

## Job Search: Tip It Your Way

From Campus to Career...*CampusPoint is Here!* to make your transition from college to career smoother! As promised, here is a quick summary of the tips from our presentation.

### 1. Don't Polish a Turd = Make Your Resume Shine Like a Nugget

- a. *Hiring managers spend 8-15 seconds reviewing the average resume so you need to make sure every second counts!*
- b. Your resume should:
  - i. Contain relevant information
  - ii. Have a clear format
  - iii. Make use of bullet points
  - iv. Always use action statements
    1. Succinct blurbs that get to the core of your experience
- c. Your resume should NOT include:
  - i. Irrelevant information
  - ii. Messy formatting – no white space
  - iii. Sentences & paragraphs
  - iv. Your life story – save that for the interview

### 2. You Can Pick Your Friends, You Can Pick Your Nose, BUT You Can't Pick Your Friend's Nose = Pick the Employer, NOT Just the Job

- a. *With any given employer, there are a variety of different jobs and roles within each department. Right out of college, you're going to start out at the bottom of the food chain. As you progress within your role you're going to open yourself up to new opportunities and positions; but if it's within a company you've grown not to like than you'll be looking for a new job and a new employer! And sorry to say, even as someone a couple years out of college your again going to find yourself somewhere around the bottom of the food chain. So why not start by picking the right employer? Here are three things to consider.*
- b. Employer Size and Growth
  - i. Small and medium employers – Big fish in a small pond
    1. Small employers represent 75% of the job market!
    2. Ability to wear multiple hats – figure out what your good at and what you like.
    3. Flexible and open policies – less structure.
  - ii. Big employers – Small fish in a big pond
    1. Large employers represent 25% of the job market
    2. Narrowly defined job
    3. Structured and rigid
- c. Corporate Culture
  - i. Work/Life balance
  - ii. Environment – corporate or laid back?
  - iii. Open communication – with all levels of management
  - iv. Social Activities – get to know co-workers on a personal level
- d. Compensation Package
  - i. Dental, vision, medical, paid vacations and holidays, and perks: tuition reimbursement, transportation, gym membership, and food and beverages.

### 3. We Want a Pitcher Not a Belly Itcher = Practice Your Personal Pitch and Make it Look Good

- a. *A personal pitch is a 1 minute prepared speech about you that is used at networking events such as career fair as well as an answer to the standard interview questions, such as: "Tell me about yourself."*
- b. Your personal pitch should include:
  - i. Name, school, major, graduation date, extracurricular activities (clubs, athletics, greek, etc.), internship/work experiences, skills & abilities, and what you are looking for.

#### 4. Mind Your P's and Q's = Be Professional

- a. *This may seem like a no brainer but time after time, we have seen recent graduates make these simple mistakes and we don't want you to be one of them.*
- b. Email address
  - i. If your email is coming from an unprofessional email address, it can easily be flagged as spam and put into your junk folder.
  - ii. Include your first and last name.
- c. Email signature
  - i. Every professional has an email signature and if you have one too, it shows that you are ready for the working world.
  - ii. Include your; contact information, school, major, graduation date, and any extracurricular activities.
- d. Voicemail
  - i. Put your ring back tones and witty voicemails on hold.
- e. Answering the phone
  - i. Answer with thought. Let it go to voicemail, which will allow you time to prepare before you call that hiring manager back. Don't answer when you can't talk especially in places that are loud, crowded, and noisy.

#### 5. Pin Art = Impressions Matter

- a. *Three simple things that you can do to have a lasting impression.*
- b. Be on time
  - i. Always be 10 minutes early. If you're late to an interview, you kill it before it has even started.
- c. Project the right image
  - i. Handshake – firm (5 out of 8 people do not have a proper handshake)
  - ii. Eye contact – focused eye contact shows interest.
  - iii. Body Language – show's interests and that you're comfortable.
- d. Follow-up
  - i. At minimum, thank you emails should be sent. Thank you cards (handwritten the same day of your interview) are expected.

#### 6. Dumbass v. Dumass = Do You Research

- a. *Researching the employer is vital for your interview. You WILL get the standard interview question – 'what do you know about our company?' during your interview and if you don't know; you won't get the job!*
- b. Places to start your research
  - i. Employer's website – go beyond who the CEO is and when it was founded. Read press releases!
  - ii. Free Online Business Profiles
    1. [www.referenceusa.com](http://www.referenceusa.com) - general profiles of employers. Free while you're in college.
    2. [www.hoovers.com](http://www.hoovers.com) – general profiles of employers in the nation.
    3. [www.campuspoint.com](http://www.campuspoint.com) – Puget Sound area profiles – 'Local Employer Directory'.

#### 7. 70% = Diversify Your Job Search

- a. *Don't put all of your eggs in one basket! 70% of jobs are not posted online so you need to get out there and diversify your job search.*
- b. How do you diversify?
  - i. Periodicals – search for open positions and learn about up and coming employers.
  - ii. Career Center – presentations, workshops, and links with a variety of employers.
  - iii. Career Fairs – only time you'll have so many employers in one place and at your disposal.
  - iv. Contacts & Networking – student organizations, alumni associations, and other industry related professional organizations.

CampusPoint c/o Campus Programs  
2101 4<sup>th</sup> Ave, Suite 2200  
Seattle, WA 98121  
P: 206-783-9200 x. JOB

Campus Programs Manager  
Susan Kramer  
E: [Susan@campuspoint.com](mailto:Susan@campuspoint.com)  
P: 206-783-9200 x.221