employer of Clinical Dietitians in North America.

I look forward to hearing from you to learn more about the Resource Dietitian position and to discuss my qualifications with you in person. I have attached my resume for your review. Thank you for your consideration of my application.

Sincerely,

Student Name

(919) 555-5555
meredithstudent@email.meredith.edu

EXAMPLE — THANK YOU LETTER

Dear Ms. Dean:

It was very enjoyable speaking with you today about the assistant account coordinator position at the Howard Agency. The job, as you presented it, seems to be a very good match for my skills and interests. The creative approach to account management that you described confirmed my desire to work with you.

In addition to my enthusiasm, I will bring to the position strong writing skills, assertiveness, and the ability to encourage others to work cooperatively with the department. My artistic background will help me to work with artists on staff and provide me with an understanding of the visual aspects of our work. I also understand your need for administrative support. My attention to detail and organizational skills will help to free you to deal with larger issues. I neglected to mention during my interview that I worked for two summers as a temporary office worker, which allowed me to develop strong clerical skills.

I appreciate the time you took to interview me. I am very interested in working for you and I look forward to hearing from you about this position.

Sincerely,

Student Name

mstudent@gmail.com
(888) 888-8888

PROFESSIONAL EMAILS

Professional emails are very different from casual emails or text messages, and they do not begin with “Hey”. Remember: it’s easier to be ‘ruled out’ than ‘ruled in’ for a position. Here are some rules to consider when writing an email in which you are job prospecting or applying for a job.

- When an employer emails you, always respond. For example, imagine you applied for a job via email and the employer emails you for an interview. Return a message regardless of your interest—it is better to withdraw than to not respond.
- Always introduce yourself the same way you would in a cover letter. For example, Dear Mr./Mrs. So and So: I am writing in regard to your posting on... for XYZ positions in financial services.
- Treat your email as if you were writing a professional cover or thank you letter on paper, but be brief.
- In the subject line, make it obvious why you are writing: “Application for XYZ position.”
- Make sure you change the contact name and content according to the person/company to whom you are sending the message.
- If you are responding to an email, include the original message in the reply, so the receiver can put your email into the correct context. Also, respond within two business days.
- PROOFREAD! Don’t just use spell check. Read several times before sending—the tone of an email can often be misinterpreted. It may be easier to find errors if you print and review your email before sending.
- Never use all capital letters. Employers may think that you are screaming and it is difficult to read.
- Think about the message your email address sends. Keep your address simple, and avoid unprofessional sounding names like “partygirl@gmail.com.”
- Name your document “your name, resume.” Employers receive hundreds!
- Do not assume that if an employer is informal that you should be.
- Don’t just rely on email. Email can be lost. Follow-ups can often be done via phone.

“ Regardless of the changes in technology, the market for well-crafted messages will always have an audience. ”

— Steve Burnett, The Burnett Group

PREPARING FOR YOUR INTERVIEWS

A few things to know about interviewing:

- Interviewing requires advance planning, preparation, and practice.
- Interviewing is an interactive process.
- Interviewers are human, too.
- An interview is a conversation with a purpose.
- You, too, have decisions in the interview process.

Whether you've had one interview or 21 interviews, you'll find that all interviews are different.

- Some interviewers are skilled at interviewing; others are not.
- Some interviewers are talkative; others let you do all the talking.
- Some interviews are highly structured; others are more conversational.

TYPES OF INTERVIEWS

In an interview, an employer wants to see if you have the knowledge, skills, and competencies to do the job, if you understand the requirements for the position, and how well you will fit into the organization's culture.

Employers often use different types of interviews to gather this information.

- Screening interviews
- Telephone interviews
- Group interviews
- Panel interviews
- Case interviews
- Behavioral interviews

To prepare for the challenge of any type of interview, think about it in the following three stages.

BEFORE THE INTERVIEW (preparation)

"You never get a second chance to make a first impression."

Overview:

- Bring a folder/portfolio to hold additional resume copies and a pen
- Have clean, well-manicured fingernails; conservative length and no polish preferred
- Use perfume only in moderation
- Wear shoes that are well-maintained
- Iron/press your clothing
- Dress for the job you want, not the one you have

Attire:

- Conservative tailored suit or suit dress
- Conservative frill-less blouse
- Skirt length: top of knee down; avoid extreme slits
- Basic medium/low heeled pumps, shined; neutral hosiery
- Handbag: Small and appropriate to outfit
- Conservative jewelry coordinated with outfit and avoid dangles

Do not underestimate the importance of your personal appearance. Personal neatness and cleanliness are important and you are expected to dress as if you would immediately fit into that company. You do not need a lot of clothes for interviewing, but what you have should be of good quality, properly fitted, clean and well pressed, and reflective of current business styles. Check our Pinterest page for ideas!

Know yourself & how to communicate your relevant skills and experiences

- Conduct an analysis of your strengths, weaknesses, and goals and how they relate to the employer.

Research the employer and what they are looking for

Anticipate and Plan

- Anticipate questions and have examples ready!
- Prepare questions to ask that demonstrate your interest, motivation and knowledge of the organization.
- Arrive at least 10 minutes before the interview!

Practice (aloud) to reduce anxiety

- State your strong points for the position and provide concrete examples and anecdotal evidence to support them.

Social Media

- Check what others see when they search by your name.

Final tips as you prepare:

- Make good eye contact to demonstrate interest and to be positively remembered; don't stare.
- Use facial expressions—smile!
- Use a firm handshake, not limp or bone crushing. Lean into it and bend your arm at the elbow.
- Demonstrate good posture and body position.
- Demonstrate interest and active listening skills by nodding, leaning forward slightly and using hand gestures as appropriate.
- Keep enthusiasm in your voice by using a self-assured, confident tone.

DURING THE INTERVIEW (communication)

Visit Career Planning for more sample questions or to practice!

Sample Questions to Ask an Employer:

At the end of an interview, you will have the opportunity to ask questions. When the interviewer asks, "Do you have any questions for me?" the answer should be YES!

- What would it take to exceed your expectations for this position?
- Does the company promote from within or externally?
- Can you tell me how different departments at the company work together?
- Describe the duties of the job and how it fits in the organization.
- What is the profile of a successful employee in your organization?
- What is the supervisory style of the manager who oversees this position?
- How are performance reviews conducted?
- What are some recent challenges and opportunities faced by your organization?
- What kinds of opportunities exist for me to improve my professional skills within the organization?
- Can you tell me the next step in the selection process?
- Will you discuss the hiring timeline for this position? The organization's next steps?
- If I don't hear from you in ___ weeks as you mentioned, may I give you a call to follow up?

General Opening Questions:

- Tell me about yourself.
- Why are you interested in our position? Organization?
- Why do you want to work here?

Behavioral Questions

Many employers use a behavioral interview style of questioning. The goal is to see how you react in various situations.

- Describe a project that you initiated. How did you go about organizing it and what was the outcome? How could you have planned it differently to get better results?
- Describe your most successful experience working on a team project. How did you relate to other team members and what did you do to contribute to the success?
- Tell me about a time you encountered a conflict with someone. How did you resolve it?

Use the STAR system to respond:

S/T: describe the specific Situation/detail the Task
A: share the Action you took
R: and describe the Results and what you learned.

THINK STRATEGICALLY, RESPOND CONVINCINGLY

Listen carefully to all questions during the interview. Relax as much as possible and think in terms of "What is this recruiter really asking me?" Do not over-analyze the question, but at least listen carefully and think a moment before responding.

"Why are you interested in this position?" The recruiter is asking you to prove that you are interested in the company. Discuss your company research. Prove your interest!

"What is your greatest strength?" Here is your opportunity to prove that you have the most important strength required for the position. Do not blow it by offering some off-the-wall strength that does not relate to the position for which you are applying.

"What is your greatest weakness?" Take a positive approach to this question. Select an area of personal or professional development such as "presentation skills" or "working toward understanding the big picture" to indicate your willingness to grow and improve. Do not name serious weaknesses that might be perceived as true negatives to the interviewer.

"Why weren't your grades higher than 2.3?" The recruiter is giving you an opportunity to prove ability in spite of your average grades. Be ready to explain.

"Why did you attend this university?" Companies like to hire winners who have been in control. Do not indicate that external forces directed you to college: "I didn't have the money for Stanford, so I settled for Billings U." Offer a response that is logical and shows that you made the decision.

•DON'T ask questions you could find out with research, and DON'T ask salary questions during the initial interview.

CLOSING

- State your interest in the position.
- Briefly summarize why you are well qualified for the job.
- Find out what the next step will be and thank the interviewer for her time.
- Smile; remain confident and interested in the position.
- Make sure to collect business cards before you leave.

Final tips as you prepare:

- To reduce anxiety, try to think of the interview as a conversation—the interviewer is getting to know you, you are getting to know her.
- Incorporate what you know about yourself and the organization in your responses.
- Be clear, concise, and give specific examples.
- Highlight your strengths and accomplishments, indicating why you should be hired.
- Ask intelligent questions that will underscore your interest and initiative.
- Practice active listening skills.



Check out our "Ace the Interview" board on Pinterest for more tips!

AFTER THE INTERVIEW (follow-up)

- Write a thank you note to the interviewer(s) within 24 hours, reiterating your interest and strongest qualifications.
- Complete any follow up requests from employer.
- Contact your references to let them know how it went and to potentially expect to hear from the company.
- During the interview, ask about the selection process. If the interviewer doesn't contact you as promised by the designated time, contact them. It is reasonable to follow up after a week or two following your interview. This demonstrates your interest and ability to follow up.

For more common interview questions and industry- or interview-type-specific questions, such as teaching or case studies, visit Career Planning!

WHILE YOU WAIT

- Research salary in comparable positions in your geographical area.
- Prepare your salary negotiation points.
- Is there a 2nd or 3rd interview? Start preparing for the next interview.
- Maintain an active search. Don't wait to hear from each employer. Continue to network, conduct information interviews, volunteer, be active! Be seen!
- Do NOT tweet or update your social media status with "opinions" about the company or your confidence in landing the position.

ASSESS

- Reflect on the experience, your interest in the organization and position and use the interview details as a learning experience, noting areas to improve.
- Recall details from the interview—questions asked and your responses, information you gathered, additional questions you have.
- Evaluate whether this job is for you—a bad job can be worse than no job.



Check out our "After the Interview" board on Pinterest for more tips!

Practice Without Pressure...

Take advantage of Mock Interview Week!

Sign up on CareerLink to practice your interview skills with an employer. Mock Interview Week is held once every semester. Contact our office for a mock interview with a counselor at any time!



CAREER LINK

Looking for a part-time job, internship or co-op? Looking for your first full-time job? Want to know if we have a contact with an employer you're pursuing? Secured a position and want to let us know? These are just a few of the things that CareerLink has the power to do.

CareerLink is Meredith's job posting and on-campus interviewing system. All students have an account and can enter the site. (If you have a problem, please contact Career Planning for assistance.) Access through links at www.meredith.edu/careerplanning. Enter your personal profile information. Be sure to enter the email you will be using for your job search. Upload your resume so that applying for jobs through the system will be easy.

Take a look at the power of CareerLink:

- View and apply for over 300 jobs, internships & co-ops
- Allow an employer to view your uploaded resume
- Sign up for On Campus Recruiting
- Search the Employer/ Grad School Database for contact information
- Check out upcoming events, employer information sessions, and career fairs sponsored by Career Planning
- Meredith students and alumnae have access to CareerLink for a lifetime!

SOCIAL MEDIA & PERSONAL BRANDING

Social Media in Your Job Search

(Modified from information courtesy of the National Association of Colleges and Employers)



Social media is a great way to stay in touch with friends and relatives, but it also can be a useful tool in your job search. Employers are using social media sites like LinkedIn, Twitter, Facebook, and YouTube to both promote their organizations and connect with potential job candidates. While social media can help you research employers (critical to your job-search success), be sure to use it more actively—as a way to connect with potential employers. Many organizations have embraced social media as an extension of their hiring practices, and provide information that you can use to connect with hiring managers and recruiters.

LinkedIn

Need a professional profile picture?

Stop by Career Planning during our Drop-In Mondays or
Thursdays for our LinkedIn Photobooth!

A few key points to keep in mind when using social media as a job-search tool:

- Create a profile that gives a positive impression of you.** Think of it as your online resume: What do you want it to say about you?
- Use a professional-looking picture.** You can use the same picture on all of your social media pages. Be consistent when building your brand!
- Build your personal brand online.** Network with professionals in your field using social media that reflects your career or professional goals.
- Be aware of the keywords you include in your profile.** Many employers do keyword searches to find profiles that contain the skill sets they're seeking in potential hires- this is particularly true for LinkedIn!
- Be careful what you post.** Don't include photos, comments, or information you wouldn't want a potential employer to see.
- Make sure your profile is error-free.** You wouldn't offer up a resume rife with misspellings, would you?
- Choose appropriate contact information.** Your email address or Twitter handle should be professional—a simple variation on your name, perhaps—rather than suggestive or offensive.
- Check your college/university's social media groups.** Many times, employers join such groups. Check social media groups that are focused around your field of interest or career.
- Search for the social media pages, profiles, and videos of organizations that interest you.** Many organizations post job descriptions, information about salaries, and more.
- Ask questions.** Even something as broad as “Is anyone hiring in [industry]?” may bring responses, and asking questions about a specific organization—“What's it like to work at Company X?” can give you insight into the organization and its culture.
- Stay connected.** Keep in touch with recruiters or other decision makers you may interact with via social media. There may not be an available opportunity at their organization right now, but you want to be considered when an opening pops up!
- Use social media to build your network.** Don't just establish a social media presence—work it. Reach out. Interact. You will get out of social media what you put into it.



LinkedIn Profile Checklist

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 includes a search bar at the top, a profile picture, and the following information:

- Name:** David Xiao
- Headline:** Econ Major and Aspiring Financial Analyst
- Location:** San Francisco Bay Area | Financial Services
- Previous:** Berkeley Ventures
- Education:** University of California, Berkeley
- Buttons:** Improve your profile, Edit Profile
- Connections:** 153
- 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 ideas 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
 - 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.
 - Media:** A presentation titled "INTRODUCTION TO VENTURE CAPITAL" with a caption: "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.

Continued >>

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 (8 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 (182)
- Public Economics (300A)

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 Leo
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 agree!

November 13, 2013, Tim managed

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

LinkedIn

SALARY NEGOTIATIONS

This is a general guideline to negotiate salary. To discuss your specific situation come see us in Career Planning.

EVALUATING THE OFFER

Congratulations! After a long job search, you have at least one offer and are possibly waiting on others. Consider the criteria below to evaluate an offer and affirm that it is the best fit for you.

- The Job Itself
- The Organization
- Location
- Advancement Opportunities
- Reporting Relationship and Co-Workers
- Performance Evaluations
- Salary/Benefits



DO YOUR RESEARCH

How much do you need to earn to meet your personal needs? Evaluate realistic salary requirements. What are your skills and level of experience worth in the job market? Amounts can vary considerably by degree and industry. Your offer may depend upon prior professional experience, education level, GPA, internships, co-ops, volunteer or part-time work, leadership experience, and the employer's internal salary schedule. Visit Career Planning for information on national salary averages for various industries.

AFTER YOU ACCEPT AN OFFER

Once you have accepted an offer of employment, write a letter withdrawing your application from other employers. Do this with great care since you may wish to consider employment with this employer in the future. When a job has been offered and accepted, you must STOP interviewing. It is unprofessional to continue interviewing with other employers to see if something better comes along.

Not sure how much money you need to live on your own? Use the 50/20/30 Rule as a guideline for distributing your income and meeting your personal needs. Everyone's needs are different, but this simple principle is a starting point for developing and balancing your personal budget.

50/20/30 Budgeting Formula

Percentages of your income that should go to three things:

- 50% Essentials (rent, mortgage, transportation, groceries, utilities)
- 20% Future (emergency savings, retirement, paying off debt)
- 30% Lifestyle (restaurants, shopping, entertainment, fun!)

adapted from Alexa Von Tobel's Financially Fearless, p.71

THINKING ABOUT A GAP YEAR?

Adapted from UNC- Chapel Hill University Career Services' 2013 1-2 Year Opportunities
Resource | careers.unc.edu

Interested in grad school, but want to take a year off in between? Not sure what you'd like to do career-wise and need time to explore possibilities? Want to travel or develop new skills? Make your "gap year" meaningful, and be intentional about how you spend your time. Here are some options:

- Travel/ study abroad
- Lobbying/ political internships
- Community service/ advocacy programs
- Work through a temp agency
- Fellowships
- Outdoor adventure programs
- Experiential services programs like Teach For America, Peace Corps, and Americorps

Be ready to talk about your experience!

- Include your experience on your resume, and think about ways to market your experience to a potential employer. What skills did you gain that are transferable? How did traveling make you more well-rounded? Did you have to problem-solve during your experience?
- Think about skills you gained and strengths you developed. How can you apply what you learned to a job/ in graduate school?

Visit Career Planning for a full list of resources to help get you started!



How can you make the most of your gap year? Are there strengths and skills you'd like to develop in preparation for future academic and career endeavors? Explore opportunities that will allow you to focus on the strengths and skills that are important to you.

DECIDING ON GRADUATE SCHOOL

The decision to attend graduate school requires serious thought and consideration. Consultations with career counselors and college faculty can provide valuable information about graduate programs. Factors to consider in your research of graduate programs are:

- Quality of the faculty and courses
- Prestige of institution
- Cost/ financial investment
- Housing, facilities, community, locations, etc.
- Where graduates are employed after degree earned



Unsure about whether you can afford another degree? Explore options for financing graduate and professional school.

Schedule an appointment with a career counselor in Career Planning to assist you with the decision and application process.

Questions to ask yourself:

- Do you need an advanced degree to get the job you want?
- What do you expect from a graduate degree? What do you expect it to do for you in the job market? Are your expectations realistic?
- What are your reasons for wanting to go to graduate school?
- Is it better to go to graduate school immediately after completing undergraduate study or wait awhile and gain some work experience?

GRADUATE SCHOOL APPLICATION PROCESS

The graduate admissions process varies from one institution to another as well as from one academic field to another. Read each program's requirements carefully and strictly adhere to mailing instructions, fees, and deadlines. The following are the usual components of the application process:

- Graduate Admissions Tests
- Transcripts
- Letters of Recommendation
- Application Essays
- Special Requirements (Interviews, Portfolios, etc.)

Graduate School Test Preparation Resources

Free Practice Graduate School Entrance Exams (GMAT, GRE, LSAT, MCAT) in OCP and online at Meredith College Library's Learning Express Library

Kaplan Test Preparation and Admissions

Go to www.kaptest.com, then to Find a Free Event (practice test)

Princeton Review

Go to www.princetonreview.com, then to Attend a Free Event (practice test)

TIMETABLE FOR APPLYING TO GRADUATE SCHOOL

You should begin the application process no later than the summer before your senior year of college, or at least a year before you start graduate school. This timetable is approximate — all programs have different deadlines!

by Tara Kuther, Ph.D.

SUMMER

Research graduate programs and narrow your choices. If you have not done so already, take the necessary standardized test for admissions. Consider which faculty members to ask for letters of recommendation.

SEPTEMBER/OCTOBER

Research sources of financial aid. Carefully examine each of the program applications. Draft your statement of purpose. Ask a faculty member, writing center staff, and your career counselor to read your essays and provide feedback. Take their advice! Ask faculty for letters of recommendation. Provide faculty with a copy of your resume, your transcript, each program's recommendation form or process, and your statement of purpose.

NOVEMBER/DECEMBER

Arrange for your official transcript to be sent to each program to which you apply. Finalize and proofread your essays and statement of purpose. Seek input from others! Apply for fellowships and other sources of financial aid, as applicable. Check and record due date for each application. Keep a spreadsheet.

DECEMBER/JANUARY

Complete the application forms for each program. Mail your applications. Relax and breathe! Follow up with schools to ensure receipt of each application. Most schools send a postcard upon receipt of each application.

FEBRUARY

Depending on your field, start planning for the admissions interviews. What questions will you ask? Prepare answers to common questions. Fill out the Federal Student Aid (FAFSA) application. You will need your tax forms to do this.

MARCH/APRIL

Visit schools to which you have been accepted. Discuss acceptance and rejections with a faculty member or the career counselor at your school. Notify the program of your acceptance, and notify programs you are declining.

MAY	JUNE
JULY	AUG.
SEPT.	OCT.
NOV.	DEC.
JAN.	FEB.
MAR.	APR.