

BRANDING YOURSELF

A Guide to Professional Development



Career Services

Lundy-Fetterman School of Business



CAREER SERVICES

Professional Development is an important part of your education here at Campbell. I hope this manual gives you inspiration for branding yourself in a manner that reflects the wonderful things that make us

Campbell Business.

Discover your passion, and go after it!



CAREER PLAN

IT'S NEVER TOO SOON!

Whatever year student you are, it's never too soon or too late to begin formulating a plan for your future. Start by scheduling an appointment with Career Services at 910-893-1416.

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RESUMES

THE REALITY OF WHAT YOU OFFER

Writing a resume is a critical part of preparing for your career. So many people and articles will tell you that things have to be formatted a certain way. While there is truth in some of that, it is not the most important rule of thumb. First, know that according to Forbes Magazine, “recruiters only spend an average of 6.25 seconds looking at a candidate’s resume before deciding whether he or she is a fit for a job.” We have to structure our strongest selling points to appeal to the reader. So, how do we do that?

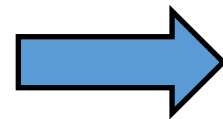
First, grab several sheets of paper and label them with headings like “Education”, “Experience”, “Awards”, “Scholarships”, and “Skills”. Now, sit down and brainstorm what you have accomplished in each category.

White Space is the area within your resume without text or graphic displays. It provides visual appeal.



www.shutterstock.com - 294105158

So,
How
Do
I
Start?



“TheLadders.com released research showing that recruiters only spend an average of 6.25 seconds looking at a candidate’s résumé before deciding whether he or she is a fit for a job. “

-Forbes Magazine 5/26/2012

EDUCATION
WHAT & WHERE?
DEGREES
CERTIFICATES
STUDIES ABROAD



WORK EXPERIENCE
PAID & UNPAID
WHAT DID YOU DO?
DETAILS



HONORS/AWARDS
DEAN'S LIST
CLUB LEADER
RECOGNITION



SKILLS AND ABILITIES
COMPUTER SKILLS
SOFTWARE



SCHOLARSHIPS
ACADEMIC AWARDS
GRANTS
TRUSTS
ATHLETIC

MADE, SAVED, AND ACHIEVED!
THINK IN TERMS OF WHAT VALUE YOU ADDED IN
HOURS SAVED, PEOPLE SERVED, AND COSTS REDUCED!
#\$!



Start Writing!

You've got everything written down, and the dog has helped! Now, think about which items you should use for your target job. If it doesn't relate, minimize the attention to it.

Remember, you're not telling your whole story in the resume. You want to get your foot in the door by connecting your talents and experience with the employer's needs.

Keep it concise, clear, and use the concept of **MADE**, **SAVED**, and **ACHIEVED** wisely. Quantifying your value in what you have done for previous employers will make the potential new employer take notice.

Lead with powerful action verbs!



PUNCH

LEAD WITH STRONG VERBS

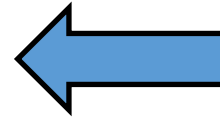
- ◆ Utilize the vernacular of your industry; Reconciled, Audited, etc.
- ◆ Consult Resume Verbs on-line
- ◆ Avoid weak words like "Helped" or "Made"

Campbell Student

Cell: (910) 555-5555

campbellstudent@email.campbell.edu

Create a Heading



Larger, Bolded Name

Cell Phone

Email address

(*no hyperlink)



Let's add your Education....

- ♦ **Most Recent First**
- ♦ **Show GPAs of 3.5 or higher only**
- ♦ **Indicate Minors and Enrolled Programs Only (MBA/MTWM)**

Education

Campbell University, Buies Creek, NC

Expected Graduation Date : May 2018

B.B.A. in Economics

GPA 3.56

Minor in Accounting

Scholarships and Endowments

ABC Scholarship (\$60,000/Total Award); Smith Endowment (\$12,000/Total Award); Golf Team Scholarship (\$15,000/Total Award)

Division I Mens' Basketball Team, Member

- ♦ **Add Scholarship info**
- ♦ **Show the total gift over 4 years**
- ♦ **Only show awards, not loans or aid**

- ♦ **Add Division I Sports Here**
- ♦ **Add any significant honors within the sport as well**

What have you done work-wise....

- ◆ **Use the most recent event first.**
- ◆ **Vary the font size and bolding.**
- ◆ **Only use black, low-key fonts. Be conservative!**

Work Experience

Rex Hospital (UNC Health System)

Summer 2016

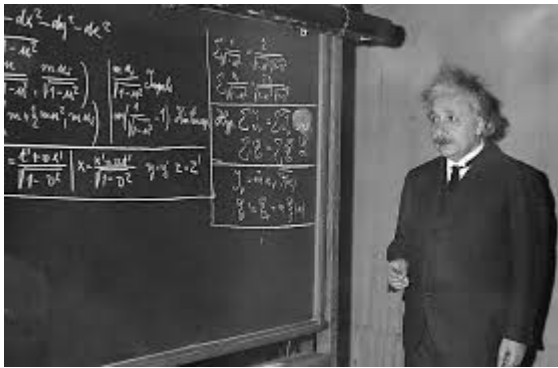
Marketing Intern

Raleigh, NC

- **Evaluated** market trends for targeted consumers providing statistics by zip code using Google Analytics
- **Created** tri-fold flyers promoting new Community Health Center using TimBuckTwo software
- **Provided** quarterly reports using Excel to Senior Management

- ◆ **Use power resume verbs.**
- ◆ **Integrate specific skills in your description.**
- ◆ **Express succinct, relevant points.**

- ◆ **Keep a clean, blocked, right margin.**



Have you got mad skills?.....

Skills

SAP Accounting Systems (Version 6.0)

Microsoft Office Suite (Certified Word, Excel, and PowerPoint User)

Social Media Proficiency (Twitter, Vine, LinkedIn, Instagram, Facebook)

Bilingual Spanish (Speaking, Reading, and Writing Fluency)

- ◆ **Lead with industry-recognized products**
- ◆ **Be specific, name the version, edition, etc.**
- ◆ **Add foreign language fluency**



Your Power Triangle showcases the most important information at an eye's glance; headings, titles, companies, powerful action verbs. We read from top to bottom, left to right. Guide your reader where you want them to see using bolds, indents, and bullets.

Campbell Kid

500 Camel Way
Buies Creek, NC 27506
Cell: (252) 123-4567
Ckid0101@email.campbell.edu

EDUCATION

Campbell University, Buies Creek, North Carolina

BBA in Trust and Wealth Management
Minor in Financial Planning

Expected Graduation: May 2016

Major GPA: 3.25

Cumulative GPA: 3.59

Scholarships and Honors

Presidential Scholarship (\$60,000); Wells Fargo Endowed Scholarship (\$1,000); Golden Leaf Foundation Scholarship (\$3,000); Residence Life Scholarship (\$2,000); Ned B. Ball Business Scholarship (\$1,000); Dean's List; Phi Eta Sigma Honor Society; North Carolina Academic Scholar

Community Service

Relay for Life; Business School Admissions Team; Food Bank of North Carolina; Math Tutor; Wells Fargo Service Project at Central Texas Food Bank

WORK EXPERIENCE

Wells Fargo Wealth Management

Trust Administrator Intern:

May 2016-August 2016

Austin, Texas

*Responsibilities focused on coordinating with various specialized wealth service areas within the trust center including Personal Trust Services, Center Owned, Estate Settlement, and Special Needs Trusts.

*Assisted team members with daily tasks including annual account reviews, completing budget reports and synoptic forms, analyzing discretionary reports, interpreting trust documents, and completing co-trustee tax returns.

*Developed proficiency in SEI, Trust Portal, Navigator, FileNet, WealthNet, Task Management Tool, and Trust Gateway.

*Collaborated with senior level professionals such as risk managers, estate specialists, team leaders, and trust team managers.

Campbell University Residence Life

Resident Assistant:

May 2015-Present

Buies Creek, North Carolina

*Supervise the residence hall, responding to all requests and emergencies during duty hours

*Receive and promptly process requests for maintenance repairs and custodial needs received from residents

*Organize and implement programs for residents that enhance the social, educational, community, and personal development of residents

Best Buy Stores, L.P.

Merchandising/Inventory Associate:

June 2013-July 2016

Greenville, North Carolina

*Assist with inventory management

*Perform weekly price changes and merchandising duties

*Process delivery and store pick up orders

SKILLS

*Microsoft Office Proficiency: Word, PowerPoint, Excel

*Social Media Skills: LinkedIn, Facebook, Twitter

*Tutoring/Academic Coaching

Final Thoughts on Resumes

Use your creative abilities to guide the reader through your resume.

Catch their eye with a good balance of white space, centering, bolding, and bullet points of your finest accomplishments.

Remember your “Power Triangle”.

Focus on Made, Saved, and Achieved when describing your responsibilities.

Incorporate your technical skills into your bullet point responsibilities.

Proofread, and have others review it, too!

References

Who and How

- Ask a person for whom you work
- Do not ask a friend or co-worker
- NEVER ask family
- If possible, ask a person who has known you three years
- Consider your clergy, advisor, or coach



Choose wisely...references can become part of your brand....good or bad!

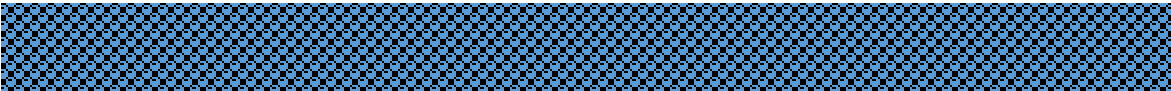
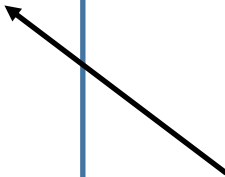
Mr. John Smith
Assistant Vice President
ABC Corporation
jsmith@abc.com
(919) 555-5555

Ms. Julie Jones
Accounting Manager
Zapata, Inc.
jjones@zapata.com
(919)222-2222

Ms. Amy Austin
Customer Service Manager
ChickFilA
aaustin@chicken.com
(919)333-3333

Format to use

- Name
- Title
- Company Name
- Email
- Best Phone #





Cover Letters

Use this guide to introduce yourself, your interest in a position, and the potential value you bring to the position.



“If your cover letter could be used to apply to anything, anywhere, it tells me that you didn’t care enough about the opportunity to convince me you’re the person for the job.”

~Laura Nelson
Marketing Manager

General Formula

The Salutation (The Hello)

- Get a name, any name. By hook or by crook try to get a name. Sometimes you can't – then try *To whom it may concern* or *Dear Hiring Manager*.

The Opening (The Grab)

- Your opening paragraph is your introduction and presents the reader with targeted information regarding the position and a few core competencies that demonstrate your value.

The Second Paragraph (The Hook)

- This paragraph should describe work performed and results achieved. (Made, Saved, Achieved) This paragraph should support your resume. This does not mean you should copy verbatim what is in the resume. Rather, reinforce key competencies that you feel define your success.

The Third Paragraph (Paragraph Of Knowledge)

- Here, evidence something you know about the company that prompted you to write. This shows the reader that you did some preliminary homework and understand the company's mission and goal.

The Fourth Paragraph (The Close)

- In the closing paragraph, quickly summarize what you offer and close by either suggesting a meeting or call within a certain number of days. If you choose the latter approach, make sure you follow-up within the time frame you reference.

Sample Cover Letter this way.....

Sample Cover Letter

Name/Title

Company

Address

City, State, Zip Code

Date

Dear Mr./Ms. Last Name,

Hello

I am writing to apply for the position of Media Relations Assistant Manager, advertised on MediaJobs.com. ABCD is a fast-moving global institution and an outstanding communications pioneer. I believe that my extensive experience in media makes me an ideal candidate for this position at your company.

GRAB

As a recent graduate of the Campbell University, I have a significant background in media. As a marketing major, I held multiple internships, including Media Relations Coordinator Intern at XYZ Company. As President of the Media and Marketing Club at school, we successfully developed and pitched an advertisement campaign for a local non-profit which helped increase donations to the agency by 22%. You state in your job listing that you are looking for strong writing skills and an attention to detail. During all four years of school, I worked part-time as a copy editor for an online journal. This job required great attention to detail in writing and editing. I would love to bring my editing skills to a position within your company.

Hook

It was interesting to discover that your mission statement is a reality. After reviewing your Annual Report for 2015, I saw where ABCD experienced tremendous growth (14%) in global markets. Your mission statement of "Bringing the World to Smallville One Byte at a Time" appeals to my desire to make a difference wherever opportunity takes me. ABCD is succeeding at just that, and I want to be a part of it.

Knowledge

These strengths, combined with deep and varied academic, internship, and employment experience, prepare me to make a strong and immediate impact at ABCD. I am excited about the opportunity to join the ABCD team as it moves to the center of the print media conversation. I would welcome meeting or speaking with you in the next two weeks. Please feel free to contact me at your earliest convenience. Thank you for your time and consideration.

Close

Sincerely,

Your Name

SO THEN I SAY



"YES, JEANS ARE BUSINESS CASUAL"

HOW TO DRESS

Answers and examples of what to wear
and

what not to wear!

*"Dress professionally. You only
get one chance to make a first
impression and you want to look
professional not collegiate."*

~Holly Sweat

Make a great, first impression. Let your brand say you are put together, polished, and on a path to success no matter how informal the event.



BUSINESS CASUAL

- ◆ Club Meetings, Sporting Events
- ◆ Pressed, Neat
- ◆ Appropriate coverage and size
- ◆ Conservative colors and patterns
- ◆ Never Jeans or denim





PROFESSIONAL DRESS



- ◆ *Dark, traditional suit*
- ◆ *Starched white shirt*
- ◆ *Conservative tie*
- ◆ *Dark shoes and socks*
- ◆ *No facial hair*
- ◆ *Fresh hair cut*
- ◆ *Nails cut and clean*



- ◆ *Dark, traditional suit (matching pants or skirt)*
- ◆ *Modest shirt*
- ◆ *Minimal jewelry*
- ◆ *Light makeup*
- ◆ *Professional shoes dark*
- ◆ *Neutral nails*



Share Leads!

LinkIn/Recommend!

Networking

Keys to the Castle

Build, maintain, and utilize network connections everywhere possible.

Introduce!

Write!



Show

Follow Up Routinely!

Start networking before you need it “By networking when you have no ulterior motive, you can begin to build relationships and a reputation for being generous rather than self-serving. “

Have a plan. “Map out what you want to talk about, particularly how you may be able to help other people, either now or in the future.”

Forget your personal agenda. “Make it your goal to be open, friendly and honest, and to forge connections between people who may be able to help each other. Generosity is an attractive quality and it’s something special that people will remember about you.”

Never dismiss anyone as unimportant. “ Make it your mission to discover the value in each person you talk to. Ask questions and listen with interest. Don’t make the mistake of discounting people due to their titles. “

Connect the dots. “Make it a point to connect people you feel have something of genuine value to each other. When you go out of your way to make those potentially promising connections, you’re doing your part to make the networking event a success. “

Figure out how you can be useful. “Before any conversation comes to a close, be sure to ask, “How can I help you?” Because it’s done so rarely, you may encounter a surprised look, but it will most likely be accompanied by an appreciative smile. While the person may not have an answer for you that night, they may have an idea later. Always close by saying something like, “If you need anything, please reach out to me or connect via LinkedIn” and present your business card. “

Follow up and follow through. “If you told someone you’d get in touch with them, do it and reaffirm your intent to assist in any way you can. If you promised to introduce someone to a person you know, take the time to do it. Everyone is busy these days with jobs, families, events, commitments – even so, it takes no more than a minute to shoot off an email to introduce two people you want to connect. If you told someone you’d get in touch with them, do it and reaffirm your intent to assist in any way you can. If you promised to introduce someone to a person you know, take the time to do it. Everyone is busy these days with jobs, families, events, commitments – even so, it takes no more than a minute to shoot off an email to introduce two people you want to connect. “

Believe in the power of networking. “When you believe that the true value of networking lies in helping others and you do your part, you’ll soon discover magic happening all around you. “

~<http://www.forbes.com/sites/theyec/2014/07/28/>~

Internships Explained

Internships can help you get real on the job experience in an industry that you are interested in.

What you'll do, how long it will last and what you get paid will all vary.

Make the most of your internship!

- ◆ Research the organization and the area you'll be working in before you arrive.
- ◆ Be proactive. If you have a particular area you want to learn more about, **Ask!**
- ◆ Make sure that people at the organization know you and your work. Build your network!

Will I get a job afterwards?

Although some interns will get a job offer, it's far from guaranteed. Keep looking for jobs during your internship rather than assuming



CREDIT HOURS

Available upon registration in advance of your i/ship; hours charged at tuition rate.

Contracts and assignments must be completed to earn credit hours per LFSB Guidelines.



VOLUNTARY

- ◆ It is **NOT** required for all majors to complete an Internship.
- ◆ IB, Healthcare, and PGM must complete one.
- ◆ Employers seek candidates who have internship experience or industry experience. Often, these are paid opportunities!

I.D. Positions

Indeed.Com
TriangleJobs
LinkedIn
Web Pages

Hiring Authority?

Named in Ad?
Contact at firm?
Website Directory
LinkedIn Search
Receptionist
Search them out!
Get a name!

Cover Letter

Personalize the Letter.
Target the position with your skills
Ask for the interview!

Where are the jobs?

Think creatively and broadly. Do not isolate yourself to a single industry or title.

For example, everyone needs accountants.

Country Clubs, Trucking Firms, Software Companies,
Professional Associations, School Districts, Universities,
Municipalities...

THINK!



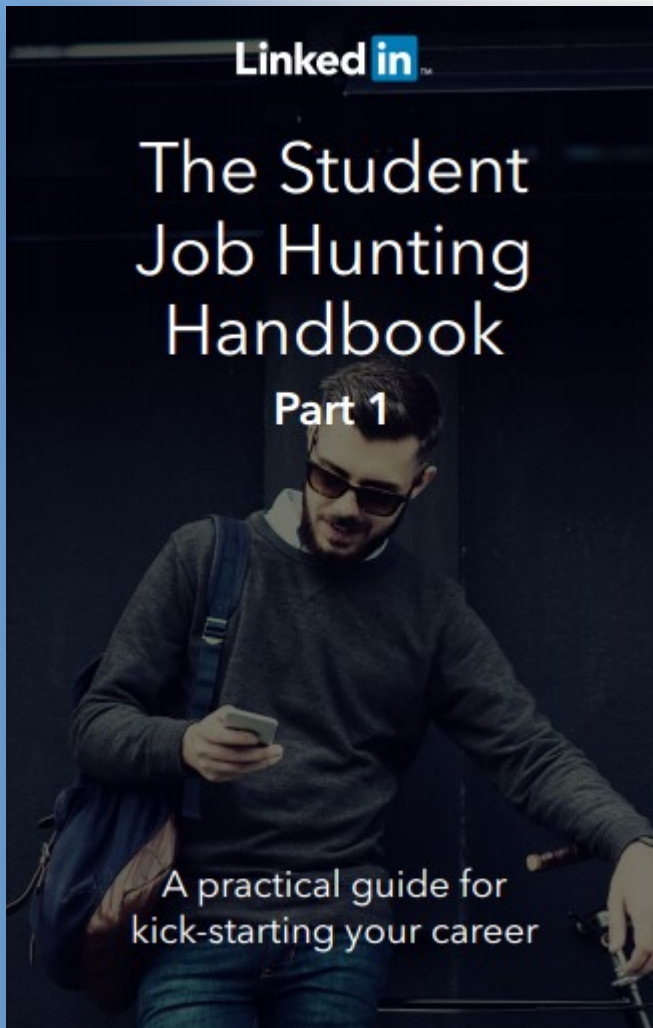
FOLLOW UP!

Follow up by
Phone in 3 days!
Follow up by
Email in 1 week!

Track Your Jobs!

Excel your apps with
Job #s, names, dates,
Descriptions, Titles
Be Prepared For the
Call Back!

<https://students.linkedin.com/>



PART 1

We reveal how to kick-start your Career journey.

PART 2

Delve deeper into job Searching tools, networking tactics, & Strategies.

PART 3

Real-World insights and tactics to help you nail each interview.

