

# HIRE ME!

## Build your Brand!

[www.etsu.edu/cbat/careerservices](http://www.etsu.edu/cbat/careerservices)

**The College of Business and Technology**

**MELINDA LAPRADE**

**Director of Career Services:**

[laprade@etsu.edu](mailto:laprade@etsu.edu) / 439-5656 / 309 SW (M-F)

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# Melinda WHO? Contact for:



- ❑ CBAT CONNECT
- ❑ Internship/Co-op Program
- ❑ Tools...Resume/Cover Letter/Interviews
- ❑ Web Help: [www.etsu.edu/cbat/careerservices](http://www.etsu.edu/cbat/careerservices)
- ❑ Job Search Strategies
- ❑ LinkedIn Help
- ❑ Career Information and **Coaching**
- ❑ Employer Events
- ❑ Career Fair
- ~~❑ Class Talks~~

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SKILL OF THE MONTH

# INITIATIVE

**How have you  
demonstrated INITIATIVE in  
the last month?**

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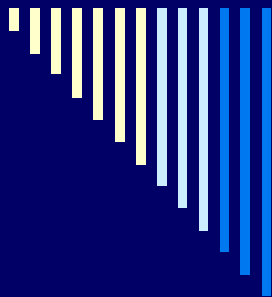
# Essential Questions

- ❑ **Have you planned for an internship for fall 2019 or spring 2020?**
  - ❑ **Is your resume ready for CBAT@Work Networking Career Social and other events?**
  - ❑ **Do you know how to search for an internship? A job?**
  - ❑ **Do you have a mentor?**
  - ❑ **Are you involved in leadership roles on campus or off campus?**
  - ❑ **Can you demonstrate the following skills on your resume? Problem solving/innovation, leadership, communication, teamwork, technical savvy, global citizenship?**
  - ❑ **Do you know how artificial intelligence (AI) is used to find candidates for jobs? How to create an AI ready resume?**
  - ❑ **Are you ready for job/intern/co-op interviews? Do you know how to prepare? What to ask?**
  - ❑ **Do you know how to network? Do you have a LinkedIn profile for e-networking and job search?**
  - ❑ **Do you know how to demonstrate skills on a resume beyond jobs and internships?**
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# After Graduation.....

- 1. Will you find employment in your chosen field?
- 2. How long will it take?
- 3. What will be your starting salary?
- 4. Where will you be living?





Problem-solving skills	82.9%
Ability to work in a team	82.9%
Communication skills (written)	80.3%
Leadership	72.6%
Strong work ethic	68.4%
Analytical/quantitative skills	67.5%
Communication skills (verbal)	67.5%
Initiative	67.5%
Detail-oriented	64.1%
Flexibility/adaptability	60.7%
Technical skills	59.8%
Interpersonal skills (relates well)	54.7%



# TO DO LIST: Junior and Senior Years

- 
- ❑ Test career options—**internships/co-ops**
  - ❑ Move to **leadership** roles
  - ❑ Meet people—build your **network—75%**
  - ❑ Travel abroad—global perspective
  - ❑ Fine tune **job skills**—resume writing, cover letter writing, interviewing skills
  - ❑ Build key skills: **communication**/project management/**flexibility**/management/leadership/problem solving



# The Numbers



- Intern/co-op hiring is expected to **remain steady** (2015 NACE Survey)
- **40% of new hires** will be interns/co-ops
- National wages averaged **\$17.20/hour** (NACE 2015 Survey)
- Intern/co-op hires were **retained** at a higher rate—around 50 %
- SOURCE:  
<http://www.naceweb.org/surveys/internship-co-op.aspx>



# Why an Internship/Co-op?



An internship/co-op:

- ❑ Represents a **marquis experience** for resumes
- ❑ May lead to **full time position**
- ❑ May result in **higher salary** offers
- ❑ Allows **career path testing**
- ❑ Assists in evaluation of **career goals**
- ❑ Clarifies what you **DON'T** want to do
- ❑ Expands your **job search network**
- ❑ Provides a frame of reference for answering **interview questions (Situational Interviews)**





# Why Companies Hire Interns

- ❑ Establish a full time **hiring pipeline**
- ❑ Allows employer to assess “fit”
- ❑ Address short term, **project** oriented work needs
- ❑ Address **budgetary** constraints
- ❑ **Give back** to the University/College
- ❑ Assists employer with **retention**





# CBAT Requirements

## UNDERGRAD

- UGRAD
- GPA: 2.75 cum/3.0 major
- Two 3000 or higher level courses completed by start
- Be a declared major
- Currently enrolled


## GRADUATE

- GPA: 3.3 cum
- 3 courses completed by start
- Currently enrolled



# CBAT Internship/Co-op Application Process

<http://www.etsu.edu/cbat/careerservices/internships/students.aspx>

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- **Point People:** Melinda LaPrade, Faculty Supervisors/Dept. Chairs, Academic Advisors (It is the student's responsibility to consult with advisor regarding when/how a co-op fits into a program of study.)
  - **Step 1**— Schedule appointment with Melinda. Bring resume. Complete Student Release.
  - **Step 2**—Create account on system.
  - **Step 3**—Upon approval, apply to opportunities on system. Pursue personal leads, too!

# CBAT Internship/Co-op Process



You're  
HIRED

- **Step 4:** Interview...You're hired!
- **Step 5:** Complete **electronic Learning Agreement Form/Register on Goldlink**
- **Step 6:** Complete *Course Requirements* on D2L site for course of registration—



1. Materials Receipt
2. Watch video/quiz
3. Mid-term memo
4. Paper/Report

4. Exit Interview Process
5. Employer Evaluation

# Tips/Suggestions

- Start early
- Write a **quality resume**
- Take charge of your search
- Create your own opportunity--**NETWORK**
- Read about business/industry
- Analyze your motives
- Develop a profile of your dream internship
- Consider practicalities







## .....Let's Make it Top 10

- 6. Construct for a **SKIM**—not a read.
- 7. Use tables to **TELL** reader about relevant skills.
- 8. **SHOW** application of skills via experience
- 9. Demonstrate: communication, flexibility, teams, project management, leadership, global perspective
- 10. **PROOFREAD!!!!** ...*Tennessee*

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*You really never have a “final” version of your document. 😊*





# Jane Roe

## Business Development Manager

Professional Business Developer with more than four years of experience in the business development processes. Involved in product testing, management, and development of new business opportunities.



jane.roe@gmail.com



202-555-0166



New York, USA



linkedin.com/in/jane.roe



jane.roe

### SKILLS

SEO

Public Speaking

Negotiation

Teamwork

Decision Making

Research & Strategy

Emotional Intelligence

Outbound Marketing

Email Marketing

Google Analytics

Sales & Marketing

### LANGUAGES

English



Spanish



French



### WORK EXPERIENCE

#### Business Development Manager

AirState Solutions

09/2014 – 06/2017

New York, USA

- Successfully managed \$2 - 3 million budget projects and successfully achieved the project scheduled goals.
- Developed and implemented new marketing and sales plans and defined the strategy for the next 5 years.
- Reviewed constantly the customer feedback and then suggested ways to improve the processes and customer service levels which increased the satisfaction rate from 81% to 95%.
- Ensured that new clients will grow into a loyal customer base in a specialist niche market by implementing a new loyalty program.

#### Business Development Assistant

AirState Solutions

08/2012 – 09/2014

Chicago, USA

- Increased the customer satisfaction rate by 25% by improving the customer service.
- Planned, supervised, and coordinated daily activity of 3 junior business analysts.
- Improved the communication with the Marketing department to better understand the competitive position.
- Directed the creation and implementation of a Business Continuity Plan, and the management of audit programs.

### ORGANIZATIONS

American Management Association (2015 – Present)

Association of Private Enterprise Education (2014 – Present)

eBusiness Association (eBA) (2013 – Present)

### EDUCATION

#### MSc in Economics and Business Administration

The University of Chicago

09/2008 – 06/2010

### HONOURS AND AWARDS

Jury Member, Venture Cup Entrepreneurship Competition (2016)

*Venture Cup USA*

Sales Individual & Business Development Award (2015)

*AirState Business Awards*

Excellence in Customer Partnering Award

*IES - Institute of Excellence in Sales*

# MARK GREGORIAN

Email: mgregorian21@yahoo.com Phone: (278)-542-2636 1254 Orchid Dr, Portland, OR 12512

*A dedicated and organized management professional seeking to use unique vision and leadership skills to drive operations at Fairfield Corporation.*

## SUMMARY:

A dedicated and organized management professional seeking to use unique vision and leadership skills to drive operations at Fairfield Corporation.

## CERTIFICATIONS:

- Microsoft Developer Certified **2010-Present**
- Oracle Javascript Certified **2007-Present**
- C++/C# Certified Developer **2002-Present**
- VisualBasic Certified **1999-Present**
- RedHat Builder Certification **1997-Present**

## SKILLS:

- Exceptional programming skills, versatile in many different languages
- Experience developing programming objectives and setting timelines
- Fantastic leadership skills
- Outstanding communication skills in written and oral format

## PROGRAMMING LANGUAGE

### PROFICIENCIES:

- C++, C#
- Java, JavaScript
- Asp, Asp.NET
- Linux, Unix
- VisualBasic

## EDUCATION:

ROTUNDA UNIVERSITY  
GPA: 3.44  
Roanoke, VA  
Degree: Bachelors of Science in Computer Science  
1997

## WORK EXPERIENCE:

Redner Market Oregon City, OR  
Web Developer March 2005-Present

- Managed team of twelve developers and programmers
- Designed application framework for expansion of current network services
- Developed user interface for application
- Held weekly meetings with team members and upper management for feedback and updates

Global Industries Roanoke, VA  
Web Developer June 1997-January 2005

- Oversaw team of five developers and programmers
- Created application design framework for application
- Developed software for client needs and ensured integration with existing framework

# Kailyn Adams

## MEDICAL ADMINISTRATIVE ASSISTANT

*With experience in providing administrative support to complex medical groups and health clinics. Skilled in managing front office functions, including customer service, patient appointments, billing and collections, records management.*

### EMPLOYMENT

2013 - present

#### **MEDICAL ASSISTANT – Local Hospital**

- Preparing examination and treatment rooms with necessary medical instruments and administrative paperwork.
- Ensured that lab results were transferred to the appropriate physician.
- Providing assistance in emergency situations as directed by medical staff.
- Checking patients in and out of their appointments and responds to any emergency situations that may arise.
- Taking a patient's blood pressure, temperature, pulse, respiration and weight, reviewing a patient's history by interviewing them.
- Generate reports focusing on patient outcomes to facilitate decision-making and influence process improvement, program development, and long-range planning.

2012-2013

#### **MEDICAL ASSISTANT – Medical Centre**

Assisting the professional nursing staff by performing any delegated duties, specialized procedures and helping out with the care of clinic patients.

2012 - 2013

#### **VOLUNTEER – Local Charity**

### EDUCATION

2010 – 2013

#### **MEDICAL ASSISTANT PROGRAM – Cityland Community College** Certificate Obtained, GPA: 3.7

#### **DIPLOMA IN BUSINESS STUDIES – Central College Birmingham**

### KEY SKILLS

- Proficient in the use and maintenance of applicable medical equipment.
- Deep knowledge of medical terminology.
- Excellent interpersonal skills.
- Trained in advanced first aid and life-saving techniques.
- Knowledge of basic laboratory procedures.
- Administering vaccines and medications, including antibiotics, as directed by the physician according to policy and procedure.
- Familiar with MS Office applications.

### CERTIFICATIONS

- Phlebotomy Certificate
- Injection Certificate
- EKG-ECG Certificate

# Your Name

24 Lincoln Way ■ Sometown, WY 82001 ■ 555-555-5555 ■ someone@somedomain.com

## Targeting Office Management Opportunities

Administrative professional eager to leverage five years of experience and office management certification to secure an office manager position. Highly organized, efficient and skilled in a variety of office support tasks, including:

- Office Organization & Administration
- Records & Database Management
- General Bookkeeping (A/P & A/R)
- Telephone & Front Office Reception
- Spreadsheets & Reports
- Scheduling & Calendaring
- Meeting & Event Planning
- Filing & Data Entry (75 WPM)

## Experience

ACME INC. — Sometown, WY — Midsize marketing and PR firm

Office Assistant, 2006 to Present

Provide administrative and executive support within busy office. Manage executive team's calendar; plan client meetings; prepare reports, spreadsheets and presentations; manage records; and administer database.

### Results:

- Earned "outstanding" ratings on annual reviews for the past three years. Recognized for high-quality work, organizational strengths and exceptional customer service delivery.
- Praised by supervisor for excellent performance as interim office manager (supervising three staff) during her eight-week leave.
- Became Acme's primary creator of PowerPoint presentations and the main troubleshooter of MS Office issues.
- Excelled within deadline-intensive environment, ensuring the accurate and on-time completion of all projects.

ABC Agency — Sometown, WY — Professional Temp Services Agency

Administrative Assistant / Receptionist / Payroll Clerk, 2004 to 2006

Handled temporary assignments for diverse clients (e.g., high tech, manufacturing, real estate, government and education).

### Results:

- Demonstrated the ability to learn new organizational processes, workflows, policies and procedures with minimal ramp-up time.
- Identified billing errors and recovered \$5,500 in vendor overpayments. Implemented tracking mechanisms to prevent future recurrences.
- Created databases and spreadsheets that improved inventory management and reporting accuracy.

## Education

XYZ community college — Sometown, WY

Certificate in Office Management, 2009. Program Highlights:

- Organizational Management
- Business Communications
- Leadership & Supervision
- Project Management
- Human Resource Management
- Office & Computer Systems
- Critical Analysis
- Interpersonal Relations

SOMETOWN HIGH SCHOOL — Sometown, WY

High School Diploma, 2004 (GPA: 3.5)

*"...Jane's administrative and customer support skills are second-to-none...shows exceptional attention to detail while maintaining a heavy workload...a team player and a consummate professional..."*

**2009 Performance Review Excerpt, Acme Inc.**

*"...Your excellent work as interim office manager shows that you are ready to assume increased responsibilities..."*

**2008 Performance Review Excerpt, Acme Inc.**

*"...Jane's outstanding planning, multi-tasking and organizational skills have kept the office running smoothly..."*

**2007 Performance Review Excerpt, Acme Inc.**

### Computer Skills:

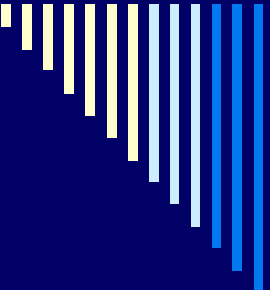
*MS Word, Excel, PowerPoint, Access, Outlook, Visio; ACTI; Oracle; Windows XP/Vista*

# Interview Preparation



## Structure/Questions:

- **Greeting/Small talk**
- **Resume based** questions
- *Standard* Questions—greatest strength/ tell me about yourself/greatest weakness
- ***Behavioral Based Questions***—Tell me about a time when \_\_\_\_\_ (**STAR**)
- **?’S FROM U**
- “Close the sale” and THANKS!—Ask for **BUSINESS CARDS** to send thank you letters!



# Interview Preparation

## The top “5--OR 10”

1. **PREPARE!**
2. Do your **RESEARCH!** (LinkedIn/Google interviewer/corp./restaurant; financials)
3. Know your **RESUME** and **YOURSELF**
4. **CLEAN UP** your act (FaceBook, voicemail)
5. **PRACTICE** answering questions
6. Be ready: **Behavioral Based Interviewing (STAR)**
7. Know your **AUDIENCE/JOB**
8. **BE POSITIVE** regarding past employment
9. Appreciate **GLOBALISM**
10. **EVALUATE** the employer—2 way street



# DRESS FOR SUCCESS





# Job Search Strategies

- **TOOLS....Perfection**
- **NETWORKING . . .** (Friends/Family/Co-workers/Peers/Faculty/Guest Speakers....
  - LinkedIn—Is your **profile complete?????**
  - Volunteerism/ Professional Organizations
  - Intern/Co-op Employers
  - Events: Career Fair, Prep Week, Networking Night
  - Chamber of Commerce Member Listing
  - Weekly Email Updates—*read me* 😊
- **Activate your CBAT CONNECT account**
- [www.indeed.com](http://www.indeed.com); [www.simplyhired.com](http://www.simplyhired.com)
- [www.collegegrad.com/topemployers](http://www.collegegrad.com/topemployers)
- Personal Brand—web site/portfolio



# How to do LinkedIn.....

- ❑ 1. **Complete** your profile—add value
- ❑ 2. Highlight **skills**
- ❑ 3. Use a *professional head shot*
- ❑ 4. Write well
- ❑ 5. Join “**Groups**”
- ❑ 6. Search “**Jobs**” and “**Alumni**”
- ❑ 7. Follow “**Companies**”
- ❑ 8. **Evaluate “linking”**—avoid cold links
- ❑ 9. **Personalize** invitations to “link”
- ❑ 10. Add **profile link** to your **resume**
- ❑ 11. Strategically manage **endorsements/recommendations**



- ❑ <http://www.complex.com/pop-culture/2014/09/10-struggle-linkedin-accounts-to-help-you-feel-better-about-your-employability/we-doubt-it>

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# How Employers Use LinkedIn



- ❑ Search based on key words
- ❑ Build referral relationships with current/past colleagues
- ❑ Develop key-word rich company profile
- ❑ Search for new employees by past or current employer
- ❑ Search based on recommenders you trust

[http://humanresources.about.com/od/recruiting/a/recruit\\_linked.htm?p=1](http://humanresources.about.com/od/recruiting/a/recruit_linked.htm?p=1)

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# Why didn't I get hired????

<http://theundercoverrecruiter.com/graduates-lose-out-jobs/>

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# Begin Best Practices NOW....Professionalism

- ❑ Interactions—Be **respectful** of “your elders” and your peers
- ❑ Practice **EI**
- ❑ Communicate/Practice netiquette/**Listen**
- ❑ Be **pleasant and polite**
- ❑ Admit **mistakes—don’t lie**
- ❑ Learn from feedback (Supervisor not enemy)
- ❑ Manage Change...**flexibility**
- ❑ Politics—Avoid



# Professionalism...

## A recipe for success . . .



- ❑ Manage **time**, add **Value and Deliver**
- ❑ Stretch your expertise; show **INITIATIVE**
- ❑ **Speak up**
- ❑ Build relationships; find a **mentor**
- ❑ **Bloom** where planted
- ❑ **Join**—clubs, teams, etc.
- ❑ **Thank You Letters** AND other things your mother taught you about dress and gossip