

# OFFICE OF CAREER PLANNING

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# CAREER GUIDE

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# CAREER PLANNING SERVICES

Individualized Career Counseling

Strengths Development

Career-Focused Assessment

Major Exploration & Selection

Career Planning Courses

CPS 101 - Freshmen & Sophomores

CPS 301 - Juniors & Seniors

Resume & Letter Writing

CareerLink: Job, Internship, & Co-op Listings

Interview Preparation & Mock Interviews

Job Search Strategies

Connections: Networking Events & Other  
Opportunities to Connect with Employers

On-Campus Recruiting

Graduate School Guidance

## CLASSROOM TO CAREER

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

# Developing your CAREER PLAN

- 1 Explore – Look inward. Know yourself.  
Interests, strengths, skills, and values.
- 2 Determine your interests.  
Activities about which you are passionate.  
What do you enjoy doing in your spare time?
- 3 Recognize your aptitudes.  
The skills you have and those you want to develop.  
What do you do well?
- 4 Evaluate your work experience and education.  
Acquired knowledge that will help you advance toward  
your desired career paths.  
What are your accomplishments?
- 5 Recognize your personal qualities.  
Traits that make you a strong candidate.  
What unique characteristics define you?
- 6 Select potential career areas.  
Areas of career interest for further research and  
exploration.  
What career fields do you gravitate toward?

## StrongPoints®: Creating a Plan for Career Success

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



# Assessments to Help You

## STRENGTHSFINDER®

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

## STRONG INTEREST INVENTORY

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

## MYERS BRIGGS TYPE INDICATOR

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

## CAREER LIFTOFF INTEREST INVENTORY

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

## WORK/LIFE VALUES CHECKLIST

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

## Career Planning Seminars (Offered through Career Planning)

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

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



## FRESHMAN YEAR

### Adjusting to College

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

## SOPHOMORE YEAR

### Selecting a Major

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

# DEVELOPING YOUR FOUR YEAR CAREER PLAN

## JUNIOR YEAR

### Gaining Career-related Experiences & Developing Professionalism

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

## SENIOR YEAR

### Solidifying & Implementing Your Goals, Plans, & Direction

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

## SUMMERS

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

# BEGINNING YOUR JOB SEARCH

## the job search process



### Begin with Self-Awareness

What are your:

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

### Explore Career/Job Information

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

### Develop Job Search Skills

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

### Begin your Job Search

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

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

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

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

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



## Learn about Careers through an Informational Interview

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

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

### LEARN HOW TO RESEARCH AN EMPLOYER

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

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

### SAMPLE INFORMATIONAL INTERVIEW QUESTIONS

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

### TOP 10 SKILLS EMPLOYERS WANT TO SEE

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

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

### TOP STRATEGIES FOR SUCCESS IN YOUR JOB SEARCH

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



# PREPARING FOR CAREER FAIRS

## 1) PREPARE

Before the career fair:

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

## 2) COMMUNICATE


During the career fair:

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

## 3) FOLLOW UP

After the career fair:

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



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

## SAMPLE 30-SECOND COMMERCIAL

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

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

### POSSIBLE QUESTIONS TO ADD TO YOUR 30-SECOND COMMERCIAL:

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

### POSSIBLE CLOSING STATEMENTS:

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

## CAREER FAIR ETIQUETTE

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



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

### Top 10 Tips for Success in the Job Market

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

# DEVELOPING YOUR RESUME

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Resumes are:

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

Resume Dos and Don'ts:

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

## RESUME VS. CURRICULUM VITAE

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

## RESUME FORMATS

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

### 1 CHRONOLOGICAL

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

### 2 FUNCTIONAL

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

### 3 COMBINATION

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

# Office of Career Planning Resume Approval Checklist

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

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## APPEARANCE & FORMAT

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

## CONTACT INFORMATION & HEADER

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

## EDUCATION

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

## EXPERIENCE SECTIONS

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

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

## OBJECTIVE OR PROFESSIONAL SUMMARY

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

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

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

## SKILLS SECTION

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

# SKILLS CLUSTERS: ACTION VERBS FOR RESUMES

## Accounting

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

## Administration

Access  
Assess  
Coordinate  
Furnish  
Monitor  
Organize  
Process  
Receive  
Serve  
Track

## Analysis

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

## Artisan

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

## Communication

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

## Consulting

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

Intuit  
Listen  
Perform  
Understand

## Creative

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

## Design

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

## Editing

Advise  
Amend  
Analyze  
Check  
Comment  
Compare

Correct  
Improve  
Initiate  
Investigate  
Read  
Review  
Revise  
Rework  
Rewrite

## Finance

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

## Fundraising

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

## Helping

Adapt  
Advocate  
Aide

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

## Human Resources

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

## Innovating

Activate  
Change  
Create

Design  
Establish  
Implement  
Improve  
Modify  
Restructure  
Stimulate  
Transform  
Upgrade

## Investigation

Analyze  
Examine  
Explore  
Interrogate  
Intuit  
Probe  
Pursue  
Question  
Search  
Seek

## Language

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

## Leadership

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



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

### **Management**

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

### **Marketing**

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

### **Organizing**

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

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

### **Performing**

Act  
Create  
Dance  
Inspire  
Interpret  
Model  
Perform  
Play  
Present  
Read  
Sing

### **Persuading**

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

### **Program Development**

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

### **Public Relations**

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

### **Research & Development**

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

### **Selling**

Assist  
Convince  
Educate  
Handle  
Inform  
Negotiate  
Persuade  
Present  
Provide

Sell  
Serve  
Trade  
Vend

### **Service**

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

### **Technical**

Analyze  
Apply  
Assemble  
Build  
Conceptualize  
Construct  
Convert  
Design

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

### **Writing**

Abstract  
Capture  
Conceive  
Conclude  
Construct  
Craft  
Express  
Integrate  
Interpret  
Inform  
Summarize

### Student Name

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

### EDUCATION

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

### TECHNICAL SKILLS

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

### RELEVANT EXPERIENCE

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

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

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

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

### RELEVANT ACADEMIC PROJECTS

**Writing for the Media**, Meredith College, Spring 20xx

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

**Professional Writing**, Meredith College, Fall 20xx

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

**Public Speaking**, Meredith College, Spring 20xx

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

### OTHER WORK EXPERIENCE

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

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

## STUDENT NAME

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

## EDUCATION

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

## HONORS & RECOGNITIONS

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

## DESIGN & TECHNICAL SKILLS

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

## FASHION DESIGN EXPERIENCE

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

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

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

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

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

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

## INDUSTRY EXPERIENCE

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

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

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

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

## INTERNATIONAL EXPERIENCE

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

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

## RESUME EXAMPLES

### STUDENT A. NAME

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

#### OBJECTIVE

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

#### EDUCATION

##### **Meredith College, Raleigh, NC**

Bachelor of Science, Biology, May 20xx

GPA: 3.27

##### **Vance Granville Community College, Louisburg, NC**

Nursing Aid 1 certified, Summer 20xx

#### HONORS

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

#### TECHNICAL & SCIENTIFIC SKILLS

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

#### RESEARCH EXPERIENCE

##### **Colony Collapse Research, Meredith College, Spring 20xx**

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

##### **Progesterone Research, Meredith College, Fall 20xx**

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

#### RELEVANT EXPERIENCE

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

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

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

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

#### ADDITIONAL EXPERIENCE

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

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

## STUDENT NAME

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

## EDUCATION

**Meredith College**, Raleigh, NC, May 20xx

Bachelor of Science in Business Administration, GPA: 3.51

*Accredited by the Association to Advance Collegiate Schools of Business (AACSB)*

Minors: Economics, International Business

**Meredith College Honors Program**

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

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

## WORK EXPERIENCE

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

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

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

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

## LEADERSHIP EXPERIENCE

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

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

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

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

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

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

## RELEVANT SKILLS

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

DROP IN MONDAYS &  
THURSDAYS

MON:10AM—NOON  
THURS:1PM—4PM

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

# REFERENCES

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

## Guidelines

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

## EXAMPLE — REFERENCE PAGE

### **Meredith A. Student**

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

### **References**

#### **Dr. Jane Smith** (Advisor, Professor)

*Professor, Department of Social Work*  
Meredith College  
3800 Hillsborough Street  
Raleigh, NC 12345  
smithj@meredith.edu  
919.555.1234

#### **Eric Jones** (Current Supervisor)

*Program Coordinator*  
Residential Services  
1234 Harris Drive  
Chapel Hill, NC 23456  
Eric.jones@residentialservices.org  
919.555.2345

#### **Sherrie Graham** (Former Supervisor)

*Director*  
Cornerstone Homeless Shelter  
234 Henderson Road  
Raleigh, NC 12345  
SGraham@cornerstone.org  
919.555.6788



# WRITING YOUR JOB CORRESPONDENCE

## COVER LETTERS

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

### Guidelines for Cover Letters

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



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

## THANK YOU LETTERS

Send a thank you letter to each person with whom you interview, each time you interview. This letter may be brief, expressing your appreciation for the interview, re-emphasizing key points discussed during the interview, and reiterating your continued interest in the position. Ideally, a thank you letter should be sent within 24 hours.

Your complete address  
Your city, state, zip code

Date

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

Dear (Representative's Name):

**Paragraph I: Why Am I Writing?**

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

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

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

**Paragraph III: My Next Step**

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

Sincerely,

[Handwritten Signature]

Your name typed  
Your phone number and email address

**Student Name**

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

May 15, 2015

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

Dear Ms. Doe:

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

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

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

Sincerely,

*Student Name*

Student Name

## EXAMPLE — COVER LETTER (EMAIL VERSION)

Dear Ms. Doe:

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

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

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

Sincerely,

Student Name

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

## EXAMPLE — THANK YOU LETTER

Dear Ms. Dean:

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

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

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

Sincerely,

Student Name

mstudent@gmail.com  
(888) 888-8888

# PROFESSIONAL EMAILS

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

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

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

— Steve Burnett, The Burnett Group

# PREPARING FOR YOUR INTERVIEWS

A few things to know about interviewing:

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

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

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

## TYPES OF INTERVIEWS

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

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

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

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

## BEFORE THE INTERVIEW (preparation)

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

Overview:

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

Attire:

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

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

Know yourself & how to communicate your relevant skills and experiences

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

Research the employer and what they are looking for

Anticipate and Plan

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

Practice (aloud) to reduce anxiety

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

Social Media

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

Final tips as you prepare:

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



# DURING THE INTERVIEW (communication)

Visit Career Planning for more sample questions or to practice!

## Sample Questions to Ask an Employer:

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

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

## General Opening Questions:

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

## Behavioral Questions

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

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

Use the STAR system to respond:

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

## THINK STRATEGICALLY, RESPOND CONVINCINGLY

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

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

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

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

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

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

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

## CLOSING

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

## Final tips as you prepare:

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



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

# AFTER THE INTERVIEW (follow-up)

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

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

## WHILE YOU WAIT

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

## ASSESS

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



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

## Practice Without Pressure...

### Take advantage of Mock Interview Week!

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



# CAREER LINK

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

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

## Take a look at the power of CareerLink:

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

# SOCIAL MEDIA & PERSONAL BRANDING

## Social Media in Your Job Search

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



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

**LinkedIn**

Need a professional profile picture?

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

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

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



# LinkedIn Profile Checklist

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

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

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

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

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

The screenshot shows a LinkedIn profile for David Xiao, an Econ Major and Aspiring Financial Analyst. The profile includes a professional photo, a headline, a summary, an experience section with a photo of a presentation, and an organizations section.

**Profile Header:**

- David Xiao**
- Econ Major and Aspiring Financial Analyst
- San Francisco Bay Area | Financial Services
- Previous: Berkeley Ventures
- Education: University of California, Berkeley
- Buttons: Improve your profile, Edit Profile
- 153 connections

**Background:**

**Summary:**

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

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

**Experience:**

**Venture Capital Internship** | Berkeley Ventures

May 2013 - September 2013 (5 months) | Berkeley, CA

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

**Organizations:**

**Berkeley A Capella**

Lead Singer

March 2012 - Present

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

Continued >>

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

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

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

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

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

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

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

## Education

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



## Volunteer Experience & Causes

### Big Buddy

Skyline High School

September 2012 - May 2013 (8 months) | Education

Mentored an Oakland high school student through the college application process, helping him get into his dream school.



## Skills & Expertise

Most endorsed for...

12 Economics

11 Start-ups

10 Due Diligence

10 Venture Capital

10 Management



## Honors & Awards

**The Achievement Award Program**  
UC Berkeley

Four-year scholarship awarded to community-minded students with a proven track record of academic success.



## Courses

**University of California, Berkeley**

- Microeconomic Theory (Econ 101A)
- International Monetary Economics (182)
- Public Economics (300A)



## Projects

**Venture Capital Financing in India**

May 2013

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

5 team members



David Xiao  
Econ Major and Aspiring Financial Analyst



Paul Smith  
Student at UC Berkeley

## Recommendations

Received (2) -

**Venture Capital Internship**  
Berkeley Ventures



Tim Lee  
Partner

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

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

November 13, 2013, Tim managed

Want more LinkedIn tips for students? Check out [students.linkedin.com](http://students.linkedin.com)

**LinkedIn**

# SALARY NEGOTIATIONS

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

## EVALUATING THE OFFER

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

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



## DO YOUR RESEARCH

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

## AFTER YOU ACCEPT AN OFFER

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

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

### 50/20/30 Budgeting Formula

Percentages of your income that should go to three things:

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

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



# THINKING ABOUT A GAP YEAR?

Adapted from UNC- Chapel Hill University Career Services' 2013 1-2 Year Opportunities  
Resource | [careers.unc.edu](https://careers.unc.edu)

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

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

Be ready to talk about your experience!

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

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



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

# DECIDING ON GRADUATE SCHOOL

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

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

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

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

Questions to ask yourself:

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

## GRADUATE SCHOOL APPLICATION PROCESS

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

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

## Graduate School Test Preparation Resources

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

Kaplan Test Preparation and Admissions

Go to [www.kaptest.com](http://www.kaptest.com), then to Find a Free Event (practice test)

Princeton Review

Go to [www.princetonreview.com](http://www.princetonreview.com), then to Attend a Free Event (practice test)

# TIMETABLE FOR APPLYING TO GRADUATE SCHOOL

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

by Tara Kuther, Ph.D.

## SUMMER

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

## SEPTEMBER/OCTOBER

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

## NOVEMBER/DECEMBER

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

## DECEMBER/JANUARY

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

## FEBRUARY

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

## MARCH/APRIL

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

MAY

JUNE

JULY

AUG.

SEPT.

OCT.

NOV.

DEC.

JAN.

FEB.

MAR.

APR.