



Clarkson™

# The David D. Reh School of Business Career Guide

Clarkson University  
Career Services and  
Reh School of Business



# SCHOOL OF BUSINESS CAREER GUIDE

## CLARKSON UNIVERSITY CAREER CENTER

*CAREER SERVICES • COOPERATIVE EDUCATION • INTERNSHIPS*

### SELECTING A BUSINESS MAJOR

- Business Intelligence and Data Analytics
- Engineering and Management
- Financial Information and Analysis
- Global Supply Chain Management
- Innovation and Entrepreneurship
- Mathematical Economics

### INFORMATION ABOUT EACH MAJOR:

- Description of Major
- Tell Me More
- Characteristics of Successful Students
- Career Possibilities
- Companies Hiring Graduates
- Related Clarkson Professional Societies/Student Groups
- Websites

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### PROFESSIONAL EXPERIENCE REQUIREMENT

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## SCHOOL OF BUSINESS SELECTING YOUR MAJOR

### THE SCHOOL OF BUSINESS OFFERS AN ARRAY OF MAJORS:

- Business Intelligence & Data Analytics
- Engineering and Management
- Financial Information and Analysis
- Global Supply Chain Management
- Innovation and Entrepreneurship
- Mathematical Economics

## BUSINESS INTELLIGENCE AND DATA ANALYTICS

### DESCRIPTION OF THE MAJOR

Business intelligence and data analytics involves tools and practices that drive access, analysis, and interpretation of business data. This analysis leads to improved decision making and performance across the value chain. These tools and skills are essential in today's data driven economy.

The Bachelor of Science in Business Intelligence and Data Analytics (BIDA) degree will help create process-oriented information managers with the ability to develop keen data-driven insights into business problems and solutions.

Graduates will be able to work effectively with a range of organizational stakeholders with varying knowledge and skill bases - from data scientists to field salespeople. Graduates will be able to identify and use proper data and analysis tools for effective problem solving and importantly, will be able to communicate information effectively across the organization to promote and support clear, balanced, and transparent decision-making.

### TELL ME MORE

Students graduating with the BIDA major will have an understanding of the components of information systems currently in use: Enterprise Resource Planning platforms, business intelligence, database management systems, data analytics technologies, and emerging innovations in the field. They will have the ability to use industry-recognized business systems such as SAP ERP and analysis tools such as Microsoft Excel and an understanding of the business requirements underlying all data collection and analysis. Students will develop a working knowledge of data collection methods, including structured and unstructured data, and the process by which the data is extracted, transformed and loaded into the various types of information systems for analysis.

The starting salaries for Clarkson graduates in this major average \$58,500 per year.

### CHARACTERISTICS OF SUCCESSFUL STUDENTS

Successful graduates in this field possess technical knowledge, cross-disciplinary thinking, and the ability to effectively communicate. In addition, problem solving and interpersonal skills will be vital in managing outsourcing relationships.

## **BIDA CAREER POSSIBILITIES**

Below is a listing of job titles obtained by recent Clarkson graduates:

- Data Analyst
- Systems Engineer
- Business Intelligence Analyst
- Data Warehouse Analyst
- Information Management Program Manager
- Information Architect
- Information Systems Analyst
- Quality Assurance Engineer
- ERP Consultant
- ERP Programmer/Analyst
- Project Manager
- Database Manager/Administrator

## **COMPANIES HIRING CLARKSON BIDA GRADUATES**

- Computer Task Group
- IBM
- EPIC
- Tyco Electronics
- GE
- AIX Group
- AmeriCorps
- Copart
- NYSERDA
- Computer Science Corporation
- PointSource, LLC
- The Computer Store Center
- CSC
- Webroot Software
- Citizen Advocates
- Full Stack Aspirations

## **BIDA RELATED CLARKSON PROFESSIONAL SOCIETIES/STUDENT GROUPS**

- Association for Computing Machinery (ACM)
- Interactive Digital Entertainment and Arts (IDEA)
- Alpha Kappa Psi (Business Fraternity)
- Beta Gamma Sigma (International Business Honor Society)
- Beta Alpha Psi Honor Society
- Collegiate Entrepreneurs' Organization (CEO)
- Leadership Corps

## **BIDA WEBSITES**

- [www.dice.com](http://www.dice.com)
- <http://www.forbes.com/technology/>
- <http://www.informationweek.com/>
- Business Technology Leadership  
<http://www.cio.com/>
- Technology Resource <http://www.infoworld.com/>
- Occupational Outlook Handbook  
[www.bls.gov/ooh](http://www.bls.gov/ooh)

# **ENGINEERING & MANAGEMENT**

## **DESCRIPTION OF THE MAJOR**

The E&M program utilizes Clarkson's traditional strengths, stressing engineering principles and technical problem-solving in conjunction with quantitative and qualitative managerial decision-making. The program was developed in partnership with industry leaders to meet the growing demand for individuals with strong skills in both engineering and business, who can bring a broad business and technical perspective to complex business and industrial management.

## **TELL ME MORE**

Students receive a balanced education involving course requirements from each of the major disciplines of engineering, business, science, and liberal arts.

Typically, E&M students are people-oriented, at ease with science and mathematics, and anticipate increasing managerial responsibilities over the course of their careers. Problem solving, communication, and teamwork permeate the E&M curriculum. By design, the environment is one of collaborative teamwork and is known for strong mutual support among students. E&M graduates are recognized as leaders and facilitators who possess the ability to initiate new ideas and change. Engineering & Management graduates are in high demand and the field is constantly evolving.

The starting salaries for Clarkson graduates in this major average \$65,700 per year.

## **CHARACTERISTICS OF SUCCESSFUL GRADUATES**

E&M Graduates are educated and prepared to:

- apply technical problem solving skills to develop innovative, effective, and sustainable solutions to complex problems;
- lead multi-disciplinary teams to success by managing team dynamics;
- effectively communicate information for decision-making both orally and in writing to both technical and non-technical audiences;
- continuously balance simultaneous demands of today's global environment through multi-tasking capabilities of planning, organizing, managing and controlling resources;
- combine engineering and business core knowledge to apply quantitative and qualitative methods to process analysis in business systems;
- make timely, ethical and useful decisions in response to organizational challenges.

## **E&M CAREER POSSIBILITIES**

The listing below offers examples of possible career paths and is not meant to be comprehensive.

### **Project Management**

- Construction Management
- Contract Administration
- Cost Engineer

### **Manufacturing & Production**

- Industrial and Project Engineer
- Production Supervision
- Project Planning
- Quality Control
- Inventory Control
- Procurement

### **Global Supply Chain Management**

- Design
- Custom Service
- Distribution
- Transportation
- Systems Integration

### **Sales & Marketing**

- Technical Sales
- Technical Marketing
- Consulting

## **COMPANIES HIRING CLARKSON E&M GRADUATES**

- Accenture
- Advance Testing
- ALCOA
- Amphenol
- Apple Computers
- Bath Iron Works
- Bausch & Lomb
- BAE Systems
- Babcock Power
- Bell Company
- Bernier Carr & Associates
- Borg Warner
- Burt Process Equipment
- C Speed, LLC
- CCI Companies
- Cives Steel
- Cooper Industries
- Corning, Inc.
- Emerson Power Transmission
- Energizer
- Eveready
- Exxon Mobil
- Fastenal
- Frito-Lay
- GE Energy
- GE Infrastructure
- GE Transportation
- General Dynamics
- Gexpro
- Goodyear
- Goulds Pumps Inc.
- Grainger
- HDR, Inc.
- Hipotronics
- Honeywell, Inc.
- Horizons Solutions
- IBM
- Ingersoll-Rand Co.
- ITT
- Johnson Controls Inc.
- Johnson & Johnson
- Kiewit Construction
- Kodak Group
- KOM Automation
- Lockheed Martin Corp.
- Malcolm Pirnie, Inc.
- MetLife
- MWH Americas
- Nalco Company
- Northwestern Mutual Life
- NY Air Brake
- NYS DOT
- O'Brien & Gere
- Otis Elevator
- POOLCORP
- Portsmouth Naval Shipyard
- Procter & Gamble
- Ralph W. Earl
- Raymond Corporation
- Rockwell Automation
- Saint Gobain-Abrasives
- Schafer Engineering Services
- Schneider Electric
- Sensata Technologies
- Siemens Building Technologies
- The Hive Group
- Toyota Motor
- TRC Power Delivery
- Trane
- Turner Construction
- Tyco Industries
- United McGill

## **E&M RELATED CLARKSON PROFESSIONAL SOCIETIES/STUDENT GROUPS**

- E&M Society
- Strategic Investments Group
- Leadership Corps
- Sigma Tau Iota (E&M Honorary Society)
- Alpha Kappa Psi (Business Fraternity)
- Collegiate Entrepreneurs' Organization (CEO)

## **E&M WEBSITES**

- <http://www.clarkson.edu/em/>
- American Society for Engineering Management [www.asem.org](http://www.asem.org)
- Institute of Industrial Engineers [www.iienet2.org](http://www.iienet2.org)
- Fundamentals of Engineering Exam [www.clarkson.edu/engineering/feinfo.html](http://www.clarkson.edu/engineering/feinfo.html)
- Council of Supply Chain Management Professionals [www.cscmp.org](http://www.cscmp.org) \_ni
- Association for Operations Management [www.apics.org](http://www.apics.org)
- Occupational Outlook Handbook [www.bls.gov/ooh](http://www.bls.gov/ooh)
- O\*NET [www.onetonline.org](http://www.onetonline.org)
- National Council of Examiners for Engineering and Surveyors [www.ncees.org](http://www.ncees.org)

## **FINANCIAL INFORMATION AND ANALYSIS**

### **DESCRIPTION OF THE MAJOR**

FI&A is a major that integrates the traditional functions of finance and accounting. Accounting is seen as the language of business and the information it provides allows for sound financial decision making in managing assets and investments. In addition, this major prepares students for further education and certification-CPA (Certified Public Accountant) or CFA (Chartered Financial Analyst).

### **TELL ME MORE**

Clarkson's FIA majors may tailor a concentration in either the accounting or finance domain. The major prepares students for an immediate career in corporate finance or accounting, and/or for additional education resulting in certification (CPA or CFA).

Working in the field, you may conduct quantitation analysis, prepare financial reports, analyze and prepare budgets, and assist with a firm's strategic planning.

The starting salaries for Clarkson graduates in this field average \$57,625 per year.

### **CHARACTERISTICS OF SUCCESSFUL STUDENTS**

Successful graduates possess a fundamental knowledge of managerial and cost accounting, accounting information and design, financial management, investment management, financial services and corporate finance planning. In addition, graduates are critical and analytical thinkers who possess good communication skills.

### **CAREER POSSIBILITIES**

Below is a listing of job titles obtained by recent Clarkson graduates:

- Certified Public Accountant (completion of 150 hrs & CPA exam)
- Comptroller
- Accounting Analyst
- Replenishment Consultant
- Financial Validation Analyst
- Associate Financial Analyst
- Human Capital Management Consultant
- Supply Chain Consultant
- Credit Analyst
- IRS Investigator/Agent
- Management Accountant
- Bank Manager
- Budget Analyst
- Business Manager
- Commodity Trader
- Controller
- CFO
- Financial Analyst and Planner

## **COMPANIES HIRING CLARKSON FI&A GRADUATES**

- IBM
- Goldman Sachs
- General Electric (Financial Leadership Program)
- BAE (Financial Leadership Program)
- Accenture
- Seacomm Federal Credit Union
- BC&G Transportation Company
- Decesente Distributing Company
- Epic Systems
- National Grid
- Central Hudson Gas and Electric
- LCS&Z, LLP.
- Walmart
- Lockheed & Martin
- Wynit, Inc.
- Goodrich Corporation
- General Dynamics
- Armament & Technical products
- PWC
- Farm Credit East

## **FI&A RELATED CLARKSON PROFESSIONAL SOCIETIES/STUDENT GROUPS**

- Beta Alpha Psi Honor Society
- Strategic Investments Group
- Alpha Kappa Psi
- Beta Gamma Sigma (International Business Honor Society)
- Leadership Corps
- Collegiate Entrepreneurs' Organization (CEO)
- Sigma Nu Tau

## **FI&A WEBSITES**

- Accounting Careers [www.accounting.com/careers](http://www.accounting.com/careers)
- American Institute of Certified Accountants [www.aicpa.org](http://www.aicpa.org)
- Financial Management Association International [www.fma.org](http://www.fma.org)
- Financial Job Network [www.fjn.com](http://www.fjn.com)
- CFA Institute [www.cfainstitute.org](http://www.cfainstitute.org)
- The Global Association of Investment Professionals [www.cfainstitute.org](http://www.cfainstitute.org)
- Occupational Outlook Handbook [www.bls.gov/ooh](http://www.bls.gov/ooh)
- O\*NET [www.onetonline.org](http://www.onetonline.org)

## **GLOBAL SUPPLY CHAIN MANAGEMENT**

### **DESCRIPTION OF THE MAJOR**

The principles behind global supply chain management focus on developing a seamless flow of raw materials, products/services, information, and financial capital. The supply chain starts at the initial design process and includes raw material sourcing, logistics and continues through the delivery of that product or service to the end customer, with a goal of creating customer satisfaction at optimal cost.

The GSCM curriculum takes a systems approach, which includes concepts and faculty from operations management, marketing, information systems, human resource management, strategic management, and economics woven together into a seamless curriculum.

### **TELL ME MORE**

Global Supply Chain Management is the study of efficient distribution channels with the end goal being increased profits while providing a high quality product. Working in the field, you may coordinate/streamline sourcing, production, purchasing, warehousing and/or distribution to reduce costs, improve quality and customer satisfaction.

The starting salaries for Clarkson graduates in this major average \$59,000 per year.

### **CHARACTERISTICS OF SUCCESSFUL STUDENTS**

Successful graduates possess expertise in ERP (Enterprise Resource Planning), cross-disciplinary thinking, teamwork and communication skills, problem solving/critical thinking skills, organizational skills and professionalism.

## **CAREER POSSIBILITIES**

Below is a listing of job titles obtained by recent Clarkson graduates:

- Sourcing Agent
- Supply Chain Manager
- Corporate Procurement
- Business Development Specialist
- Supply Chain Consultant
- Logistics Manager
- Logistics Analyst
- Material Coordinator
- Planner/Buyer
- Commodity Manager
- Technical Support Specialist
- Operations Development

## **COMPANIES HIRING CLARKSON GSCM GRADUATES**

- Accenture
- Aldi
- Amazon
- Amphenol Aerospace
- Bechtel
- Boshart Engineering
- Cooper Industries
- Corning Inc.
- Crane Co.
- Frito Lay
- General Dynamics Armament and Technical Products
- General Dynamics Electric Boat
- Genesee Brewing Company
- GE Electric
- GE Transportation
- Goodrich Corporation
- IBM
- Industrial Sales and Manufacturing
- Johnson&Johnson
- Kom Automation
- Kraft Foods Inc.
- Lockheed Martin
- Neutrogena
- Pathfinder Bank
- Poolcorp
- Procter&Gamble
- Ransco
- Raymond Corporation
- Raytheon Corp.
- Rennline Inc.
- Saint-Gobain Abrasives
- Saratoga Eagle Sales and Service
- SCP Pool Corporation
- Siemens
- SQL Labs
- Stanley Black and Decker
- Tyco Electronics
- UW Marx Inc.
- Veyance Technologies
- Wal-Mart Corporation
- Wegmans

## **GSCM RELATED CLARKSON PROFESSIONAL SOCIETIES/STUDENT GROUPS**

- Occupational Outlook Handbook [www.bls.gov](http://www.bls.gov)
- Association for Operations Management (APICS)
- Alpha Kappa Psi (Business Fraternity)
- Gamma Gamma Sigma (International Business Honor Society)
- Collegiate Entrepreneurs' Organization (CEO)

## **GSCM WEBSITES**

- [www.clarkson.edu/business/gscm](http://www.clarkson.edu/business/gscm)
- Council of Supply Chain Management Professionals [www.cscmp.org](http://www.cscmp.org)
- Association for Operations Management [www.apics.org](http://www.apics.org)
- Occupational Outlook Handbook [www.bls.gov/oooh](http://www.bls.gov/oooh)
- O\*NET [www.onetonline.org](http://www.onetonline.org)



# INNOVATION AND ENTREPRENEURSHIP

## DESCRIPTION OF THE MAJOR

Employers are clear that innovation is critical to economic growth. Innovation and Entrepreneurship is a flexible major that provides students with the knowledge and skills necessary to manage the innovation process and/or manage a business enterprise. The Innovation & Entrepreneurship curriculum encompasses the creative process, branding, asset management, marketing strategies-analysis and research, consumer behavior, commercialization and organizational design. Students learn to assume risk, manage resources and capitalize on opportunities.

## TELL ME MORE

From start-ups to consulting, there are a broad range of careers one may choose from when graduating within this major. Working in the field, you will combine your creative

meet your company's goals and objectives.

You may gather information to identify potential customers and forecast sales; you may establish a marketing plan to assess and compete with your competitor; you may manage your own business; you may create a new product, conduct research to obtain a patent and bring the product to market; you might work on a creative team to identify a market need and develop a strategy for product launch.

The starting salaries for Clarkson graduates in this major are on average \$58,500 per year.

## CHARACTERISTICS OF SUCCESSFUL STUDENTS

Successful graduates from this program are able to utilize creative and integrative thinking, and will have the ability to work well in teams. Graduates will be critical thinkers and will have strong verbal and written communication skills.

## CAREER POSSIBILITIES

The listing below offers examples of possible career paths and is not meant to be comprehensive:

- Brand Manager
- Consultant
- Recruiting Coordinator
- Product Design Specialist
- Marketing Analyst
- GBS Consultant
- New Business Processor
- Director of Internet Marketing
- Entrepreneur
- Innovation Strategist
- Project Director
- Legal & Compliance Assistant
- Inside Sales Executive
- Marketing Director
- Advertising Sales
- Customer Service Manager

## COMPANIES HIRING CLARKSON I&E GRADUATES

- Amazon
- AXA Equitable
- Keyence
- Upbeat Studios
- Empire Vision Centers
- Calcus Publishing Company
- IBM
- Jobspring Partners
- Northwestern Mutual
- Wellington Management, Company, LLP
- New Hampshire Junior Monarch
- Penske Truck Leasing
- Travelers Company
- Schneider Electric
- RMS-Research and Marketing Strategies
- Disney

## INNOVATION & ENTREPRENEURSHIP RELATED CLARKSON PROFESSIONAL SOCIETIES/STUDENT GROUPS

- Sigma Nu Lau (Entrepreneurship Honor Society)
- Collegiate Entrepreneurs' Organization (CEO)
- Leadership Corps
- Alpha Kappa Psi (Business Fraternity)
- Beta Gamma Sigma (International Business Honor Society)

## WEBSITES

- Entrepreneurs' Organization [www.eonetwork.org](http://www.eonetwork.org)
- American Marketing Association [www.marketingpower.com](http://www.marketingpower.com)
- American Management Association [www.amanet.org](http://www.amanet.org)
- Occupational Outlook Handbook [www.bls.gov/ooh](http://www.bls.gov/ooh)
- O\*NET [www.onetonline.org](http://www.onetonline.org)

# MATHEMATICAL ECONOMICS

## DESCRIPTION OF THE MAJOR

Mathematical economics is a model of economics that utilizes math principles and methods to create economic theories and to investigate economic quandaries. Mathematics permits economists to conduct quantifiable tests and create models to predict future economic activity. Source: *Investopedia* – Investopedia.com

## TELL ME MORE

Economists often wrestle with competing models capable of explaining the same recurring relationship called an empirical regularity, but few models provide definitive clues to the size of the association between central economic variables. From Main Street to Wall Street to Washington, this is what matters most to policymakers.

When setting monetary policy, for example, central bankers want to know the likely impact of changes in official interest rates on inflation and the growth rate of the economy. It is in cases like this that economists turn to econometrics.

Source: *Investopedia* – Investopedia.com

The starting average salary for a graduate with this degree ranges from \$57,000 to \$66,000.

## CHARACTERISTICS OF SUCCESSFUL STUDENTS

Students graduate with highly valued analytical skills, and will be able to integrate that knowledge with a deeper understanding of the business world. This combination of mathematics and economics knowledge makes Mathematical Economics graduates both highly competitive on the job market and excellent candidates for graduate school.

## CAREER POSSIBILITIES

The listing below offers examples of possible career paths and is not meant to be comprehensive:

- Actuary
- Bank Examiner
- Budget and Finance Manager
- Economist
- Financial Planner
- Investment Manager
- Marketing Manager
- Real Estate Investor
- Statistician
- Management accountant
- Market research analyst
- Financial analyst
- Marketing/sales manager
- Financial planner
- Claims examiner
- Investment manager
- International trade specialist
- Teacher or Professor

## COMPANIES THAT HIRE MATHEMATICAL ECONOMICS GRADUATES

- Quad Capital Advisors
- Oriental Trading Company
- Flow Traders
- Rapid Advance
- Credit Acceptance Corporation
- USAA
- Gap Inc.
- Quicken Loans
- Credit Acceptance Corporation
- Management Consulting & Research
- Nextwave Enterprises Avalere Health
- Murtech Consulting
- Nasdaq
- Bloomberg
- Preferred Mutual
- PEMCO Insurance
- Central Garden & Pet Company
- Toshiba Global Commerce Solutions
- Allegiant Travel
- Salesforce
- NCSA – Next College Student Athlete
- Volkswagen Group of America
- Absolutdata
- Pentagon Federal Credit Union
- Federal Reserve Bank of Philadelphia
- Nestle Waters North America
- RetailMeNot
- Transamerica
- United Auto Credit Corp.
- Heineken USA
- Just Energy
- Citco
- Addepar
- Taco Bell
- Walmart eCommerce
- Wells Fargo
- T-Mobile
- Amazon
- Apple Inc.
- Travelers Companies
- CareSource
- Vanguard
- Ancestry
- Uber
- Fannie Mae
- Nationwide

Source: Glassdoor

## RELATED PROFESSIONAL GROUPS

- Occupational Outlook Handbook - [www.bls.gov](http://www.bls.gov)
- Society for Industrial and Applied Mathematics
- Institute for Operations and the Management Sciences
- Society of Actuaries
- American Economic Association
- National Bureau of Economic Research
- American Mathematical Society
- Mathematical Society of America

## MATHEMATICAL ECONOMICS WEBSITES

- O\*NET [www.onetonline.org](http://www.onetonline.org)
- Journal of Mathematical Economics - [www.journals.elsevier.com/journal-of-mathematical-economics](http://www.journals.elsevier.com/journal-of-mathematical-economics)
- Intelligent Economist - [www.intelligenteconomist.com/top-economics-blogs/](http://www.intelligenteconomist.com/top-economics-blogs/)
- Lectures in Quantitative Economics - <https://lectures.quantecon.org/>

## THE CAREER CENTER CAN ASSIST WITH YOUR MAJOR CHOICE AND JOB/INTERNSHIP SEARCH

Choosing a major takes time. The best way to start is to inventory your interests and build a career based on the functions of business that you enjoy. Talking to your professors or advisor is a good way to see what is available to you in the work world. Many faculty members have held industrial positions before entering teaching, or are working for industry or government as a consultant or researcher.

Make contact with the staff of the Career Center in the ERC during your first semester at Clarkson to find out what they can do for you. Also, attend the Career Fairs held at Clarkson each fall and spring semesters. Many company representatives and alumni attend the Clarkson Fairs. It is a great opportunity to learn about the opportunities available. You can inquire about internship and Co-op positions. Clarkson offers programs to broaden your college experiences. Both the Cooperative Education and Study Exchange Programs require a student to be off campus for at least one semester.

### **COOPERATIVE EDUCATION PROGRAM (CO-OP)**

A co-op is the best way to test drive a future career and to make valuable contacts in the industry. A co-op, short for "cooperative education," is a paid position with a company for a full academic semester and often the summer. For many Clarkson students, co-ops offer several advantages over internships. Since co-ops are longer than most internships, you can take on greater responsibilities and get a better real-world feel for the job. Another advantage is that many companies use co-ops as a six-month "interview" for a full-time position after graduation. Please take note that written approval from the department is required before a student leaves on Co-op. More information about the co-op program can be found at: <http://www.clarkson.edu/career/students>

### **INTERNSHIP**

An internship is another great way to get an inside look at a future career. Responsibilities vary greatly with each company, but you'll leave with real-world experience and a solid reference on your resume. Most internships take place during the summer with short experiences during the winter break.

### **RESUME, INTERNSHIP AND JOB SEARCH**

The CC staff is very helpful and qualified to assist you with writing and designing your resume. It is wise to stop by early on in your college career to find out how to begin building the credentials for your resume. The CC can also help you with strategies and contacts for finding internships, co-ops and jobs. Their office also conducts mock interviews upon request. The Career Center hosts an on-line recruiting system called Handshake.

**HANDSHAKE** is Clarkson's online career management resource for both current students and alumni. Every student has access to a Handshake account automatically, but then you take over and create and update your personal profile.

Build a personal profile on Handshake to:

- Post and submit your resume to potential employers.
- Search for open jobs, co-ops and internships.
- Research employers and organizations.
- Apply for jobs targeted to Clarkson students and alumni.
- Schedule on-campus interviews.
- View upcoming Career Center and employer events.
- Receive notifications from the Career Center about opportunities in your field based upon your profile.
- Let employers find you — our corporate partners can access your resume!

## SCHOOL OF BUSINESS

### PROFESSIONAL EXPERIENCE REQUIREMENT: SB 310 OR EM 310

The Professional Experience requirement of the Clarkson Common Experience curriculum is the following:

“All students participate in a project-based professional experience such as co-op, internship, directed research, or community project clearly related to the student’s professional goals.”

#### **Professional Experience Objectives**

##### **Students should develop an appreciation of the need for self-motivated, life-long learning:**

1. Students should understand the need for continuously updating their professional skills after graduation.
2. Students should demonstrate learning effectively on their own.

##### **Students should develop an increased social awareness and interpersonal competence:**

3. Students should demonstrate leadership skills such as goal setting, change management, ethical behavior, and providing actionable feedback,
4. Students should demonstrate teamwork skills such as building effective relationships with peers, being a collaborative team member, and identifying and managing team conflict,
5. Students should demonstrate an understanding of the value of service to the University, to the community, or to the profession.

#### **Business (including E&M) students can fulfill this requirement by one of the following**

##### **(It is expected that students will work at least 150 hours towards this requirement):**

**Option A:** A meaningful professional experience, such as an internship in industry or a government facility, among others. This would typically take place during the summer, but could be a semester co-op assignment.

**Option B:** Serving as a leader or taking on a role with significant responsibility in a professional or community service organization or in another volunteer activity.

**Option C:** Participation in an independent project under the direction of a qualified mentor. This could be at Clarkson or elsewhere, during the summer or academic year, could be for pay or course credit (not both).

#### **STEPS TO REPORTING YOUR PROFESSIONAL EXPERIENCE**

Your professional experience documentation must now be completed in Handshake.

Log into Handshake: <https://clarkson.joinhandshake.com> - next click Clarkson CAS—the same as your PeopleSoft Login

- a. First time users – if you will need to set up your profile.
- b. Click Career Center—and next “Experiences” — request an experience.
- c. Enter the requested information into the form and submit.

After submitting, you will receive an email confirming your submission and outlining the next steps

**CO-OP STUDENTS ONLY:** Your paperwork should include an Academic Plan form (located under the Career Resources tab, in the Career Center Forms and Handouts section), which is completed through a meeting with your advisor. If you do not have this right away, you can always fill out as much information as possible, “save as draft” and complete the paperwork at a later date.

**Questions? Call the Career Center at 315-268-6477**

## Engineering and Management Students

### **EM310 – E&M Professional Experience: Credits (0)**

Project-based professional experience in engineering & management, related to student career interests and/or field of study. Fulfills Clarkson Common Experience Professional Experience requirement for E&M students. Course registration requires E&M approval of application. Completion of course requires approval of E&M Director. Offered Pass/No Credit.

### **SB310 – Clarkson University School of Business Professional Experience: Credits: (0)**

Project-based professional internship experience in business, related to student career interests and/or field of study. Completion of course requires CUSB approval of post-internship assessment by student and employer. Students can complete this internship during the spring, summer, or fall semester. Offered Pass/No Credit.

## CLARKSON UNIVERSITY CAREER CENTER ALUMNI MENTOR PROGRAM

### PROGRAM OVERVIEW & STUDENT GUIDELINES

One of the most valuable resources to current students and graduates is the ability to interact with Clarkson alumni. Graduates of Clarkson work in a variety of industries and organizations, and many have attended graduate programs. The Alumni Mentor Program offers you an easy introduction to Clarkson alumni and allows you to seek guidance, advice, and feedback in an open and confidential manner. Please note that all mentors have volunteered to share their time, knowledge and assistance. In order to maximize your contacts and to participate in the Alumni Mentor Program, students must attend an introduction program or meet with a Career Center representative in order to obtain access.

Please keep in mind that this program is not designed for students to directly solicit job and internship opportunities. The Career Center and Alumni Association reserve the right to remove your profile from the system for inappropriate messages and discussion topics.

### TOPICS OF CONVERSATION TO CONSIDER

Clarkson Alumni Mentors are prepared to provide insight and answers to a variety of topics during and after your collegiate years. Connect with alumni to learn about or to discuss the following:

- Career functions or industries (i.e. what one does, what it is like to work at company “x,” etc.)
- Path of Clarkson University alumni
- Résumé and letter writing advice or critiques
- Practice interview questions or discuss interview etiquette and format
- Life after Clarkson, including work/life balance
- Graduate School (i.e. how to select an appropriate program, application tips, etc.)
- Topics of your choice – remember, this program is for you to ask about your interests, goals, etc.

### REGISTRATION: GETTING STARTED WITH LINKEDIN

After attending the introduction and registration program “Networking Knights” (visit Handshake for scheduled orientations) or you have spoken individually with a Career Center staff member, you are ready to effectively utilize this resource. This network of alumni is not only here to assist you as an undergraduate, but also is an excellent way of developing contacts well into your future.

Step 1: As outlined during the registration program, if you do not already have a LinkedIn profile, you will need to create one at <http://www.linkedin.com/>.

Step 2: Under the “Groups” tab request to join the “Clarkson University Mentor Program” group. To locate the group, type the title into the search box. Once located, click “Join Group” for the correct group in the Search Results. A Career Center representative will approve your request within 48 hours.

## FINDING A MENTOR

Once you have access to the CU Alumni Mentor Program group you may begin to search for appropriate members. There are a few search options or ways to present your discussion.

**Option 1:** For open discussions where you may want more than one opinion, students may pose their questions in the discussion box. You will likely receive a number of replies. Please be sure to thank the group.

**Option 2:** For focused discussions with an individual member, you may click on “members” to review all profiles or you may use the “Advanced Search” option to identify profiles that best match your interests, criteria, or needs. Through each search you can click on a mentor and see their profile information.

Once you have identified contacts of interest, click on the “Send a message” on the right of their profile page.

## BEFORE SENDING YOUR FIRST MESSAGE TO YOUR MENTOR

- **Learn about the mentor.** Review the mentor’s profile to learn about her/his background, title, places of employment, and past educational history.
- **Be professional in your communication.** Send a well thought out LinkedIn message with a professional greeting, complete sentences, and ask specific questions. You may review sample messages attached to this document.
- **Read about the mentor’s company/career field.** At a minimum, look at the company’s website. To obtain some background information, read the “About Us” and “Careers” sections of their website along with any recent press releases. Many companies have Facebook and LinkedIn pages that you may follow.

## ADVICE FOR CONNECTING WITH MENTORS

- Never ask the mentor outright for a job, co-op or internship. This program is intended to help you develop your network and to delve deeper into your career ideas.
- Google yourself prior to connecting. Expect the mentor to research you prior to speaking with you. Make sure your image is positive and professional on social media and online presence on LinkedIn, Facebook, etc.
- Remember that networking is about building mutually beneficial relationships. Show genuine interest in the person you are connecting with, i.e. their job, career path, company, etc.
- Relationships take time. Once you start building your network, you will begin gathering the skills and tools you need to successfully complete your job search. Establish a rapport with a mentor and then build trust. By following up and by following through with what you have talked about with your mentor, he or she will begin to trust that you can be counted on.
- Not every connection will result in a continuing relationship. That is okay! Just like any other venture, sometimes one conversation is enough to provide you with answers. Other conversations will require multiple interactions. Continue to reach out to those you want to connect with and be certain to thank all contacts.

## AFTER CONTACTING A MENTOR FOR THE FIRST TIME

- **Wait.** The alumni who have volunteered to be mentors are busy people who have careers and families. Allow them at least a week to respond to your message. If they do not respond after a week, you may send a second message to follow up asking for a response.
- **Reply to their response.** If you get a response, at the very least reply to the alumni and thank them for his or her information. You can choose to continue the dialogue if you have additional questions or conclude the conversation if you have all of the information you need.
- **Follow up with the Career Center.** Send career@clarkson.edu an e-mail. Tell us how the conversation went so the mentor program can continue to be evaluated and improved. Please let us know if an alumna/us does not get back to you and/or if you found a specific person to be particularly helpful.

## **SAMPLE I**

### **NETWORKING MESSAGE FOR INDUSTRY/CAREER**

Subject Line: Career Advice – Joseph Bushey, Clarkson University

Dear Mr. Gable:

In order to gain some more information about the business/marketing field, I recently searched for alumni volunteers in the the Clarkson University Alumni Mentor Group on LinkedIn. Your profile was among those listed. I am hoping I can talk with you about your professional knowledge in the marketing and business field.

My interest in business and marketing stems from my experience as an intern with Local Public Relations in Bethlehem, PA. I was able to participate in planning and coordinating Bethlehem's annual Musikfest. Through this experience, I developed skills in writing press releases and copy for brochures. I also had the opportunity to create and maintain positive relationships with clients.

I would enjoy the opportunity to ask you a few questions about your experience. By talking with professionals, I hope to verify that my career goals are appropriate and realistic. I will call you on Tuesday, February 13, with the hope that we can set up a convenient time for us to speak. I have attached my resume so that you may have some background of my experience before we talk. Thank you very much for your time and consideration.

Sincerely,

Joseph Bushey  
Cell: 555-555-5555  
Email: jbushey@clarkson.edu

## **SAMPLE II**

### **NETWORKING MESSAGE FOR EMPLOYMENT**

Subject Line: Introduction – Joseph Bushey, Clarkson University

Dear Ms. Rowe,

I am currently a sophomore at Clarkson University in the Business program. While searching through the Clarkson University Alumni Mentor Group on LinkedIn, I came across your profile and your job title. Also, the fact that you live in the Boston area, caught my attention. My goal is to obtain a full-time or internship (depending on the need) in the Boston area for the summer.

I am an active member in the CEO and Finance Clubs and have done research with Professor Knight for the past two summers. I also work for the Undergraduate Admission office as a tour guide and am involved with many intramural sports. Although my research was very interesting and rewarding, I hope to be able to obtain an internship this summer which will help me to decide on a more concrete career path. I would appreciate any recommendations you can offer regarding this job search and in looking for apartments.

I am hoping that you can provide some insight into a few questions. How did you decide to live in Boston? Based upon my background, are there a few companies that you recommend that I reach out to and/or apply to for a summer internship (or full-time position, depending on your note)? Are there certain regions of the city that you recommend for renting?

Thank you for your time and consideration. I look forward to hearing from you.

Sincerely,

Joseph Bushey  
Cell: 555-555-5555  
Email: jbushey@clarkson.edu



## JOB SEARCH PROCESS

Seeing the light at the end of the educational tunnel can be both exhilarating and foreboding – and - confusing! After a lifetime of classrooms, the expectation of soon being a professional in the sector you've been heading for is an obvious occasion for joy, often accompanied by a daunting feeling when facing the process of actually *securing* that position.

Our purpose in the Career Center is to help you identify and explain your most relevant experience, understand the most efficient components of the job search arena, and customize your tactics for the most satisfactory outcome. We are your partner in this process and will help to identify employment leads, networking contacts, alumni mentors, and other job search resources.

### SEARCH STRATEGIES

Searching is an exercise in persistence, patience, and passion. More often than not, the job searcher who is persistent, and displays a positive attitude and passion about the job, wins. There is a direct correlation between the effort you expend, and the time it takes to get an offer. Even if you work full time at finding a full time job, it can take several months. Be realistic about it, start early, don't put all your eggs in one basket/employer/method, and stay positive.

### CLARKSON BASED RESOURCES

**Handshake** is your first stop. It's easiest and has a multitude of ways to be beneficial: If you are not sure how to maximize it....we'll help! Positions featured here are listed by employers who specifically seek a CU graduate.

- *OCR-On-Campus recruiting.* Employers who want to travel to Clarkson and interview students can do so free in our interview rooms upstairs in the ERC. Watch...you will see them all year.
- *Off-Campus recruiting.* Some employers prefer to access talent remotely, so we virtually "take you to them" by offering resumes which they can review online and then contact you directly. If an employer calls you and wants to invite you to their site to interview, don't wonder where they heard about you....they saw your resume through Handshake! Regularly we offer to collect appropriate resumes and send them *before* employers ask for them! Click "yes", to the resume book question. Remember – your profile information is how the system finds which resumes are appropriate, so if you haven't updated it for a couple of semesters, you won't fit the "Junior or Senior" criteria!
- *Employer contacts* are available through Handshake. Look at archived listings to see the type of positions they have had in the past even if they have none as you are searching. Then contact them. Write them a "prospecting letter". Their contact information is in Handshake, and chances are, they will be looking again. Your initiative might time it perfectly.
- *NACELink* - You can find additional employers/positions through the advance search embedded in Handshake called NACELink.
- Don't forget about this as it is populated by positions targeted toward students from

employers who have a list of "key schools" they only hire from; Clarkson is a key school of a number of top employers.

- *Employer networking & Information sessions-Employer Events tab.* You're familiar with Fairs, but there are other ways to make an impression in person. Go to an employer Information Session. Listen and learn. Ask intelligent questions. It will get you on their radar. Often they offer food; RSVP to make sure there is enough to go around.

**CareerShift:** <http://www.careershift.com/?sc=clarkson>

Create an account with your CU email (free and sponsored by Career Center).

- Search, and store job listings from job boards and company postings.
- Up-to-date, and in-depth contact information for contacts at thousands of companies.
- Record, save and store your correspondence history automatically, and create personal marketing campaigns.

### Career Advisors/Coaches/Counselors

- Arrange a time to meet with one of us to form a partnership. We seek to be active participants in your search: suggesting targeted contacts, new employers, unique tactics, multiple strategies, and other aspects of a successful search.
- **Business Cards** for recruiters who have visited Clarkson are catalogued in the Career Center for students' use.

### TARGETED SEARCHES

Companies may hire you for what you want to do whether or not they have an advertised job. Research shows up to 85% of positions never actually become advertised! That's called the hidden job market, and it's a minefield of opportunity once you uncover it. Your personal contacts are also invaluable in your effort to uncover this hidden market as they often hear rumors about a need for more employees before the employer decides that need is pressing. This is where you use the cover letter in a prospecting mode; you are in a sense prospecting for employment gold before any of your competition gets there!

**Employer Websites:** It may not seem like it, but employers DO pay attention to their on-line applications. They often don't tell anyone - until you get a call inviting you to an on-site interview. A well written letter of application accompanying your well-developed resume can often have you smiling all the way to the airport. Target employers you like and *go for it*.

- **NOTE: Don't reinvent the wheel:** Read the language from the job description, mimic it in your documents where appropriate, and you will sound like you are just what they need!
- **Use Industry guides** like Hoovers.com and city lists for competitors of your favorite employers who may have openings or cities with the highest % of education....chances are there are lots of professional jobs there too! Google top employers where you want to be.
- **Located in the Career Center:** *The Rochester Business List; Vermont Business Directory; Book of Lists-Albany, Atlanta, Central New York/Binghamton, Boston, Capitol District, North Carolina Corporate Triangle, Greater Washington DC; Partners in Philanthropy-Albany; New York's Tech Valley.*
- **National Job Fairs** – advertised on Handshake's calendar
- **Chambers of Commerce** – Review the member directory for any chamber to learn about organizations in that area
- **Government jobs:** [www.usajobs.gov](http://www.usajobs.gov)
- **Temporary Employment Agencies** – Can help build your experience while you continue the search efforts
- **State Employment Agencies** -
- **Volunteer Work:** Often leads to the 85% of jobs that are never advertised!
- **Third Party Recruiters or Headhunters:** If they're reputable, the employer pays the fee. NOT you. Can be very effective. Often used more for more experienced candidates, but sometimes entry level.

## NETWORKING OPTIONS

Networking takes time and lots of action, but it pays off. Think about it. If you had a job to fill, and there are many qualified candidates, wouldn't you want to take some of the risk out of your choice, and go with a known quantity? **The letter writing guide has sample networking notes that you can send.**

**Alumni:** >38K strong. Many can and will help, especially when approached appropriately. Need help with that? **Ask us!**

- **LinkedIn Clarkson University Alumni Group.** Go join. <http://www.linkedin.com/groups?gid=81434>
- **Lists** are made available to Clarkson students: the entire bank of information that CU has available, the University offers to students. Some don't realize we offer their information, and can opt out, but when approached politely for information and advice most are VERY pleased to try to help.
- **City Chapter and Regional Events:** You're invited and will be royally welcomed. Everyone has a soft spot for a student! Learn about them at <http://www.clarkson.edu/alumni/index.html>

**Faculty:** They know people, and many have reputations which stretch the world over. Talk to them and tell them what you are looking for. See if they can help open a door. YOU have to do the work once you're in, but everyone needs help to start.

**Career Center Staff:** Tell us what you want and we'll partner with you toward it.

**Professional Associations and Publications** can yield many positions or leads. Read and act! Sometimes a letter of congratulations can spur a ticket to a fruitful relationship. Everyone likes to be acknowledged.

**Former employers:** Talk to former supervisors and employees of where you have worked to obtain their ideas.

*The first contact is almost never the one with employment. Usually the 2<sup>nd</sup> or 3<sup>rd</sup> contact is where the job opportunities surface.*

## ADDITIONAL ONLINE RESOURCES

It's endless. The sites below are not meant to be the main resource of your search. They can help supplement your efforts and provide information or opportunities of interest. You need to start someplace, and the easiest place is our own website. <http://www.clarkson.edu/career/>

## GENERAL LINKS - AFTER COLLEGE

<http://www.aftercollege.com/jobseekers/internships/>  
American Management Association - <http://www.amanet.org>  
America's Job Bank - <http://www.aib.dni.us/>  
Big Apple Head - <http://www.bigapplehead.com/>  
The Black Collegian - <http://www.black-collegian.com>  
College Grad - <http://www.collegegrad.com/topemployers/internships.shtml>  
Get That Gig - <http://www.getthatgig.com/>  
Hound Employer Career Page Search - <http://www.hound.com/>  
Human Resource Internships - <http://www.shrm.org>  
Indeed Job Search - <http://www.indeed.com/>  
International Internships - <http://www.studyabroad.com>

Intern Search - <http://www.internsearch.com/>  
InternWeb - <http://www.internweb.com/>  
Job Hunt - <http://www.job-hunt.org>  
Monster Board Internships - <http://jobsearch.monster.com>  
New York Internships - <http://www.newyorkintern.com>  
Princeton Review - <http://www.princetonreview.com>  
Rising Star Internships - <http://www.rsinternships.com/>  
StudentJobs.gov - <http://www.studentjobs.gov/>  
Urban Employ - <http://www.urbanemploy.com/network>  
Vault - Internships - <http://www.vault.com/>  
Washington Internships - [http://www.interns.org;  
http://www.dccinternships.org](http://www.interns.org;http://www.dccinternships.org)

## BUSINESS TARGETED

Accountemps - [www.accountemps.com](http://www.accountemps.com)  
Accounting.com - [www.accounting.com](http://www.accounting.com)  
Adweek Online - [www.adweek.com](http://www.adweek.com)  
Aerotek - [www.aerotek.com](http://www.aerotek.com)  
Association of Accounting and Finance - [www.aafa.com](http://www.aafa.com)  
American Bankers Association - [aba.careerbank.com](http://aba.careerbank.com)  
American Marketing Association - [www.marketingpower.com](http://www.marketingpower.com)  
American Institute of Certified Public Accountants - <http://www.aicpa.org/>  
American Women's Association of Certified Public Accountants - [www.awscpa.org](http://www.awscpa.org)  
American Management Association - <http://www.amanet.org/>  
Bank Marketing Association - [www.aba.com/MarketingNetwork/default.htm](http://www.aba.com/MarketingNetwork/default.htm)  
Bloomberg - [www.bloomberg.com](http://www.bloomberg.com)  
Brand Republic - <http://www.brandrepublic.com/>  
The Business Job Finder - [www.careers-in-business.com](http://www.careers-in-business.com)  
CareerBank.com - [www.careerbank.com](http://www.careerbank.com)  
Construction Management Association of America - <http://cmaanet.org/>  
Direct Marketing Association - [www.the-dma.org](http://www.the-dma.org)  
Diversity Associates - [www.diversityassociates.com/](http://www.diversityassociates.com/)  
DW Simpson - <http://www.actuaryjobs.com>  
eFinancial Careers - [www.efinancialcareers.com](http://www.efinancialcareers.com)  
Federal Deposit Insurance Corporation - [www.fdic.gov/about/jobs](http://www.fdic.gov/about/jobs)  
Finance Careers - FindHow, the How-To Search Engine - <http://www.findhow.com/career/finance/careerfinance.php>  
Financial, Accounting & Insurance - [www.nationjob.com/financial](http://www.nationjob.com/financial)  
Financial Jobs - [www.financialjobs.com](http://www.financialjobs.com)  
Financial Jobs Search - [www.financial-jobs-search.com](http://www.financial-jobs-search.com)  
General Accounting Office - [www.gao.gov/jobopp.htm](http://www.gao.gov/jobopp.htm)  
Green Dream Jobs - [www.sustainablebusiness.com/jobs](http://www.sustainablebusiness.com/jobs)  
HR Careers - [http://jobs.shrm.org/home/index.cfm?site\\_id=1612](http://jobs.shrm.org/home/index.cfm?site_id=1612)  
HR World - [www.hrworld.com](http://www.hrworld.com)  
International Association of Business Communicators - [jobs.iabc.com/home/index.cfm?site\\_id=65](http://jobs.iabc.com/home/index.cfm?site_id=65)  
International Jobs Center - <http://www.internationaljobs.org/>  
International Foundation of Employee Benefit Plans - <http://www.ifebp.org/>  
Jobs in Accounting - [www.fisher.osu.edu/departments/accounting-and-mis/students/careers-in-amis](http://www.fisher.osu.edu/departments/accounting-and-mis/students/careers-in-amis)  
Marketing Jobs - [www.marketingjobs.com](http://www.marketingjobs.com)  
National Banking Network - [www.nbn-jobs.com/](http://www.nbn-jobs.com/)  
Quant Finance Jobs - [www.quantfinancejobs.com](http://www.quantfinancejobs.com)  
Real Estate Finance Job Board - [jobboard.lendercareers.com/search](http://jobboard.lendercareers.com/search)  
Rochester Business Journal - [www.rbj.net](http://www.rbj.net)  
Sales Marketing Network - [www.info-now.com](http://www.info-now.com)  
Securities Industry Association - [www.siaonline.org](http://www.siaonline.org)  
Sales Trax - [www.salestrax.com](http://www.salestrax.com)  
Society for Human Resource Management - [www.shrm.org/jobs](http://www.shrm.org/jobs)  
U.S. Securities and Exchange Commission - [www.sec.gov/jobs.shtml](http://www.sec.gov/jobs.shtml)  
U.S. Small Business Administration - <http://www.sba.gov/category/navigation-structure/contracting#>  
Wall Street Journal: Career News - [www.careers.wsj.com](http://www.careers.wsj.com)

## RESUME GUIDELINES

A résumé demonstrates and *highlights specific accomplishments and relevant skills* sought by an employer for a job or co-op/internship description. It is not an autobiography or a list of jobs. Think of your résumé as a self-marketing document that summarizes your best attributes. A résumé is designed to get you an interview.

***Employers spend ~20 - 40 seconds reviewing this document during an initial read; make each word count.***

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### KEYS TO CREATING A RÉSUMÉ

**Targeted:** *Review a job description, industry, or career field*

The biggest mistake candidates make, besides proofreading, is that they try to use one generic résumé for all positions. Successful candidates target their résumé with keywords from a specific industry or job description (i.e. market research, valuation modeling, consumer, client, etc.).

**Accomplishment-focused:** *Beyond just duties*

Jobs, leadership roles, internships, etc. have a description of tasks/duties. Simply reciting those duties on your résumé, it isn't enough. Think of accomplishments or how well you did that duty/task. Try to show an employer that you are will be an asset to their staff. Phrases go in order of importance.

**Easy of read:** *Determine your asset categories*

What makes you a strong candidate? Beyond your education, is it work experience, class projects, research with a professor, leadership in clubs/organizations, collegiate athletics, volunteer experience, internships, etc.? Select the categories you feel make you qualified for your goal.

***Have your résumé reviewed by as many people as possible:*** *To arrange an appointment with a Career Center representative, please call 268-6477, visit us on the 2<sup>nd</sup> floor of the ERC, or e-mail [career@clarkson.edu](mailto:career@clarkson.edu).*

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### TYPES OF RÉSUMÉS & THE BASICS

**Chronological** *(most commonly used format)*

Reverse chronological order by date - most recent "dates" go first within each section.

Headings of sections may be arranged in any order with descriptive headings "\_\_\_\_\_ Experience" (i.e. Market Research and Finance, Engineering, Internship, Co-op, Scientific, etc.).

One page or two - depends on industry/field; however, for most students, one page is preferable.

Font sizes may be from a 10-12 with margins of .5 to one inch.

**Submitting a "paste" or "uploaded" resume to a Web site**

Use keywords common to the industry or words directly from the job description; employers sort through the database using these keywords or will review each résumé as the system accepts it.

Create a separate résumé that is all left aligned without underline.

Use only bold, capitalization, and a couple of font sizes used consistently to differentiate sections and words.

## RÉSUMÉ CONTENT CATEGORIES

CATEGORY	INFORMATION	ADDITIONAL SUGGESTIONS
<b>Contact Information</b>	Name, address (may list up to two), phone number (may list up to two), and a professional email address Cell phone numbers are fine	Review your voicemail messages and change if not appropriate
<b>Job Objective or Summary of Qualifications</b>	Use when applying to specific openings; be specific and contain a specific job listing or department of interest. Experienced workers use a “summary of qualifications”	DO NOT use “to obtain a challenging position that utilizes my skills in business.” <b><i>MBA and other graduate students ought to use a summary</i></b>
<b>Education</b>	College, degree, major, and grad date Concentration or minor GPA (3.0 or better), overall or major Study abroad – in this section or on its own Other colleges attended, if received a degree	If it is below a 3.0, don't list and let your other skills make the impression. Don't need transfer college unless you received a degree; if you want to list, go ahead Freshman and sophomores may list their high school
<b>Honors and/or Scholarships</b>	List all honors and/or scholarships received, including Dean's List In addition to the name of the award, mention what it is for (i.e. leadership, academic merit, etc.)	When listing only one or two, you may consider putting as a bullet in your education section
<b>Experience (be specific)</b> “Internship Experience” “Finance & Analytical Experience” “Engineering Experience” “Related Experience”	May include internships, work, work-study, part-time, leadership, volunteer, relevant class or research projects List the organization name, your title, city/state, and dates “worked” Emphasize accomplishments through your duties/responsibilities Use action words to begin each phrase	Does not have to be paid Do not use pronouns (i.e. I, we, etc.) Only list experiences that are most relevant to your goals; not every experience needs to be listed Best statements contain numbers, percentages, and outcomes List in order of importance
<b>Class projects</b>	Format like work experience Include course, project name, school, and semester Phrases should be similar to work experience with verbs and outcome oriented	If you can do it in class, you can do it on the job Excellent addition for those without much relevant experience
<b>Technical, language, laboratory skills</b>	Sciences/engineering – list equipment used List software, hardware, and programming skills List language spoken	International students may list both their native language and English
<b>Activities, interests, athletics</b>	Include positions held, organization name, and dates of involvement Interests may be used in place of or with activities	Political or religious organizations, you general terminology (i.e. Campus Political Organization)
<b>Community Service and volunteer</b>	Employers value community service and volunteer. Include organization, activity involved with, dates of involvement	When listing political or religious organizations, you general terminology (i.e. Church volunteer)
<b>References</b> <i>Usually a separate page see sample</i>	People that an employer can call or email discuss your qualifications and verify what is listed on your résumé Letters of Recommendation are usually needed for graduate school, not employment.	Former professors, supervisors, and club mentors are solid choices Personal references are not much help to the employer

## STATEMENT / BULLET WRITING

**Outcome-driven** – Use of numbers, percentages, and accomplishments. The strongest form and usually shows how well one performed a given position, task, or duty.

Developed an innovative software solution in Excel that accounted for 1,000 exempt positions within the Department of Aviation – results were presented to the DOA advisory board

**Skill-driven** – May be useful but be careful with these statements as you still need to demonstrate the duty, along with the skill used or gained.

Improved presentation and consultative sales skills by presenting products, including features/benefits, to prospective clients. Applied my leadership skills to hire and train ~75-90 student callers every semester

**Duty-driven** – Everyone has some of these, usually listed last. These are your responsibilities.

Managed budgetary system by updating key data as required  
Researched over 100 top-tier donors and created reports for the Director of Prospect Management

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## HOW TO SUBMIT YOUR RÉSUMÉ

### E-mail submission to a direct contact or via a company site

Attach your résumé and name the file “first name last name résumé”

Cover letter (if sending one) is body of the email

The subject line should indicate which position you are applying for

### Mailed or fax copies (seldom used)

Print your résumé and accompanying documents on résumé paper (white, cream, or beige)

Mail in a large envelope with a printed label or fax using a cover sheet

Your note on the fax cover sheet must indicate what documents you are sending and for which position. It is unlikely that you will be submitting fax application

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## REMEMBER THE BASICS.....

Use high quality paper in white or cream

Use easily read fonts

Use accomplishment phrases and start each one with a verb

Limit your résumé to one page, font sizes 10-12, margin from .5 – 1” (make all sides match)

Proofread, proofread, proofread

Have résumé reviewed by everyone

## DO NOT.....

Give personal information (*social security number, photo, age, race, religion, etc.*)

Use graphics or text boxes (*unless applying for a creative or graphic design opportunity*)

List unrelated jobs, experiences, or duties

Use personal pronouns

Exaggerate your experiences

Use abbreviations unless it is commonplace within your industry of choice

## CHECKLIST.....

Is résumé easy to read, targeted, and demonstrate my accomplishments?

Does it use bullets, bold, italics or capital letters to enhance its readability?

Are bullets listed in an order of importance?

Are your name, address, phone, and email listed?

Did you proofread it?

Does it contain keywords for your chosen position, career field, or industry?

# SAMPLE RESUMES

**Bruce Green**

**Sample Internship Resume**

School: Clarkson University  
P.O. Box 74xx, Potsdam, NY 13699  
(914) 391-2xxx

[student@clarkson.edu](mailto:student@clarkson.edu)

Permanent: 3754 Elm Street  
Rome, NY 10411  
(315) 601-xxxx

## OBJECTIVE

To obtain an internship in a business environment. Availability: May 2, 20xx – August 20, 20xx

## EDUCATION

**Clarkson University, Potsdam, NY**

Class of 20xx

**Bachelor of Science; List your Business Major here**

Overall GPA 3.593/4.0 - Dean's List (Five semesters)

Alumni and Holcroft Scholarship

National Collegiate Entrepreneurs' Organization (CEO) 20xx Student Leader of the Year Award

**City University of Hong Kong, Kowloon, Hong Kong SAR** Study Exchange Fall 'xx Semester

Good use of leadership activities and external involvement to highlight abilities

**XYZ Community College, Somewhere, NY (put your previous school or schools here)**

**Associates of Science, Business Administration**

Honors? Clubs? Overall GPA: 3.25

## LEADERSHIP ACTIVITIES

**Student Senator, Clarkson University Student Association (CUSA)**

Served as Representative for Class of 20xx

**Member, Phalanx Honor Society Executive Committee (Highest Leadership and Honor Society)**

Organize University Recognition Day, Leadership Awards, Inductees of Phalanx Society

**Student Ambassador, Clarkson University School of Business**

Acted as a liaison between Clarkson University and prospective students

**Clarkson CEO (Collegiate's Entrepreneurship Organization) Consulting Group**

-**Public Relations Director**; Initiated nationwide marketing campaign to gain clientele

-**General Manager, CEO/University Bookstore Kiosk**; managed the Vice Presidents of Finance, Human Resources, Operations, and Marketing.

-**VP of Finance, CEO [www.CUOutfitters.com](http://www.CUOutfitters.com)**; responsible for all payments, deposits, budgets, and forecasting associated with the website

**Chief Executive Officer, Quick N Easy** - Freshman Entrepreneurial Experience

Managed and supervised a team of 18 people

Delegated responsibilities and ran weekly meetings

## BUSINESS EXPERIENCE

**Customer Service Representative, Yorktown Pennysaver**

May 20xx-Present

Managed all shipment entering and leaving the company

Acted as a Customer Service Representative taking Ads over the phone

Demonstrated my ability to multi-task

**Shift Manager/Key holder, Champs Sports**

August 20xx-Present

Managed the opening and closing of store; responsible for large sums of money

Oversaw employees while acting as manager on duty and assisted in making the weekly schedule

Demonstrated leadership ability and worked effectively in a team environment

**Tour Guide, Clarkson University Freshman Admissions**

September 20xx-Present

Guided prospective families around campus

Answered freshman admissions phone lines; booked visits and interviews

## COMMUNITY INVOLVEMENT

**Big Sister, Big Brothers Big Sisters of NNY**

January 20xx-May 20xx

Spent time with my Little Brother on a weekly basis

**Mentor, Potsdam Middle School Mentor Program**

January 20xx-May 20xx

Helped fifth and sixth graders with homework and projects weekly at an after school program.

## COMPUTER SKILLS

Computer: Windows, MS Excel, MS PowerPoint, MS Word, SAP, ACT Advertising Systems

Danielle Webster

Current Address:  
10 Clarkson Ave. Box 3800  
Potsdam, NY 13699  
315-800-5000 (cell)

E-mail: [student@clarkson.edu](mailto:student@clarkson.edu)

Permanent Address:  
81 Manhattan Blvd.  
Westchester, NY 0744x  
315-500-2000 (home)

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**OBJECTIVE**

Obtain a summer internship or spring co-op position that will allow me to enhance my leadership, communication, technical problem-solving, and other essential skills that I have developed throughout my education and experiences.

**AVAILABILITY** CO-OP Semesters: Spring 20xx or Fall 20xx; Internship: May 10<sup>th</sup>, 20xx – August 20<sup>th</sup>, 20xx

**EDUCATION**

Clarkson University, Potsdam, NY Anticipated Graduation: May 20xx  
Bachelor of Science, Engineering & Management (E&M)  
Cumulative GPA: 3.2/4.0, Presidential Scholar: Fall 20xx, Spring 20xx

**RELEVANT PROFESSIONAL EXPERIENCE**

**General Electric Transportation, Erie, PA** May 20xx-August 20xx  
**Locomotive Supplier Quality Intern**

- Familiarized myself with the quality and sourcing aspects of the global supply chain by specifically dealing with discrepant material reports, new component introductions, and reliability reports.
- Determined the cause of seventeen characteristics critical to quality failing to meet 4 sigma requirements (100%) and developed plans of actions.
- Generated weekly reports for supplier quality engineers on MS Access and streamlined the process by 50%.

**Technological Entrepreneurship (EM120/121), Clarkson University, Potsdam, NY** Fall 20xx-Spring 20xx  
**Manager**

- Facilitated the development of a new product and business plan for a leading corporation in the radio frequency industry by managing two different sections.
- Operated within a team of selected managers while administrating effective project planning, task management, and communication between four individual teams.

**Price Chopper, Canton, NY** June 20xx-August 20xx  
**Construction and Maintenance Laborer**

- Traveled throughout New York and Vermont maintaining facilities.
- Developed time management and customer service skills.
- Observed average managerial methods, learned to distinguish between effective and ineffective leadership, and saw where improvements could be made.

**ADDITIONAL INFORMATION**

- ❖ Society of Human Resource Management Member (SHRM) Fall 20xx-Present
- ❖ E&M Society Member Fall 20xx-Present
- ❖ Clarkson University Soccer Club Member Fall 20xx-Present
- ❖ General Electric Professional Development and Volunteering Committees May 20xx-August 20xx
- ❖ National Honor Society Member Fall 20xx-Spring 20xx

**SKILLS AND RELEVANT EXPERIENCES**

- Knowledgeable in MS Word, Excel, PowerPoint, Access and 2-D AutoCAD.
- Visited Spain in 20xx where I expanded my cultural horizon by living with a local family.
- Developed a hard work ethic from working on my family's farm.



JOSEFINE BUSHEY

10 Clarkson Ave, Potsdam, NY 13699-3759 | [jbushey@clarkson.com](mailto:jbushey@clarkson.com) | Cell: (999) 999-9999

Obtain a full time position to effectively utilize my skills in finance, business, and leadership and apply my communication skills, collaborative work ethic, and critical thinking abilities.

Education

Clarkson University, Potsdam, NY Dec. 20xx  
Bachelor of Science: Financial Information and Analysis

- Minor in Economics
- Presidential Scholar (Spring 20xx), Dean's List (Spring 20xx, 20xx) GPA: 3.216

University of Northumbria, Newcastle, England Sept. 20xx - Dec. 20xx

- Participated in Clarkson University's study abroad exchange program in the Fall of 20xx.

Professional Experience

Clarkson University; Marketing and External Relations Intern May 20xx- Present

- Coordinated and advertised the Forever Wired Conference through multiple media outlets
- Updated the Adirondack Initiative website and created surveys to determine topics to be researched.
- Assisted in updating the University website through the content management system

International Business Machines (IBM); Cambridge, MA - GBS Consultant - Intern May 20xx - Present

- Restructured the target client account list for the Demand Gen project
- Maintained and distributed the master status report of all target clients to determine the best SAP improvement

GE Transportation; Erie, PA - Global Services Operations (GSO), FP&A Co-op Sept. 20xx - Dec. 20xx

- Created financial reports in Excel/Hyperion Financial Management System
- Presented Financial Reports to the CFO of GSO and the project was adopted and implemented
- Aided the HR and Financial Managers of each contract to align the correct headcount to the appropriate centers
- Created a Finance Organization Mapping Chart to relate between organization codes, cost centers, and customers

Ben & Jerry's Homemade Inc.; Gift Shop Department Lead - Waterbury, VT June 20xx - Sept. 20xx

- Developed leadership skills through the general oversight of the department and employees
- Managed \$150,000 in retail per month, oversaw cash drawers, safes, and deposits

Financial & Leadership Experience

Clarkson University Student Association (CUSA) Jan. 20xx - Sept. 20xx

Treasurer, Sept. 20xx - May 20xx; Comptroller, Jan. 20xx - May 20xx

- Presented CUSA's accomplishments, student issues, and goals to Clarkson's Board of Trustees
- Distributed, forecasted, and controlled the \$650,000 activities budget for 50 recognized clubs and organizations
- Maintained \$210,000 in inventory and controlled the purchase and disposal of club assets for insurance.

Delta Zeta Sorority; Clarkson University Jan. 20xx - Present

Alumni Relations May 20xx - Present; Treasurer Jan. 20xx - April 20xx; Public Relations May 20xx - Dec. 20xx

- Improved chapter relations with Clarkson alumni by creating a newsletter and planning a reunion
- Oversaw the \$3,000 budget, determined the dues for members, and created budgets for each position
- Communicated benefits of membership to students and promoted events to potential new members and students

Pan-Hellenic Council; Clarkson University Sept. 20xx - Sept. 20xx

President Jan. 20xx - Sept. 20xx; Treasurer/Secretary Jan. 20xx - May 20xx

- Prepared and led the meetings and events of the Pan-Hellenic Council
- Facilitated growth and communication among conflicting interest groups

Technical Skills & Relevant Experience

- Financial Reporting & Analysis, Enterprise Resource Planning focus on SAP, and Cost Management

Great technical terminology, excellent use of statistics, and outcome-based statements

## Sample Engineering and Management Resume

### Devin Parker

Current Address:  
10 Clarkson Ave. Box 36xx  
Potsdam, NY 13699  
315-800-2900 (cell)

E-mail: student@clarkson.edu

Permanent Address:  
84 Maple Hill Road  
Jones, NY 136xx  
315-200-8900 (home)

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#### Objective

Obtain an OMLP position with GE Energy that will allow me to grow within the company and continue the learning process.

#### Education

Clarkson University, Potsdam, NY May 20xx  
Bachelor of Science, Engineering & Management (E&M); Minor in Project Management  
Concentration in Global Supply Chain Management  
Cumulative GPA: 4.0/4.0, Presidential Scholar: Fall 20xx-Spring 20xx

#### Relevant Professional Experience

General Electric Energy, Salem, VA June 20xx-Present  
*Lean Intern*

- ❖ Reduced the variation in the sheet metal KanBan process 75% by implementing standard work.
- ❖ Improved the ergonomics of a capacitor workstation through the use of a lift table and cellular-floor layout.
- ❖ Created a value stream map of the sheet metal manufacturing process to find and eliminate waste through the use of product families, single-piece flow, and capacity analysis, strengthening my organizational and analytical skills.

General Electric Energy, Schenectady, NY May 20xx-August 20xx  
*Production Intern*

- ❖ Managed twenty employees as the first shift operations leader, enhancing my communication and leadership skills.
- ❖ Tracked critical stator bar orders throughout the manufacturing floor, developing project management and decision making skills.

General Electric Transportation, Erie, PA May 20xx-August 20xx  
*Locomotive Supplier Quality Intern*

- ❖ Familiarized myself with the quality and sourcing aspects of the global supply chain by specifically dealing with discrepant material reports, new component introductions, and reliability reports.
- ❖ Developed plans of actions for 17 characteristics critical to quality failing to meet 6 sigma requirements (100%).
- ❖ Generated weekly reports for supplier quality engineers on MS Access and streamlined the process by 50%.

#### Related Experience

- ❖ Global Business Experience, Clarkson University, Republic of Ireland and Northern Ireland May 20xx
- ❖ Visited local and global companies to develop an understanding of business operations in an international environment.
- ❖ Expanded my cultural horizons by interacting with local citizens and observing historical monuments.

E&M Society, Clarkson University, Potsdam, NY Fall 20xx-Present  
*President*

- ❖ Plan, organize, and lead meetings during the semester, while delegating other duties to the remaining executive board.
- ❖ Coordinate and perform community service events for the citizens of the Potsdam community.

E&M First Year Program (EM120/121), Clarkson University, Potsdam, NY Fall 20xx-Present  
*Mentor*

- ❖ Assist multiple teams with the development of business plans for their yearlong project.
- ❖ Serve as liaison between students and professor, enhancing my teamwork and leadership abilities.

Technological Entrepreneurship (EM120/121), Clarkson University, Potsdam, NY Fall 20xx-Spring 20xx  
*Manager*

- ❖ Facilitated the development of a new product and business plan for a leading corporation in the radio frequency industry by administrating effective project planning, task management, and communication between four distinct teams.

#### Additional Information

- Recipient of the Phalanx Commendable Service Award and Richard Brady Legro '82 Memorial Scholarship. Spring 20xx
- Finalist for the Buffington Scholarship, which is awarded to the nation's top candidate in Industrial Distribution. Spring 20xx
- Member of Tau Beta Pi - National Engineering Honor Society Fall 20xx-Present
- Knowledgeable in MS Word, Excel, PowerPoint, Publisher, Access, SAP, HTML and AutoCAD.

# KENDRA CAMP

(315) 212-XXX-CELL

E-MAIL: STUDENT@CLARKSON.EDU

Box XXX, Clarkson University  
Potsdam, NY 13699-7571

**OBJECTIVE** *To secure a full time financially oriented position with the ability to integrate innovative and strategic thinking*

## EDUCATION

Clarkson University, Potsdam, NY

GPA: 3.8/4.00

Bachelor of Science, Financial Information and Analysis, May 20xx

Presidential Scholar

Global Business Program, Spring 'xx: included travel to Italy, Switzerland and Germany

Minors in Law Studies and Economics

**Awards and Recognition:** James L. Dohr Accounting Scholarship Award

Beta Gamma Sigma Business Honor Society

## PROFESSIONAL FINANCE EXPERIENCE

Green Technology Corporation, Utica, NY - Financial Analyst

October 20xx-Present

- Worked in conjunction with CFO developing project proforma for developing new clean energy technology
- Exhibited strong communication skills and financial knowledge when modeling projects for potential clients.

Intern for Estee Lauder Melville, NY - Fixed Assets Accounting and Controls

Summer 20xx

- Exhibited strong accounting and business knowledge when compiling capital budgets for fiscal 20xx
- Displayed adaptability when assisting vice president of accounting on several issues
- Selected internal team leader by fellow interns for summer long group project

## LEADERSHIP EXPERIENCE

President - Collegiate Entrepreneurship Organization

Present

- Elected by members to lead club in strategic planning and overall development
- Other duties include facilitating weekly meetings, coordinate leadership, and managing 100 active members
- Club was selected in 20XX as best chapter by national organization

Executive Board House Manager - Phi Zeta Epsilon Fraternity

Present

- Responsible for all physical aspects of 110 year old fraternity house
- Initiated and oversaw the renovation of six separate rooms, as well as, weekly work sessions with all members

General Manager - CUStudentclub.com

20xx

- Promoted from VP of Operations to general manager
- Primary contact with supplier, web host, and university administration
- Lead merger with other student run business that received "Best Business Award" at national CEO conference.

## WORK EXPERIENCE

Easy Construction Inc. Potsdam, NY

Summer 20xx

- Given autonomy to complete projects without direct supervision
- Demonstrated meticulous attention to detail in completing finish carpentry work

Dad's Business Inc., New Portland, New Jersey

20xx-20xx

- Exposed to business setting from a young age at family run business
- Assisted in job cost estimates for residential construction projects in addition to daily carpentry work.

## TECHNICAL TRANSFERABLE SKILLS

Microsoft Office including ACCESS, Volusion Web Based Retail Software, Oracle Financial, SAP/ERP, Peachtree Accounting Software, QuickBooks, TurboTax, Adobe PageMaker and Photoshop.

## John Jones

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Clarkson University  
CU Box 6813  
Potsdam, NY 13699  
Tel: 315-212-xxxx  
student@clarkson.edu

x State Route 11  
Somewhere, NY 129ss  
Tel: 518-000-xxxx  
Email:

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**OBJECTIVE:** To obtain a full-time position in marketing and logistics within the Supply Chain field.

**EDUCATION:** **Clarkson University, Potsdam, New York**  
**Bachelor of Science, Global Supply Chain Management**  
GPA: 3.261, May 20xx; Presidential Scholar two semesters; Dean's List four semesters  
**Global Business Program, Spring 'xx: included travel to Hong Kong, Singapore and Malaysia**

**SUPPLY CHAIN  
EXPERIENCE:**

**Intern, IBM – Business Consulting Services, Minneapolis, MN, Summer 20xx**

- Took initiative on various projects involving the SAP implementation for Medtronic including the creation of training presentations to be used for future generations of the project.

**Intern, General Electric Supply – Production Services, Schenectady, NY, Summer 20xx**

- Worked at the customer's site on various projects ranging from quoting, improving the expediting process, cost reduction, and analyzing backlog. This experience allowed me to work in all facets of supply chain.

**Admissions Representative, Clarkson University, Potsdam, NY, September 20xx – Present**

- Acted as a counselor's assistant by helping with the freshman admission process. Presented campus tours, provided information for families at open house, co-hosted the career center workshop at visit day, and provided feedback from a student's perspective on ways to improve the admissions process.

**LEADERSHIP &  
TEAMWORK:**

**President, Sigma Sigma Fraternity, December 20xx – Present**

- Through creative and coaching leadership, challenged the chapter into bigger and better things in order to build a stronger chapter.
- Increased responsibility and accountability by improving the process of chapter meetings and making members more accountable for their contribution.
- Led the chapter to win their 8<sup>th</sup> Significant Chapter Award, only 37 out of 217 chapters won internationally at our annual leadership training workshop in San Diego, California.

**President, Senior Class 20xx, 20xx-20xx Academic Year**

- Responsibilities include the planning and fundraising for a senior class gift, organizing all senior week events, graduation planning and delivering speeches at the December and May graduations.

**Secretary, Clarkson University Student Association (Student Senate), April 20xx – Present**

- Improved the website by designing a new template for improved communication for the senate and the entire student body.

**Resident Advisor, Clarkson University Residence Life, August 20xx – Present**

- Responsible for overseeing the well-being of all the residents in my building. Participate in all training sessions for the staff and be on duty each week.

**Project Leader/Founder, School of Business Ambassador Program**

- Identified area in need within the School of Business to involve undergraduates in marketing business programs. Initiated a formal program that created more communication between current students and prospective students in the recruitment process.

**AWARDS:** Fraternity Man of the Year 20xx-20xx Academic Year  
Elinor N. McGill Memorial Outstanding Sophomore Award 20xx-20xx Academic Year

**COMPUTER  
SKILLS:** Experienced in SAP, PeopleSoft, Word, Excel, PowerPoint, Access, Oracle, Copics (manufacturing software), and C++.

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## Sample Global Supply Chain Management Resume

### Joseph Smith

**Permanent Address:**  
23 River Rd.  
Syracuse, NY 13346  
(315) xxx-8444

e-mail: [student@clarkson.edu](mailto:student@clarkson.edu)

**Campus Address:**  
Clarkson University Box X  
Potsdam, NY 13699  
(315) 750-xxx

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**OBJECTIVE** Seeking a Supply Chain related position with the ability for progressive advancement.

#### EDUCATION

**Bachelor of Science - Supply Chain Management**

Clarkson University, Potsdam, NY (G.P.A. 3.41)

Honors: Dean's List (2 semesters); President's List (3 semesters)

**Class of 20xx**

**Northumbria University, Australia, Study Exchange, Spring 20xx Semester**

Studied International Business

#### SUPPLY CHAIN RELATED EXPERIENCE

**GE Supply, Inside Sales Summer Intern**

**May 20xx-August 20xx**

- Implemented a PC-based inventory management system (OASIS Pro), to be used in conjunction with the production of DC Starters
- Trained the assembler and GE Supply employees to utilize OASIS Pro.
- Gained product knowledge with face-to-face sales interaction at the counter for immediate pick-ups.
- Provided customer quotations and order entry for purchase orders placed on multiple projects and customer sites.
- Pulled weekly reports and reconciled unresolved issues.

**Kraft Foods, Internship in Distribution**

**May 20xx-May 20xx**

Internship program, which entailed tracking losses and analyzing the cause.

- Tracked inventory on a daily basis.
- Analyzed losses on various packaging products by comparing daily inventory counts.
- Presented possible solutions to reduce losses for labels and lids on Kraft products.
- Conducted a mass balance of the Kraft Plant.

**The Basement, Vice President**

**August 20xx-May 20xx**

A yearlong team building experience; yearlong class constructed an ice cream parlor that dealt with all aspects of business.

- Supervised the four divisions of our company (Marketing, Operations, Human Resources, and Finance).
- Excelled at planning and laying out a step-by-step process for achieving the company's goals.
- Organized ideas into a business plan structure.
- Expanded knowledge of various parts of business, including teamwork through working with others.

#### LEADERSHIP/ACTIVITIES

**Collegiate Entrepreneurs Organization, Vice President of Marketing**

Business club, in which, the students involved run two successful businesses that sell Clarkson paraphernalia.

- Responsible for marketing "The Kiosk", one of CEO's two businesses.
- Display our products in a visually appealing way, so that customers can view the inventory.

**First Year Seminar, Peer Educator**

- Facilitate group discussion amongst three groups of freshmen students at Clarkson University.
- Demonstrate teamwork by involving all participants in a discussion and assist them in working together.

#### COMPUTER APPLICATIONS

- Knowledge of Microsoft Office to include: Word, PowerPoint, Excel, and Outlook, Additional systems learned through GE Supply internship include XPD2 and OASIS Pro.

## Sample Business Intelligence and Data Analytics

# Greg L. Thompson

[student@clarkson.edu](mailto:student@clarkson.edu)

cell: (518) xxx-6500

School:  
Clarkson University, Box 6262  
Potsdam, NY 13699

Home:  
2097 Leicester Rd  
Leicester, NY 14481

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## EDUCATION

**Clarkson University, Potsdam NY** **Graduation: May 20XX**  
**Bachelor of Science in Business Intelligence and Data Analytics (BIDA)**  
**Cumulative GPA: 3.12**  
**Dean's List: Spring 20xx, Spring 20xx, Fall 20xx, Spring 20xx**

**Steyr University, Austria; Semester Exchange, Fall 20xx**

## COMPUTER SKILLS

Oracle Applications, SAP, C++, XHTML 1.1, CSS, Java Script, PC Hardware, Adobe Photoshop, Networking, AutoCAD, Windows XP, Microsoft Office, Advanced Excel Skills.

## BUSINESS INTELLIGENCE AND DATA ANALYTICS EXPERIENCE

**Xerox Information Management Intern Webster, NY Summer 20xx**  
Worked as a functional analyst intern tested Oracle applications in the areas of order management, order fulfillment, and inventory for a large scale Oracle implementation. Analyzed financial data to identify relationship between operations and payment trends. Developed new billing reports to reduce errors.

**Office of Information Technology Repair Technician, Clarkson University Spring 20xx - Fall 20xx**  
Worked part time during the school year and interned during the summer of 04. Advanced knowledge of hardware, software, networking, troubleshooting, and customer service.

**Clarkson IT Consultant: Information Technology Division Spring 20xx**  
Upgraded a local art retailer to a click and mortar operation with a functional e-commerce website.

## ADDITIONAL EXPERIENCE

**Clarkson Business Club XYZ Fall 20xx – Spring 20xx**  
- Regional and National presentation team (20xx, 20xx)  
- Ames Project, Team Lead: improved local business marketing strategies  
- Business Concepts for Engineers (BCE): taught presentation and project management to engineering teams  
- Canada: taught foundation business concepts to Canadian elementary students  
- SIFE/SPEED: worked on restructuring and standardizing SPEED (Student Projects for Engineering Experience & Design) programs at Clarkson  
- SIFE Consulting, Team Lead: developed competitive analysis and researched market expansion

**E-Z Painting, Painting Foreman Penfield, NY 20xx-20xx (seasonal)**  
- Learned valuable teamwork and leadership skills  
- Worked with customer relations  
- Learned valuable innovative managerial techniques

## TRAINING

- Lean Six Sigma Yellow Belt, Xerox Training Program  
- Project management workshop, General Electric  
- Teamwork workshop, IBM  
- Problem-solving seminar, Clarkson University

## Sample Innovation and Entrepreneurship Resume

# Jalyn Smith

**Campus Address**  
10 Clarkson Ave  
Potsdam, NY 13699

Cell phone: 315-212-xxxx E-mail:xxx@clarkson.edu

**Home Address**  
20 State Route  
Albany, NY 128xx

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<b>OBJECTIVE</b>	To secure a full time position as a marketing manager in the manufacturing sector.
<b>EDUCATION</b>	<p><b>Clarkson University, Potsdam, NY</b> Class of 20xx <b>Bachelor of Science, Innovation and Entrepreneurship</b> President's List ~ 3 Semesters, Dean's List ~ 1 Semester; Cumulative GPA: 3.31 <b>Griffith University, Queensland Australia Gold Coast, Study Exchange: Spring 20xx</b></p> <p><b>Westchester Community College, Valhalla, NY</b> Class of 20xx <b>Associate of Applied Science, Business Administration</b> Dean's List 3 semesters; Cumulative GPA: 3.20</p>
<b>BUSINESS &amp; LEADERSHIP EXPERIENCE</b>	<p><b>Co-Op, Johnson &amp; Johnson Group of Consumer Companies, Skillman, NJ</b> (May 10<sup>th</sup> 20xx – January 5<sup>th</sup>, 20xx)</p> <ul style="list-style-type: none"><li>Spent a summer and semester working within the Band-Aid Consumer group conducting cost analysis and development new products</li><li>Completed cost analysis and all types of spreadsheet reports for the Supply Chain and Marketing Depts.</li><li>Analyzed the effectiveness of marketing through supply chain channels and feasibility of new product logistics.</li></ul> <p><b>Student Government, Clarkson University Student Association (CUSA)</b></p> <p><b>President</b> 20xx-20xx</p> <ul style="list-style-type: none"><li>Motivated student representatives to make change for benefit of entire student body</li><li>Worked with Administration to ensure priorities aligned with student interest</li></ul> <p><b>Comptroller</b> 20xx-20xx</p> <ul style="list-style-type: none"><li>Implemented systems and policies for tracking over a million dollars in assets</li></ul> <p><b>Treasurer</b> 20xx-20xx</p> <ul style="list-style-type: none"><li>Tracked and maintained the half million dollar CUSA budget</li></ul> <p><b>Clarkson CEO (Collegiate's Entrepreneurship Organization)</b></p> <p><b>President</b> 20xx</p> <ul style="list-style-type: none"><li>Oversaw that management of two businesses, two additional start-ups, additional projects</li><li>Lead the club to three national awards (Best Business, Best Chapter Business Plan, and Student Leader)</li></ul> <p><b>Executive Vice President</b> 20xx</p> <ul style="list-style-type: none"><li>Managed club's executive board motivating them to cultivate their positions as vital elements of the club's success</li></ul> <p><b>Chief Financial Officer</b> 20xx</p> <ul style="list-style-type: none"><li>Forecasted, budgeted, and maintained financials encompassing five different accounts</li></ul> <p><b>Canton-Potsdam Hospital, Intern in Administrative Offices</b> Fall 20xx</p> <ul style="list-style-type: none"><li>Exposed to tough decisions debated within the healthcare industry</li><li>Organized CFO's presentation of Financial Statements to the Finance Committee</li></ul> <p><b>Monumental Cleaning (Independent Start Up)</b> 20xx- 20xx</p> <ul style="list-style-type: none"><li>Formed and ran all aspects of a business between Freshmen and Sophomore years of college</li></ul> <p><b>Sigma Zeta Fraternity, Member, Chapter Editor and Scholarship Chairman</b> 20xx-President</p> <ul style="list-style-type: none"><li>Changed position to take on a Public Relations role through University Media and our Alumni Relations</li><li>Introduced pro-active programs that resulted in the Chapter GPA increasing by half a letter grade</li></ul>
<b>ADDITIONAL EXPERIENCE</b>	<p><b>Bates Industries and Hudson RCI (Two Manufacturers of Medical Device), Finishing Operator</b>, Summers '0x, '0x, '0x</p> <ul style="list-style-type: none"><li>Became familiar with bottlenecks, JIT systems, quality assurance, and new product development</li></ul>
<b>HONORS &amp; AWARDS</b>	<ul style="list-style-type: none"><li>❖ <b>Commendable Service, Phalanx, Clarkson University for outstanding service to campus organizations</b></li><li>❖ <b>Eugene R. Yeager Junior Memorial Scholar for outstanding academic performance</b></li></ul>
<b>COMPUTER SKILLS</b>	Microsoft Word, Excel, PowerPoint and Publisher, SAP, basic database

## Joseph Bushey

Current Address: PO Box 327  
Watertown, NY 13665

Email: [busheyj@clarkson.edu](mailto:busheyj@clarkson.edu) cell (315) 212-8900

## Qualifications Resume

### Personal Qualifications

- Proven leadership ability and experience in motivating team members through projects
- Extensive background in the sciences through studies at technological university and minor
- Unparalleled work ethic and motivational energy, proficient in lean management techniques
- Exceptional presentation, writing, resource management, and communication skills
- Proficient in Microsoft Office-Excel, Word, Project, PowerPoint, Eviews, Oracle, and SAP

### Education

**Bachelor of Science with Distinction, Global Supply Chain Management** May, 20xx  
**Clarkson University**

- Minors: Environmental Science, Economics, Project Management
- School of Business: Global Business Program to Austria & Slovenia
  - Tour companies and manufacturers such as KTM, SKF, and BMW
  - Experience society, culture, and consumer trends

### Leadership Projects

**Clarkson University APICS Student Chapter:** 20xx-20xx

- Establishing interest of GSCM majors for student chapter through social media, tabling, group activities
- Offer practical guidance for successful careers with the goal of operations certification

### Relevant Experience

**Electronic Solutions, Raytheon, Inc.: Procurement Intern** July 20xx- Present

- Expedite incoming inventory in order to maintain proper flow of materials
- Manage SMI material triggers to increase efficiency of process
- Maintain part problem log in order to solve current issues

**Izzit Green.com, Vertuous, LLC: Greenbase Editorial Content Intern** Feb-August 20xx

- Research international and domestic companies in their effort to become green
- Identify consumer trends to identify the best products in the marketplace
- Gather product descriptions among eight product areas and formulate data

**Olympia Sports: Secondary Manager** 20xx-Present

- Day to day business operations including customer sales and relations
- Managed operations and sales revenues up to \$20,000 per week

### Activities & Leadership

**Clarkson University Mentor Program** 20xx-20xx

- Partnership with Alumni to facilitate advice, strategies, networking
- Seek guidance, feedback, and to align career goals

**WCKN Television: Social media, play-by-play action of D1 sports** 20xx-20xx

- Public access channel for St. Lawrence County Area
- Broadcast programs of interest for Clarkson community

**Clarkson University CEO Club** 20xx- 20xx

- Philanthropy, Entrepreneurship



School Address:  
10 Clarkson Ave. Box 6899  
Potsdam, NY 13699  
(334) 329-xxx

**Paul Ramsey**  
ramsey@clarkson.edu

Permanent Address:  
2230 Carob Ct.  
Raleigh, NC 26830

Low GPA Resume – don't list your gpa if it will detract from your candidacy

### **OBJECTIVE**

Seeking full-time employment to demonstrate my problem solving abilities, interpersonal communication skills, and strong personal drive in order to gain employment within Supply Chain Management. Open to relocation, including international.

### **EDUCATION**

**Clarkson University, Potsdam, NY** May 20xx  
Bachelor of Science: Global Supply Chain Management

**Upper Austria University of Applied Sciences, Steyr, Austria** Jan 20xx- July 20xx  
Study Abroad: Logistics Studies

### **BUSINESS EXPERIENCE**

**Johnson & Johnson Sales & Logistics Company, Cumberland, RI** Jun 20xx-Current  
CPFR Co-op, CVS Customer Facing Team

- Managed First Aid business for CVS Account as CPFR Planner: 88+ Items, 16 DCs; improved vendor service by 14.1%
- Led collaboration meetings with Sales, Order Management, Demand Planners, and Supply Planners
- Worked with CVS to analyze inventory levels and set appropriate timeline for introduction of new product packaging on store shelf
- Designed and implemented DC Transfer Inventory Imbalance process to minimize DC overstocks, and reduce seasonal returns
- Created 3 new reports: Historical Vulnerability Tracker, Unleash Vulnerability Report (90% time savings), Item Update
- Organized 2 service events: Habitat for Humanity volunteer event with 16 volunteers, Organized first CVS blood drive

**Church & Dwight, Princeton, NJ** Jul 20xx-Jan 20xx  
Distribution Analytics Co-op

- Compiled performance metrics for consumer distribution network regulating approximately \$2 million in 3PL performance bonuses
- Led SAP Implementation Project: Transitioning MS Access based reporting structure to SAP; projected to reduce reporting time by 75%, eliminate over 60 manual processes, and gain IT data compliance for improved report accuracy
- Managed McNeil security initiative for DC GPS device retrieval process and created standardized retrieval process
- Organized and led 2 co-op events including a volunteer day at a local food bank and a food drive generating over 1,200 pounds of food donated to the local community

**Clean Snowmobile Speed Team, Clarkson University** Feb 20xx-Dec 20xx  
Sponsorship & Donations Procurement Officer

- Proactively partnered with 8+ companies to source sponsorships and donations, negotiated with companies for desired donations, and ensured that product was shipped to be received on time
- Presented 20xx Clean Snowmobile design at 20xx SAE Clean Snowmobile Competition to a panel of 30 judges & industry experts
- Participated in trouble shooting, mechanical maintenance, design, fabrication, and testing of design which received 1<sup>st</sup> in the national competition in 20xx and 3<sup>rd</sup> in 20xx

### **BUSINESS EXPERIENCE**

- Microsoft Office Suite; SharePoint, SAP Business Warehouse (BW), Red Prairie, PE Light (Six Sigma), E3, BRIO

### **ADDITIONAL EXPERIENCE**

**Clarkson University Knight Line, Potsdam, NY** Sep 20xx- Dec 20xx  
Phonathon Caller

- Contacted alumni, provided updates regarding Clarkson, and procured donations for Clarkson's Annual Fund

## LETTERS TO EMPLOYERS

As you search for a job, internship, or co-op it will be necessary to correspond with employers. These notes take different forms and have different purposes. However, most letters will highlight skills, experiences, and describe your qualifications as they relate to an organization and/or a specific position.

The most common notes that you will write include the following: **cover letter, thank you notes, networking, acceptance, withdrawal, and rejection**. In addition to outlining each note, samples of each letter are contained in this section.

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### COVER LETTER

A well written cover letter provides an overview of your background with specific highlights of skills and experiences that best match the needs of the employer as outlined in the position description.

- **Length** - It is a three to four paragraph note that is written for that specific position.
- **Highlight experiences and skills** – Use specifics from your background as they relate to the employer’s needs.
- **Specific** - Be specific, ask for the interview, and state why that opportunity is of interest. By matching your skills and experiences to a position, you will *read* as a better candidate. A generic or general note actually detracts from the overall application.
- **E-mail or Mail**– You will likely be sending most cover letters via e-mail or uploading them via a company site. Letters sent via e-mail are generally shorter and your note is the body of the e-mail (attach only a resume). If uploading to a company site, use the formal letter structure. Samples of both are at the end.

### Content of a Cover Letter

1. **First paragraph:** The first paragraph is used to state the position you are applying for, where you found it advertised/who referred you and why you are interested in this opportunity/company/industry. Also include your school name, graduation date, area of study, and concentration (if applicable). Remember to include why that company or position is of particular interest to you. This makes your letter more specific.
2. **Second paragraph:** Describe why you are a strong candidate by highlighting specific experiences, achievements, and skills. You will be highlighting information that appears on the resume. There are two basic ways to draft this paragraph. Ask yourself what from my background most directly relates.....
  - Highlight experiences (internship, co-op, part-time jobs or school projects) by outlining what you accomplished – describe what you did, don’t be too general or too brief
  - Mention what type of employee you are and how you can contribute
3. **Third paragraph (optional):** An optional paragraph that you may want to include if your second paragraph is quite long or tries to cover too many topics. This is a great section for students to describe their leadership attributes or other relevant skills. Try to think of this brief paragraph as “what else do I have to offer.” When used appropriately, it helps to make you appear very humanistic. **\*\*Note: When sending via email, do not use this paragraph. It makes your letter to long and requires the reader to scroll.**
4. **Fourth paragraph (closing):** Initiate action by stating that you look forward to interviewing for the position. Provide your contact information and thank them for considering your application. You may mention follow up but only do so if you intend to follow through. **\*\*Note: Listing the position name that you applied for within the paragraph makes the letter sound more sincere and specific.**

### NETWORKING

A letter that is written to obtain information and advice from someone that you (most likely) do not know. This letter is often written to alumni and/or contacts that you are referred to during a search. The goal is to obtain specific information about a career field, position, company, industry, or general information. Further information on networking (how to, available contacts, and resources) is available in the Career Center. Specific samples are listed with this packet.

- Networking letters often lead to other referrals; it is those secondary referrals that lead to “job outcomes”
- Alumni and employer contacts are available through the LinkedIn mentoring and alumni groups

## THANK YOU

Although most people are aware that they ought to send a thank you notes, most applicants do not. This provides a candidate with a way to make a positive and lasting impression, while allowing you to market your skills and interests again.

- **Hand-written, typed, or e-mail:** Base this upon when a decision will be made. For example, if the interviewer says that a decision won't be made for two weeks, you will have time to do a note card or typed letter.
- **Committee interviews:** Send one to the organizer and ask her/him to share your sentiments with the entire committee or you may send a note to each of the committee members.
- **Commitment:** Employers want to hire someone who wants to work in that role and at that company. Therefore, reiterate your interest in both and state why you are a quality fit.

## ACCEPTANCE

A confirmation or acceptance letter that is generally given by an employer where they ask you to sign as acceptance of the terms made in an employment offer (i.e. salary, start date, etc.). Generally, this note is preceded by a telephone call where an offer is made and the formal offer is sent by mail or e-mail for your acceptance.

## WITHDRAWAL

At times, you will find yourself in the positive situation of having been offered and accepting a position while awaiting a reply from another organization. Once you have signed an offer of employment, it is customary to call other sites that may have you under consideration (i.e. only those places that have already interviewed you). A phone call is best but this letter could be an e-mail to an employer/recruiter indicating that you have accepted employment and wanted to withdraw your candidacy. All you need to say is that you decided to accept another offer due to its fit with your goals at this stage of your career.

## REJECTION

Sometimes you will receive an offer of employment and it may not be the position of your choice. Candidates may decline an offer by phone (best method) or in writing. You ought to thank them for opportunity and after careful consideration you have decided not to accept their offer based upon your goals at the present time. A polite rejection made by phone actually allows you to gain consideration in the future if you remain interested.

## GENERAL HINTS & GUIDELINES:

### 1. Address letters appropriately.

- If referred to a person or company, state this in the first sentence and name your point of referral
- **NEVER USE** "Dear Sir or Madam" or "To Whom It May Concern" or "Mrs."
- When no name is provided, use a memo-style as indicated below  
To: Company name Human Resources Department  
Re: Position title or Position of interest

### 2. Avoid using "I" to begin every sentence

- Use phrases to "push" the "I" back in the sentence (i.e. As you will note from the enclosed resume, I....." or "Courses that developed my research and....." or "My internship experience...")

**RESPONSE TO A POSTED POSITION - SAMPLE I**

**Alexandra D. Jones**

275 Student Lane • Albany, NY 14420 • 585-555-8888 (cell) • ajones@clarkson.edu

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Ms. Gabriella Smith  
College Relations Manager, Bank of America  
PO Box 81226  
Charlotte, NC 27277

**This sentence demonstrates that the applicant has actually reviewed their website. Write one unique reason why that company, position, or industry is of interest to you. Don't use the sentence below unless it matches your company of interest.**

Dear Ms. Smith:

Please consider this letter in application for the **Risk Analyst** position, reference number **089175**, at Bank of America that was advertised on your corporate website. In May 200x, I will receive a degree in \_\_\_\_\_, with a concentration in \_\_\_\_\_, from Clarkson University. My internship experience, proven record of academic achievement, and leadership abilities match many of the qualities outlined in the corporate culture section of the Bank of America Website.

As my resume indicates, my internship at M&T Bank's credit department required strong analytical skills, independent thinking, and the ability to contribute within a team environment. Specifically, I reviewed defaulted loan cases and compiled findings in reports that were sent directly to a Vice President. In addition, I have completed a number of research projects that allowed me to develop excellent presentation, written communication, and teamwork skills. In Strategic Management, I conducted thorough financial analysis of a Fortune 500 company using ratio analysis and studying past performance.

In addition to my work and academic experiences, I have been an active member in CEO Club. This experience, along with professional site visits, has sharpened my decision making, event planning, and networking skills. As a result, I am adept at solving problems and creating new relationships with current professionals. I would like to discuss my qualifications with you in person for the Risk Analyst position at Bank of America. I will call you within a week to hopefully arrange an interview. Thank you for considering my application.

Sincerely,

*Alexandra D. Jones*

Enclosure: Resume

**LETTER OF INQUIRY - COVER LETTER - SAMPLE II - SENT BY E-MAIL**

**Don't worry if you don't have this experience. You can describe relevant class projects, part-time work experience, leadership experiences, etc.**

To: PPC  
Re: Lean Supply Chain Management

I would like to be considered for the PPC Lean Supply Chain Management Co-op. As a third year student in the Global Supply Chain program at Clarkson University, I have considerable experience in lean operation and marketing.

For the past two summers, I completed two internships at \_\_\_\_\_. My experiences covered logistics, data analysis, and the use of SAP. Specifically, I provided tactical support for a new item setup and maintenance of over 3,000 SKUs to retail partners. In addition, I managed validation errors and developed process improvements which resulted in a 50 percent reduction of data errors. As a result, I am comfortable with achieving specific results within set deadlines.

I understand that PPC is looking for applicants with a lean supply chain background, strong communication, and analytical skills along with the desire for professional excellence. In addition to my internships, I have completed real world projects that required the application of lean techniques. Moreover, my experiences with a start-up non-profit have afforded me with the unique ability of being involved with an organization from cultivation to prominent success.

In closing, I am confident that my education, interests, and experience have provided me with the qualifications necessary to work effectively for PPC. I look forward to the chance to speak with you about my qualifications for this position and offer you my sense of what I can contribute to PPC. Thank you for your time and consideration.

Sincerely,

Alexandra Jones

**List phone number and e-mail address below name and don't sign when sending via e-mail. You can also send a shorter letter since being sent via e-mail. The 2<sup>nd</sup> paragraph is still most important but the 3<sup>rd</sup> one is not necessary as it can save room by not using it.**

## NETWORKING NOTES - NETWORKING MESSAGE FOR INDUSTRY/CAREER - SAMPLE 1

**Subject Line:** Career Advice – Joseph Bushey, Clarkson University

Dear Mr. Gable:

In order to gain some more information about the business/marketing field, I recently searched the Clarkson University Alumni Mentor Group on LinkedIn for alumni volunteers. Your profile was among those listed. I am hoping I might further my knowledge of a profession in which I will seek employment upon graduation with your assistance.

My interest in business and marketing stems from my experience as an intern with Local Public Relations in Bethlehem, PA. I was able to participate in planning and coordinating Bethlehem's annual Musikfest. Through this experience, I developed skills in writing press releases and copy for brochures. I also had the opportunity to create and maintain positive relationships with clients.

I would enjoy the opportunity to ask you a few questions about your experience. By talking with professionals, I hope to verify that my career goals are appropriate and realistic. I will call you on Tuesday, February 13, in hopes that we can set up a convenient time for us to speak. I have enclosed my resume so that you may have a broader picture of my experience before we talk. Thank you very much for your time and consideration.

Sincerely,  
Joseph Bushey  
Cell: 555-555-5555  
Email: [jbushey@clarkson.edu](mailto:jbushey@clarkson.edu)

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## NETWORKING MESSAGE FOR EMPLOYMENT – SAMPLE II

**Subject Line:** Introduction – Joseph Bushey, Clarkson University

Dear Ms. Rowe,

I am currently a senior at Clarkson University in the Innovation & Entrepreneurship program. While searching through the Clarkson University Alumni Mentor Group on LinkedIn, I came across your profile and your job title. Also, the fact that you live in the Boston area, caught my attention. My goal is to obtain a full-time position in the Boston area post-graduation.

I am an active member within a small sales operation through Clarkson and have completed market research with Professor Fisher for the past two summers. I also work for the Undergraduate Admission office as a tour guide and am involved with many intramural sports.

I am hoping that you can provide some insight into a few questions. How did you decide to live in Boston? Based upon my background, are there a few companies that you recommend that I reach out to and/or apply to for a summer internship (or full-time position, depending on your note)? Are there certain regions of the city that you recommend for renting?

Thank you for your time and consideration. I look forward to hearing from you.

Sincerely, *(same closing as the above note with name, cell, e-mail)*

## THANK YOU LETTERS

After every interview, candidates should (though quite often they do not) send a thank you letter. It is best to send your letter out within 24 hours of the actual interview, time permitting. You may send a hand-written note, e-mail, or letter. Each form of correspondence should be treated formally, written concisely, and without error.

You may send one letter to the main contact (the person who organized your interview) and/or to each person that you met. Both are considered appropriate, particularly if you had a group interview and do not have business cards for each interviewer.

Below you will find a brief sample. The letter format will change depending on how you send it out (i.e. hand-written or email). The content does not change.

**Alexandra D. Jones**

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275 Student Lane • Syracuse, NY 14420 • 585-555-8888 (cell) • ajones@clarkson.edu

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Ms. Gabriella Smith  
College Relations Manager  
Bank of America  
PO Box 81226  
Charlotte, NC 27277

Dear Ms. Smith:

Thank you for the opportunity to interview for the Risk Analyst position at Bank of America. I enjoyed meeting you in person and learning more about this opportunity. As I shared during our conversation, I am confident that I have the analytical, teamwork, and organizational skills needed to be effective in this role.

If you require additional information from me during the candidate review process, please do not hesitate to contact me at the phone number or email address listed above. Good luck with your upcoming golf tournament (*reference something from your conversation*) and enjoy the rest of your week.

I look forward to hearing from you soon. Once again, I enjoyed meeting you.

Sincerely,

*Alexandra D. Jones*

## ADDITIONAL SAMPLE LETTERS

### *Internship Cover Letter*

Steve Jones  
Clarkson University, 109 Maple St, Potsdam, New York, 13676  
455 Hatch Road, Bernardsville, New Jersey, 07445  
Phone (6xx) 7xx-24xx    Mobile (600) 300-2xxx    E-mail: [student@clarkson.edu](mailto:student@clarkson.edu)

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March x, 20xx

Johnson & Johnson  
Consumer Marketing Intern  
Fort Washington, PA

To Whom It May Concern:

I recently discovered your Marketing summer internship posting while researching summer opportunities. Next year, I will be entering my senior year at Clarkson University. I plan to complete my Bachelor's degree in \_\_\_\_\_ with a minor in Project Management in May 20xx. I believe that your marketing internship closely fits my career goals and education. Clarkson University's well-rounded business program has exposed me to many opportunities in the marketing field.

Over the past three years, I have had a range of marketing experiences beginning with my first semester where we were required to develop and run a business during that entire first year. I worked with the VP of marketing to conduct market research and analysis to create a brand for our new products. I have also had experience in marketing through my membership in our Collegiate Entrepreneurs Organization (CEO) for the past three years. I have worked in a team to develop new ways to market our most successful business, The Kiosk, a retail business selling Clarkson University gear on campus. I have also taken courses in Marketing and Consumer Behavior where I have learned the basic techniques of marketing, and also how to do in depth analysis of consumer needs and wants.

In addition, my leadership skills have directed me to opportunities abroad where I toured several corporations throughout France, Germany and Switzerland, learning how they developed their brand name and why their marketing plans were successful. This experience has allowed me to take this knowledge and incorporate ideas into our projects in CEO and in my courses.

Thank you in advance for your consideration. I can be reached by my cell phone, 6xx-3xx-29xx, to further discuss my qualifications at your convenience.

Sincerely,

Steve Jones

**KARRI JAMES**

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245 Foresthill Dr.  
Brooksville, NY 23499  
Cell phone: (313)234-9087  
E-mail: [Potters@aol.com](mailto:Potters@aol.com)  
Web page: <http://www.potter.clarkson.edu>

September X, 20xx

Ms. Jane Doe  
Manager  
The Cutting Edge  
1 Market St.  
Boston, MA 12343

Dear Ms. Doe:

Please consider me as a candidate for your recently advertised financial analyst summer intern position. This position is of strong interest to me because it closely matches my background and skills in the field of finance and accounting. Enclosed is my resume which highlights my business experience.

My background includes a strong working knowledge of financial statement analysis and cost management approaches, as well as the various statistical tools and computer applications necessary for analyzing reports. I can be a strong addition to your finance team for several reasons. I have completed a variety of class projects where I developed a variety of financial strategies for both small and large firms. In all cases a multitude of research methods were used in developing the optimal plan.

In addition, you will find my soft management skills to be very strong. The Bachelors program I am currently completing at Clarkson University focuses on refining a variety of key skill areas that include teamwork, interpersonal, presentations, time management and organizational, to name a few. I am confident you will find these to be an asset to The Cutting Edge.

I welcome the opportunity to further discuss my qualifications and financial experience during an interview. I am available at your convenience for an interview and can be contacted either on my cell phone or via e-mail at the contact information listed above. Thank you in advance for your consideration.

Sincerely,

Karri James



STEVEN BRANT

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55 Elmwood Dr.  
Madstop, NY 23499  
Cell phone: (313) 234-9878  
E-mail: student@gmail.com

September X, 20xx

Ms. Susan Parker  
Director  
Quick Time Packaging  
1 Market St.  
Boston, MA 12343

Dear Ms. Parker:

Please consider me as a candidate for your recently advertised \_\_\_\_\_ associate position. This position is of strong interest to me because it closely matches my background and skills in the field of operations and supply chain management. Enclosed is my resume which highlights my business experience.

My background includes a strong working knowledge of Supply Chain strategies and approaches, as well as the various statistical tools and computer applications necessary for analyzing efficiency. I can be a strong addition to your \_\_\_\_\_ team for several reasons. I have worked as an operations intern for over two years and developed a variety of strategies for logistics. In all cases a multitude of quality methods were used in developing the optimal plan. Each of those companies has reported strong success from implementing the recommended strategic plans.

In addition, you will find my soft management skills to be very strong. The Bachelor of Science program I am currently completing at Clarkson University focuses on refining a variety of key skill areas that include teamwork, interpersonal, presentations, time management and organizational, to name a few. I am confident you will find these to be an asset to Quick Time Packaging.

I welcome the opportunity to further discuss my qualifications and operations background and consulting successes during an interview. I am available at your convenience for an interview and can be contacted either on my cell phone or via e-mail at the contact information listed above. Thank you in advance for your consideration.

Sincerely,

Steven Brant

## Follow up from the Career Fair - Sample Thank You Letter

Joe Q. Public  
200 Maple Street  
Somewhere, NY 12998  
Phone: (315) XXX-4595  
E-mail: [public@clarkson.edu](mailto:public@clarkson.edu)

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Date

Ms. Norma Jones  
The Right Corporation  
One Way Road  
Smalltown, NY 12309

Dear Ms. Jones:

(First Paragraph)

Thank you for taking the time to talk with me about the Right Corporation at the Clarkson University Career Fair.

**Or**

It was a pleasure to meet you recently at the Clarkson University Career Fair. Thank you for considering me as a candidate for your XXX position. I am extremely interested in becoming a part of the Right Corporation team for several reasons.

*(mention some of the company attributes you discussed – is the environment, the work, challenges?) (You might want to enclose another resume that is targeted to the position you are interested in.. highlight for instance.. consulting experience, marketing experience, information systems..)*

(Second Paragraph – here you want to mention the attributes you have to offer)

I feel I can be an asset to the Right Corporation because of my background in ..... **or** I feel I can enhance the Right Corporation team for several reasons. *\*\*think about your top four or five attributes and tie those to the company needs – do the so-what test –make sure they know why you mentioned it. (think about the skills they are seeking and mention those you have) (You might also mention that Clarkson focuses on refining several skills area that include teamwork, communications, project planning and presentation skills...etc)*

Additional Paragraph?

You may want to include an additional paragraph if you have information you feel is important to the recruiter or to address an issue you feel if important for them to know.

(Final Paragraph)

I hope to have the opportunity to meet with you to further discuss my qualifications. I am available for an interview at your convenience and can be reached at.... I look forward to hearing from you. **Or** I will call your office in two weeks to inquire about your hiring status.

Sincerely,

Joe Q. Public

*Sample Thank You Letter*

**GAIL S. TAYLOR**

College: (until May 'xx)  
1947 Grace Avenue  
Potsdam, NY 13676  
Phone: (315) 268-9088

Permanent:  
345 Lexington Street  
Springfield, MA 01281  
Phone: (456) 345-2940

e-mail: [TopperS@clarkson.edu](mailto:TopperS@clarkson.edu)

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November \_\_\_\_, 20xx

Mr. Dennis Ames  
Personnel Department  
Princeton Enterprises  
209 Maple Street  
Boston, MA 90987

Dear Mr. Ames:

Thank you for the opportunity to interview yesterday for the Sales/Manager Trainee position. I enjoyed meeting you and learning more about Princeton Enterprises. Your company has a sophisticated approach to marketing.

It is evident that your organization is growing in a positive direction. Your goals parallel my interests and career goals. The interview with you and your staff confirmed my initial positive impressions of Princeton Enterprises, and I want to reiterate my strong interest in working for you. My Bachelor of Science degree in \_\_\_\_\_ and training in communications would enable me to progress steadily through your training program and become a productive member of your management team.

Again, thank you for your consideration. If you need any additional information from me, please feel free to call.

Cordially,

Gail S. Taylor

*Reference List – can be sent with your Resume and Cover Letter*

**STEPHANIE POTTER**

245 Foresthill Dr.

Brooksville, NY 23499

Business phone: (313) 234-9878 / Home phone: (313) 234-9087

E-mail: [Potters@clarkson.edu](mailto:Potters@clarkson.edu)

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**References**

**Mr. Bill Smith**

**Director of Personnel**

GMAC Marketing

Middletown, NY 11234

Phone: (315) 222-4343

**Ms. Rita Sharp**

**President, Hilton Services**

343 Maple Ave.

Watertown, NY 12112

Phone: (315) 267-2344

**Mr. Mark Brown**

**Assistant Administrator,**

**Support Services**

West Hill Hospital

Appleton, NY 12324

Phone: (315) 345-9879

**Dr. Andrew Sloan**

**Finance Professor**

**Clarkson School of Business**

Clarkson University

Potsdam, NY 13699

Phone: (315) 268-3987

**Additional phone references available with the following people:**

**Mrs. Janice Hedgewood**

**Director of Marketing**

XYZ Corporation

Simpletown, NY 12344

Phone: (315) 245-0989

**Mr. David Zehr**

**General Manager**

Smith Insurance Co.

Besttown, NY 12345

Phone: (325) 345-9087

# THE INTERVIEW

## INTERVIEWS: FORMAT, ANSWERS, AND QUESTIONS

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Congratulations on your interview! Whether you are confident, or not so confident, in your interview skills please keep in mind these confidence building thoughts:

- **Interviews are conversations** about your skills – the best answers are based upon specific examples not generalities
- **You were selected** for this conversation and many were not; therefore, by getting time with an employer it means that they like your background and believe that you are one they could potentially hire
- **It is in their best interest to make candidates comfortable** – they do want to know you and the only way candidates can answer questions is if they feel calm
- **Speak in terms of what you accomplished** – Clarkson students are great in teams but employers also want to hear what you specifically did, even within team environments (It's about the "I" and not always the "We" in interviews)

Interview resources and services:

- **Mock interview** – A Career Center representative or alumnus/a from Clarkson can conduct a full practice interview. Questions will be representative of what you will encounter. Feedback will be provided at the conclusion.
  - **InterviewStream** – An online service through the Career Center that allows students to tape themselves answering interview questions. Most industries and career fields are represented. Students may send their interview via a link to Career Center representatives and/or contacts of their choice (please note link is good for 60 days).
- 

## TYPES OF INTERVIEWS

1. **Telephone** – Most often, these are initial screening interviews that last from 10 to 20 minutes. The goal of this interview (for the employer) is to cover your interest in the position, your strengths, overview of your experiences, and for the employer to describe the position in greater detail.
  - Why are you interested in this position and/or organization?
  - Tell me about yourself.
  - Describe your greatest attributes and provide an example. They may even ask you to describe a specific experience or role from your background.
  - What questions do you have? *Candidate should have some prepared in advance and be sure to ask a couple, otherwise it appears as if you are not interested.*
  - Tips – Have your résumé, a few examples of accomplishments, pen and paper for notes, and speak slowly.

*If this interview is scheduled to last 30 to 45 minutes, please review the "4 Phases" part of this handout since a longer phone interview will be more closely aligned with an on-site interview in terms of questions.*

2. **On-site / Company Visit** – This interview may last one hour or up to a full-day. If the latter, it generally means that you will meet with someone from Human Resources, hiring managers, senior employees, and coworkers. Even full-day interviews with a company are broken up into a number of 30 – 45 minute interviews with various employees. It is common to feel that you are answering similar questions from each person/group.
  - **Travel** arrangements will likely be discussed with you in advance, with the organization paying for airfare, hotel or reimbursing you after the visit (a company is not obligated to pay your expenses but generally does); it is appropriate to ask about expenses in advance if the organization does not bring it up
  - **Itineraries** are usually provided to candidates but they vary in the amount of detail provided
  - **Meals** – If a full-day, lunch or dinner with a team of representatives is common. Varies by position/ industry.
  - **Salary** – May arise during an onsite interview. Let the company bring up the subject but be prepared with an appropriate range based upon education, region, etc. *Consult the Career Center for specific information.*
  - **Test** – Not common but not unusual. Be prepared for technical questions that apply to your discipline.
3. **Group** – A small group of representatives conduct one interview with a candidate. One tip is to include each member of the group in your answer, while making eye contact with each person as you answer ("putting your head on a swivel"). Groups are advantageous because they provide candidates with a chance to impress more than one person.

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## INTERVIEW PROCESS & FORMAT

**ABOUT THE ORGANIZATION** – The vast majority of interviews begin with questions pertaining to a candidate’s interest in working at their organization and why the position is of interest. Below represents some topics that candidates can learn about/research prior to the interview. *Be able to discuss these topics in terms of their importance/interest to you and/or how they fit your background.* Use your knowledge about a company to demonstrate why it fits you!

- Why did you apply to our organization?
- What about the position interests you (why did you apply)?

### Examples of topics to review (just select those that interest you)

Relative size of firm in the industry	Competitive products	Name of recruiter / other contacts
Potential growth for the industry	Organizational structure (if readily available)	Geographical locations
Array of product line or services	Competitive organizations	Various price points in product or service line
Present price of stock & recent Trend / sales growth	People you know in the firm	Type of training program
Current customer base	Formal versus on-the-job training	Potential new markets, products, or services
Company or organizational culture	Typical career path in your field	

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**ANSWERING QUESTIONS** – After discussing your interest in the company and position, the interview will transition to questions about your specific skills and behaviors as they relate to a position. Candidates ought to be specific when answering questions by providing an example or illustration.

Employers most often use the STAR technique when evaluating skill/behavior questions. Their questions will begin with “Tell me a time when...” or “Describe a time when....” Or “Give me an example of when you.....”

### STAR technique – how to answer using this method of example driven answers

- **Situation or Task:** Provides the background information of who, what, when, where, etc. or the task that needed to be accomplished. Describe a specific event or situation. Provide enough details for an interviewer to understand. The situation/tasks can be from any experience (job, internship, co-op, club, volunteer). For instance, if describing a class or work project, say which class it was and what the project objectives were specifically.
- **Action:** This is where you describe the role you played or the action you took to complete the tasks. For group examples, describe what you did.....not the team (unless specifically asked about team skills).
- **Result:** The outcome of what happened, what you learned, and what you accomplished.

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## APPEARANCE & ATTITUDE (basics)

While many companies have adopted a “business casual” dress code, it is still recommended that for interviews students wear a suit. Dark colors (charcoal, navy, black) are best. Fit is most important, not cost. Shoes ought to have a slight shine.

**Men** - Shirts should be conservative in color with white or light blue being best; ties ought to be conservative; socks should be dark and coordinate with the suit (i.e. black socks for charcoal or black suits); no jewelry outside of a watch and/or ring

**Women** - blouse colors can be of a wider range than men; close-toes shoes with moderate heel/pump; minimal jewelry

Be sure to bring a padfolio that contains a pen, extra resumes, and your questions prewritten out on the pad. Padfolios are generally black and have a pad on one side with a slot for files/documents on the left.

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## CLOSING & NEXT STEPS

After an employer has asked their questions, they will provide you with an opportunity to ask questions.

Candidates should always have questions; otherwise it appears as if they are not interested. Ask questions that are of interest to you and always ask about the next steps in the hiring process or when a decision will be made. Always be sure to send a thank you note!

## INTERVIEW QUESTIONS

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Although it is difficult to know exactly what you will be asked during an interview, the questions below or something similar will likely be covered. In addition to these more general questions, the Career Center staff can offer customized and more industry-specific questions through the following resources.

- **Mock interview** – A Career Center representative or alumnus/a from Clarkson can conduct a full practice interview. Questions will be representative of what you will encounter. Feedback will be provided at the conclusion.
  - **InterviewStream** – An online service through the Career Center that allows students to tape themselves answering interview questions. Most industries and career fields are represented. Students may send their interview via a link to Career Center representatives and/or contacts of their choice (please note link is good for 60 days).
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## COMMON INTERVIEW QUESTIONS

1. Tell me about yourself.
2. What about this position interests you? Why did you apply? Why are you a good fit for this role? (one of the three)
3. What are your long-term career goals? Where in two to five years?
4. Why do you feel that you will be successful in.....?
5. What supervisory or leadership roles have you held?
6. What have been your most satisfying and most disappointing experiences?
7. What are your strongest (weakest) personal qualities?
8. Give me some examples that support your stated interest in.....
9. Describe a time when you held a leadership role.
10. What courses did you like best? Least? Why?
11. What did you learn or gain from your part-time and summer job experiences?
12. Which geographic location do you prefer? Why?
13. What can you do for us now? What motivates you?
14. How did you choose your major and other academic pursuits?
15. Explain your academic grade performance levels.
16. Tell me about your activities and interests outside work and school.
17. Give me examples of how you demonstrated leadership.
18. Tell me about a time you solved a problem, worked as a team or used communication skills.
19. Tell me about a time when something didn't go the way you planned?
20. Give me an example of a creative idea of yours that was implemented at work.
21. Share a situation in which you had two tasks of equal importance but had to prioritize them. How did you prioritize your time to accomplish both?
22. Describe the most difficult decision you've ever made.
23. Tell me about a time when you dealt with a stressful situation (at work or at school).
24. Give me a specific challenge or problem and how you handled it. How was it resolved? Result?
25. What motivates you in a job?
26. Why did you choose your major?
27. Tell me about a team that you were on. Role? Function? Successful? Change?
28. Describe a difficult situation that involved a co-worker or student. Handled? Outcome?
29. Recall a time when you were assigned a complex project. What steps did you take to prepare for and finish the project? What would you have done differently?
30. How do you think a former supervisor would describe you?

## QUESTIONS TO ASK EMPLOYERS

Students often find themselves in situations (networking events, professional conferences, guest speakers, interviews, etc.) where they have an opportunity to engage with professionals. These situations provide students with a chance to obtain valuable information. However, some students may not know what to ask or how to approach them. The questions below, broken down by category, may provide an excellent starting point. Also, at an interview, candidates will be asked if they have questions. Potential candidates must ask a few questions otherwise the interviewer may feel a candidate is not truly interested.

### About an Employer

1. Why did you choose to go to work for \_\_\_\_\_?
2. What is the culture like at \_\_\_\_\_? or The website describes the culture as \_\_\_\_\_, how would you describe it?
3. Does your company encourage or require further education?
4. How is performance evaluated? How and when are reviews given?
5. What products or services are in the development state right now?
6. Do you fill positions from the outside or look to promote from within first?

### About a Position

1. What kinds of assignments might I expect the first six months on the job?
2. Is this a new position or am I replacing someone?
3. What is the largest single challenge facing your department right now?
4. Are projects team-oriented or focused more independently?
5. What skills are important for someone in this position?

### Networking & Background *(for events, workshops, conferences, fairs, etc.)*

1. What brought you to this program (or event, etc.)? – not an interview question; ask at a networking event
2. Can you tell me what your position is and some of your responsibilities?
3. How did you decide that you wanted to get into \_\_\_\_\_?
4. What was your college major? Why did you chose it?
5. If I wanted to get into \_\_\_\_\_, what would you recommend?
6. What do you like best about your position and/or company?
7. What is your single greatest challenge that you have encountered within your profession?
8. What are the typical entry-level job titles and function?
9. What do you find unique about your career field?
10. What courses proved to be the most valuable to you in your job?



## EVALUATING AN OFFER OF EMPLOYMENT

Congratulations! You've successfully managed your interviews and have been offered a job! Perhaps you've even received offers from more than one employer. Whether it's one offer or more, your euphoria is sometimes quickly replaced by anxiety about the decisions which lie ahead. You may be wondering, "Is this the 'right' job for me?" or "Am I going to be happy in this job, or should I just take it because I need a job, period?" Careful evaluation of your job offer and some serious thought as to how well the position and organization meet your needs can enable you to make the best choice for yourself. One of our staff members can help you sort out your options.

In evaluating your job offer, there are three critical questions you should address:

**1. How closely does the offer match your career goal?** Think back to when you started your job search. What was important to you? What factors regarding a job, organization and work environment were on your "wish list?" Have they changed? How well does this position fit these factors? Below are some factors you may want to consider in evaluating your offer. Some of these may not be important to you, and there may be other factors not listed which are extremely important to your decision.

**2. Do you need additional information about the offer (or anything) in order to make a decision?** It is not unusual to discover, as you're weighing different factors about the offer, that you have additional questions, lack some factual data, or simply need a better sense of what the job and organization are like. If this is the case, STOP! Don't go any further in your deliberations until you address these issues. You may need to call one of your interviewers and ask additional questions, or contact an alum who works for the organization. If you need a better understanding of what it would be like during a day on the job, call the employer (if they are local) and ask to spend an afternoon observing an entry-level employee in the job you're considering. Most employers will be willing to accommodate you. If you have other questions or concerns which impact your decision, you should discuss them with a representative from your career office.

**3. Are there issues you may want to negotiate, which would bring the offer closer to your goal?** Perhaps the issues which concern you about the offer can be changed. If the job seems ideal except for location, then you might want to raise the issue with the employer. Some start dates are non-negotiable because training classes must begin together. In some instances, however, the start date can be adjusted.

*Written by Virginia Lacy. Adapted with permission from Northwestern University's Career Services Guide.*

### FACTORS FOR CONSIDERATION

#### Job and Organizational Considerations:

Nature of the work  
Organizational culture  
Level of autonomy  
Travel  
Salary  
Mentoring  
Lifestyles of employees  
Stability of organization  
Quality of higher management  
Training and development opportunities  
Transferability of skills/experience from job

Level of responsibility  
Location  
Work hours  
Benefits  
Variety of work  
Stability of industry  
Advancement opportunities  
Prestige of job or organization  
Support for continuing education/advanced degree  
Opportunities to learn and grow in job/company

#### Life Style Preferences:

Geographic location  
Climate  
Distance from family, friends and relatives  
Public School System  
Crime  
Pollution

Community Environment  
Entertainment/recreation facilities  
Educational opportunities  
Opportunities for spouse/significant other  
Housing availability/expense  
Economic Climate

## THE ART OF NEGOTIATING

An area of the job search that seems to receive little attention is the art of negotiating. Once you have been offered a job, you have the opportunity to discuss with the employer the terms of your employment. Negotiations may be uncomfortable or unsatisfying because we tend to approach them with a winner-take-all attitude that is counterproductive to the concept of negotiations.

Negotiating with your potential employer can make your job one that best meets your own needs as well as those of your employer. To ensure successful negotiations, it is important to understand the basic components. The definition of negotiation as it relates to employment is: a series of communications (either oral or in writing) that reach a satisfying conclusion for all concerned parties, most often between the new employee and the hiring organization.

Negotiation is a planned series of events that requires strategy, presentation and patience. Preparation is probably the single most important part of successful negotiations. Any good trial attorney will tell you the key to presenting a good case in the courtroom is the hours of preparation that happen beforehand. The same is true for negotiating. A good case will literally present itself. What follows are some suggestions that will help you prepare for successful negotiating.

### RESEARCH

Gather as much factual information as you can to back up the case you want to make. For example, if most entering employees cannot negotiate salary, you may be jeopardizing the offer by focusing on that aspect of the package. Turn your attention to other parts of the offer such as their health plan, dental plan, retirement package, the type of schedule you prefer, etc.

### PSYCHOLOGICAL PREPARATION

Chances are that you will not know the person with whom you will be negotiating. If you are lucky enough to be acquainted, spend some time reviewing what you know about this person's communication style and decision-making behavior.

In most cases, however, this person will be a stranger. Since most people find the unknown a bit scary you'll want to ask yourself what approach to negotiating you find most comfortable. How will you psyche yourself up to feel confident enough to ask for what you want? How will you respond to counteroffers? What are your alternatives? What's your bottom line? In short, plan your strategy.

Be sure you know *exactly* what you want, not approximately. This does not mean you will get exactly that, but having the information clear in your head will help you determine what you are willing to concede. Unless you know what you want, you won't be able to tell somebody else. Clarity improves communication, which is the conduit for effective negotiations.

### PRACTICE

Rehearse the presentation in advance using another person as the employer. If you make mistakes in rehearsal, chances are that you will not repeat them during the actual negotiations. A friend can critique your reasoning and help you prepare for questions. If this all seems like a lot of work, remember that if something is worth negotiating for, it is worth preparing for.

### DOLLARS AND SENSE

Always begin by expressing genuine interest in the position and the organization, emphasizing the areas of agreement but allowing "wiggle room" to compromise on other areas. Be prepared to support your points of disagreement, outlining the parts you would like to alter, your suggestions on how this can be done and why it would serve the company's best interests to accommodate your request. Be prepared to defend your proposal. Back up your reasons for wanting to change the offer with meaningful work-related skills and positive benefits to the employer. Requesting a salary increase because you are a fast learner or have a high GPA usually are not justifiable reasons in the eyes of the employer. Meaningful work experience or internships that have demonstrated or tested your professional skills are things that will make an employer stop and take notice.

It is sometimes more comfortable for job-seekers to make this initial request in writing and plan to meet later to hash out the differences. You will need to be fairly direct and assertive at this point even though you may feel extremely vulnerable. Keep in mind that the employer has chosen you from a pool of qualified applicants, so you are not as powerless as you think.

Sometimes the employer will bristle at the suggestion that there is room to negotiate. Stand firm, but encourage the employer to think about it for a day or two at which time you will discuss the details of your proposal with him/her. Do not rush the process because you are uncomfortable. The employer may be counting on this discomfort and use it to derail the negotiations. Remember, this is a series of volleys and lobs, trade-offs and compromises that occur over a period of time. It is a process—not a singular event!

Once you have reached a conclusion with which you are both relatively comfortable, present in writing your interpretation of the agreement so that if there is any question it will be addressed immediately. Negotiation, by definition, implies that each side will give. Do not perceive it as an ultimatum.

If the employer chooses not to grant any of your requests—and realistically, he or she can do that—you will still have the option of accepting the original offer provided you have maintained a positive, productive and friendly atmosphere during your exchanges. You can always re-enter negotiations after you have demonstrated your worth to the organization.

There are many things you can negotiate besides salary. For example, benefits can add thousands of dollars to the compensation package. Benefits can range from paid personal leave to discounts on the company's products and services. They constitute more than just icing on the cake; they may be better than the cake itself. Traditional benefits packages include health insurance, paid vacation and personal/sick days. Companies may offer such benefits as child care, elder care or use of the company jet for family emergencies. Other lucrative benefits could include disability and life insurance and a variety of retirement plans. Some organizations offer investment and stock options as well as relocation reimbursement and tuition credits for continued education.

## GRADUATE SCHOOL INFORMATION

### WHY GO TO GRADUATE SCHOOL?

If you have clearly defined interests in a particular field, graduate study could be a wise choice for you. Your enthusiasm for a particular discipline might lead you to great personal satisfaction from the opportunity to broaden your expertise, to perform research, or to specialize. Certain occupational goals in some fields - such as law, medicine, social work, and education - require advanced degrees.

### HOW DO I SELECT A PROGRAM?

A necessary first step is to clearly define your interests and goals. Self-assessment of your strengths and weaknesses is an important part of this process. Be able to express your skills, abilities and potential in relation to the programs you consider. To find out which schools and programs will best suit these interests and goals, take advantage of informative resources:

- Clarkson faculty members, advisors, and alumni in your field of interest
- Graduate students and professionals in the field
- Faculty and students at the institutions of interest
- Catalogs, directories and published guides
- Professional journals/professional associations in your field

You will find a comprehensive list of graduate schools at: [www.petersons.com](http://www.petersons.com)

Use these resources to collect and evaluate information about schools and programs. Does the program meet your needs?

*Factors to consider:*

- Departmental offerings
- Philosophical and professional attitudes
- Specific specialties
- Current research
- Prominence of program
- Prestige of faculty
- Flexibility of curriculum
- Placement outlook
- Required background and credentials for students
- Types of students currently enrolled
- Length of program
- Application requirements
- Costs and financial aid opportunities
- Personal factors such as geographic location, housing options, community environment

### DEADLINES

Be prepared to meet deadlines. Know when you are required to register for test, to file for financial aid, and to provide admissions applications and other related material. The earlier schools receive your information, the better.

## TESTS

Plan to take tests approximately one year before the date you plan to enter school. If you're thinking of waiting to go to grad school, take the exams during your senior year while you're still in the "study mode".

*For more information on graduate exams through the Graduate Management Admission Council:*

- GMAT - Master's in Business Administration- <http://www.mba.com>
- GRE - Graduate Record Examination- <http://www.gre.org>
- LSAT- Law School Admission Test- <http://www.lsac.org>
- MCAT- Medical College Admission Test- <http://www.aamc.org/students/mcat/>

## ADMISSIONS

Note the deadlines for applications and related material: reference letters, transcripts, fees, and essays.

## FINANCIAL AID

The deadlines for financial awards and aid often precede general Applications admissions deadlines.

## THE APPLICATION PROCESS

### *Application*

- Follow instructions carefully and neatly; accurately complete all responses on the school's most current application form. It's best to type your answers.
- Tailor your communication for the individual program and school.
- Include all requested documents and materials such as an autobiography, resume or statement of intent, and fees.
- Make copies, for your own files, of all applications that you send.

### *Letters of Recommendation:*

- Select recommenders who can address the issues appropriate to the specific school and ensure that these individuals can write you a strong recommendation. If possible, ask for the recommendation in person.
- Give your recommender ample time to write.
- Provide recommenders with addressed, stamped envelopes and background materials to help them write a meaningful letter on your behalf.
- Use institutional forms when they are provided.

### *Transcripts*

- Allow mailing time and, if possible, hold mailing until any current important or relevant course work is complete. Attach an addendum if you would like to explain exceptionally high or low grades.

### *Essay*

- Use this opportunity to demonstrate your communication skills, personal motivation, commitment, enthusiasm, creativity, maturity, energy level, statement positive attitude, and depth of thought. Compliment the strength of the program or school.
- Note the emphasis of the question and the program. Build your response around the question, "What does the reader want to know?"
- Be clear, strong, and succinct.
- Invite critiques. Career Center staff will be glad to review your efforts.
- Produce your essays on high quality paper and with letter quality printing.

### *Other*

- Be sure to make provisions for interviews, test score forwarding, and Credentials other requested credentials.

### *Interviews*

- Arrange a personal interview if possible. Research the program or school carefully before your interview. If possible, get to know the contact person and then express knowledge and appreciation of the individual or program's strengths.

### *Follow-up*

- Follow-up with the school initially to be sure that all materials were received and then inquire concerning your status at regular intervals. Be careful not to put pressure on them to reach a decision; only inquire.

## Financial Aid Opportunities

Various types of financial aid are available to graduate students. Attempt to explore **all** avenues of financial support.

These can include:

- Fellowships/Grants/Scholarships
- Teaching and Research Assistantships
- Loans
- Resident Assistantships
- Graduate and Professional Financial Aid Services (GAPFAS)

**Incomplete applications can result in delayed processing and rejection!!!!**

## USE THIS WORKSHEET TO HELP RANK YOUR TOP GRADUATE SCHOOL CHOICES

Graduate School Criteria	School 1	School 2	School 3	School 4	School 5
1) Program content					
2) Program reputation					
3) Price/Package					
4) Geographic location					
5) Faculty to student ratio					
6) Faculty research areas					
7) Size - student population					
8) Placement rates					
9) Employers					
10) Program design					
11) Experiential opportunities					
12) Facilities					
13) Curriculum					
14) Admissions deadline					
15) Entrance requirements					
GMAT/GRE/LSAT ?					

A great resource to assist you with searching for graduate schools is Peterson's – at [Petersons.com](http://Petersons.com). You can search by program type or geographic location. Be sure to ask your potential references well in advance so they will have plenty of time to prepare their recommendation.