

“Equip yourself with the CDC’s essential tools and practical tips for job search success!”

–Wendy Morosoff, MEd. Director
Career Development Center, Purchase College, SUNY

Tools for Success

Self-Marketing & Resumes

JOB & INTERNSHIP SEEKER’S GUIDE



Purchase College | Career Development Center

EXPLORE. DISCOVER. SUCCEED.

A well-planned and executed job search campaign takes time.

In fact, even in the best of job markets, most people need about 3-6 months to actually locate their first full-time position after graduation. It makes good career sense to “be ready” should a great opportunity come your way, even when you are not actively seeking jobs. When it comes to speeding up one’s job search, those with a strong “personal brand” and networking skills are more likely to get a “foot in the door” of the organization. A primary goal for your job search campaign is to create awareness and to help build relationships. The Purchase College Career Development Center helps students build their personal job search campaign with connections to networks, tools, resources, and valuable career services.

Keep in mind that when seeking a career-related internship, time is also needed - but with smart planning, the right resources and support, you could land a great opportunity!

One of the first steps to launching an effective job or internship search is to ask yourself the following questions:

- What am I searching for? (job, internship)
- In what field do I want to find work?
- What skills do I have to offer?
- What kind of organization am I interested in?
- Where can I find the employer contacts and resources?
- Have I met with a career counselor/coach yet who can help me?

Whether you are seeking full-time work, part-time or summer jobs, internship opportunities or other career-related experiences, the Career Development Center is here to help you, each step of the way.

When you need assistance with writing your resume, tailoring your cover letters, sharpening your interviewing skills and networking techniques, or organizing and developing your job search strategy, you’ll find the search tools necessary in this guide and through our services.

Remember, the dedicated career counselors at the Career Development Center are here to assist you as you begin your job or internship search.

Career Development Center
Student Services, Room 214
914-251-6370
career.development@purchase.edu
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RESUME GUIDELINES & SAMPLES

The main purpose of a resume is to persuade a potential employer to interview you. It is a summary of your abilities, accomplishments, and experiences. This is an *introduction* to writing your basic job/internship search resume:

- One-page resumes are preferred for most fields. (Two-page resumes are appropriate if you have a great deal of relevant experience)
- Keep your formatting clear and consistent.
- Have others proofread for clarity, grammar, and spelling (make an appointment with a Career Counselor).
- Customize your resume based on each job you are applying for using keywords from the job description.

The following categories are typically included in a resume however, your particular situation will dictate those that are most appropriate for you.

Categories	Basics to Include	More to Include/Tips
Name/Contact Information	<ul style="list-style-type: none"> ✓ Full name and/or preferred name ✓ Address (can be just town/state) ✓ Phone number and email address 	<ul style="list-style-type: none"> ✓ URL to your website, portfolio, blog, professional social media ✓ Use appropriate email (name, initials)
Qualifications Summary <i>(optional)</i>	<ul style="list-style-type: none"> ✓ Highlight key skills and expertise ✓ Snapshot of qualifications focused on the position 	<ul style="list-style-type: none"> ✓ Can be bullets, a brief paragraph, or both
Education	<ul style="list-style-type: none"> ✓ Institution, school/conservatory, location, degree, (expected) grad date ✓ All majors/minors; GPA if above a 3.0 ✓ All relevant institutions; study abroad 	<ul style="list-style-type: none"> ✓ Specialized training/ workshops/ instruction in your field ✓ Senior Project/ Thesis (if it doesn't fit into another category)
Related Coursework <i>(optional)</i>	<ul style="list-style-type: none"> ✓ Coursework- even if outside your major - that is relevant to the position 	<ul style="list-style-type: none"> ✓ Be sure to focus this section on what you are applying for
Experience	<ul style="list-style-type: none"> ✓ Paid employment, internships, and more ✓ Organization name, location (city/state), job title, dates of employment (month/year – month/year), and a brief job description ✓ Use concise and concrete descriptions; Action verbs to describe responsibilities/skills ✓ Specific relevant details of the experience 	<ul style="list-style-type: none"> ✓ Emphasize results/accomplishments! ✓ Don't lead with "Duties" or "Responsibilities"; avoid "I" statements ✓ Demonstrate what YOU accomplished & the skills YOU used ✓ Include transferrable and career specific skills/experiences ✓ Quantify when you can. Show results!
Related Experience/ Professional Experience	<ul style="list-style-type: none"> ✓ Related experience can be a separate section that focuses on relevant experience 	<ul style="list-style-type: none"> ✓ Can separate into individual sections (see below)
Additional Experience Sections <i>(optional)</i>	<ul style="list-style-type: none"> ✓ Freelance Gigs Projects ✓ Exhibits Performances ✓ Teaching Fellowships Residencies 	<ul style="list-style-type: none"> ✓ See the resume examples in our <i>Artist's Guide</i> for additional resume categories for artists
Skills	<ul style="list-style-type: none"> ✓ Computer, foreign language, or other technical skills, even if you are less than proficient in them; ✓ Characterize ability level: "basic/ conversational/ fluent," "familiar with," "knowledge of," or "proficient in" 	<ul style="list-style-type: none"> ✓ Skills specific to your field ✓ Skills may be broken down into separate categories or sub categories
Honors and Awards <i>(optional)</i>	<ul style="list-style-type: none"> ✓ Honors, scholarships, or awards you have received 	<ul style="list-style-type: none"> ✓ Educational, community and outside organization honors
Activities/Leadership/ Athletics <i>(optional)</i>	<ul style="list-style-type: none"> ✓ Student organizations, student government, athletic teams, and other involvement 	<ul style="list-style-type: none"> ✓ Emphasize leadership roles, if any ✓ Can be listed under Experience instead if related
Volunteer/Community Service <i>(optional)</i>	<ul style="list-style-type: none"> ✓ Steady or sporadic volunteer experience/service learning 	<ul style="list-style-type: none"> ✓ If steady (ex: once a wk. for 6 m) can be included in Experience instead
Interests/Hobbies <i>(optional)</i>	<ul style="list-style-type: none"> ✓ Adds a personal dimension to the resume that can't be expressed in another section 	<ul style="list-style-type: none"> ✓ Travel experience may be included ✓ Show career focus in other areas

PETER PARKER

CONTACT

-  123-456-7890
-  Peter.Parker@purchase.edu
-  www.reallygreatsite.com
-  Purchase, NY

SKILLS

- Digital Journalism
- Adobe Indesign
- Adobe Aftereffects
- Microsoft Office Suite
- Interviewing
- Research
- Time management
- Attention to detail
- Teamwork

WORK EXPERIENCE

Barnes & Noble

Sales Associate
May Year – present

Jr. Explorers Day Camp

Grade 5 Counselor
Summers Year – Year

LANGUAGE

- Intermediate German
- Beginner Spanish

EXPERIENCE

The Examiner

May Year – Present

Reporter Intern

- Collaborate with a team of journalists to investigate and report on a controversial local government decision, resulting in a series of articles that sparked community discussion and led to a reversal of the decision.
- Conduct extensive research and interviews with sources to uncover previously unknown information and provide a comprehensive and accurate report.

The Purchase Phoenix

May Year – May Year

Managing Editor

- Managed the publication of a weekly student newspaper, overseeing a team of writers, editors, and photographers to produce high-quality content on a tight deadline.
- Developed and executed a social media strategy to promote the newspaper and engage with readers, resulting in a 30% increase in followers and shares on the publication's social media pages.

Bergen Record

Jan Year – May Year

Reporting Intern

- Utilized social media to promote the story and engage with readers, resulting in a 50% increase in followers and shares on the publication's social media pages.
- Conducted in-depth interviews with local business owners and analyzed economic data to provide a comprehensive and informative article that received praise from readers and community leaders.

EDUCATION

Purchase College, SUNY Purchase, NY May Year

Bachelor of Arts in Journalism

Coursework Highlights

News Editing, Investigative Reporting, Socially Engaged Multimedia, Feature Writing

LEADERSHIP

Cheese Club

President Year

Purchase Esports

Team Captain Year

Amy Williams

Middletown, NY · (555) 555-5555 · amy.williams@email.com

EDUCATION

Purchase College, SUNY - Purchase, NY

Bachelor of Arts, Expected Month Year

Majors: Mathematics/Computer Science and Economics, **G.P.A.** 3.7

Honors: Merit Scholarship, Deans List All Semesters

Senior Thesis: Include Title. Can include an experience section instead if relevant (see below)

RESEARCH (or PROJECTS)

Title (Senior Project, Other Research, Class or Other Project)

Mo/Year-Mo/Year

Describe the research/hypothesis, your role, how you collected and analyzed data and the outcome

Describe the project, including skills used/developed

EXPERIENCE

JP Morgan Chase-New York, NY

Commercial Banking Analyst Intern

Mo/Year - present

- Support bankers and provide support for commercial clients
- Research prospective clients and assist manager with building and fostering client relationships
- Conduct and analyze market research and recommend strategies to team

Math Enrichment Program-Middletown, NY

Teacher's Assistant

Summer Year

- Prepared for and co-taught mathematics lesson twice a week
- Facilitated student learning through individual and group activities

Cypress Services-White Plains, NY

Business Analyst Intern

Mo/Year - Mo/Year

- Assisted with data analysis activities including data structuring and data collection
- Worked with project managers to identify, analyze and resolve project related issues
- Prepared and maintained project reports, goals, and provided ongoing status reporting

LEADERSHIP

Purchase College, Latinos Unidos

President

Year - present

- Facilitate weekly meetings and plan social and educational events with the executive board
- Collaborate with off-campus organizations to increase involvement with the local community

Purchase College, Economics Club

Treasurer

Year - present

- Manage club finances and allocate funds for events and programming

Residential and Student Life

Orientation Leader

Summer Year

- Engaged and acclimated new students and their families to Purchase College

SKILLS

Java, C++, PHP, MySQL, HTML, CSS; Microsoft, PowerPoint, Excel, Familiarity with Bloomberg

Fluent in Italian, Working knowledge of Spanish

ADDITIONAL EXPERIENCE

Purchase College Library-Purchase, NY

Student Assistant

Mo/Year - present

Applebee's-Goshen, NY

Host

Summers Year - Year

VOLUNTEER EXPERIENCE

Big Brothers Big Sisters

Mo/Year – present

Salvation Army

Summers Year - Year

Clark Westfield

(123) 456-7890

CW@mail.com

Paramus, NJ

EXPERIENCE

Michaels - Sales Floor

Month Year - Present

Paramus, NJ

- Greet customers entering establishment and maintain sales floor
- Determine customers' needs and offer suggestions utilizing product knowledge
- Design attention grabbing displays of merchandise that engage customers

Childcare Provider

Month Year - Present

Bergen County, NJ and Westchester County, NY

- Maintain a safe play environment
- Communicate with parents about daily activities, behaviors, and related issues
- Implement creative and educational activities to engage children

Downtown Coffee - Barista/Cashier

Month Year - Month Year

Paramus, NJ

- Fostered an environment, through friendly and knowledgeable service, that is inviting to new and returning customers
- Prepared a variety of coffee drinks to order
- Maintained pastry display throughout the day to insure correct signage and placement of items

ACTIVITIES & LEADERSHIP

Outdoors Club - Purchase College

Year - Present

- Assist with the coordination of programs and trips

Peer Mentorship Club - Paramus HS

Year - Year

- Mentored first year students to help them acclimate to high school and be comfortable in a new environment

SKILLS

- Intermediate Spanish
- Adobe Premiere Pro
- Microsoft Word, Excel, & PowerPoint
- Google Drive
- Canva
- Customer Engagement
- Training in Mentorship
- Research

EDUCATION

Purchase College, SUNY

Bachelor of Arts, Expected Year

Major: Sociology

Minor: Film/Video Production

Dean's List: Fall Year

PROJECTS

Introduction to Digital Film Making

Semester Year

Collaborated on a short film and gained experience with staging, lighting, camera operation, and editing

Paramus HS Peer Mentorship Club

Month Year

Filmed and edited a video to encourage students to become a mentor to help first year students

VOLUNTEER

Memorial School PTO

Year - Year

Assisted elementary school students at movie nights, seasonal events, and other programs

CAREER CHANGER

Career changers often encounter other candidates with more career-related work history for the position or the targeted industry. It is, however, still possible to stand out from the competition!

You should review past experience, education, and transferable skills and evaluate how to re-position and re-brand your background. It's important to do your homework and understand what is considered most important in a new career field. Become well-versed in the terminology and field specific language, so that you can express your previous experience in a manner that will be valued.

Kaitlin Berger

Queens Village, New York 11427
(914) 555-0000 *KaitlynB@mail.com*

Educator / Trainer

Over 10 years of experience in providing therapeutic counseling and educational wellness training.
Foster an environment where clients/students can participate in the process of learning and growing.
Awarded "Top Achiever in Wellness Training" for three consecutive years.

PROFESSIONAL CERTIFICATION

New York State Teaching Initial Certification, Biology 7-12

Expected Month, Year

SUMMARY OF QUALIFICATIONS & SKILLS

- Established highly effective communications with students and parents
- CPR Certified, EMT Certified, Recreation Therapy Trained
- Conversational Spanish
- Proficient User of Microsoft Word, Excel, Outlook, JASP, SPSS

EDUCATION

Queens College, CUNY,
M.S. Ed General Science

Queens, NY
Expected Month, Year

Purchase College, SUNY,
Bachelor of Arts
Major: Psychology Minor: Biology

Purchase, NY
Month, Year

PROFESSIONAL EXPERIENCE

Queens Children's Psychiatric Center
Caseworker- Intake Department

Queens Village, NY
Month, Year- Present

- Conduct intake interviews with psychiatric social worker
- Facilitate wellness training and nutritional counseling for clients
- Assist psychiatrist with psycho-social research analysis
- Provide counseling assistance as needed

Whispering Pines Nursing Home
Recreation Therapist/Wellness Trainer

Bayside, NY
Month, Year- Month, Year

- Effectively engaged, planned and developed recreational activities for residents
- Trained new therapists in therapeutic interventions used to enhance psychomotor skills
- Instructed residents in wellness strategies including daily exercises

Yonkers High School
Teaching Assistant

Yonkers, NY
Month, Year- Month, Year

- Tutored high school juniors in biology lab assignments
- Graded and edited term papers and exams
- Proctored Biology Regents exams with teachers as assigned

ADDITIONAL EXPERIENCE

Baltimore Aquarium, Marine Life Exhibits **Biology Research Intern/ Tour Guide**

Baltimore, MD
Month, Year- Month, Year

- Conducted tours for visitors, including Middle and High Schools
- Assisted in research of endangered marine life
- Identified species, collected data
- Reported analysis of local environmental impact

American Museum of Natural History Museum Store **Customer Service Representative**

New York, NY
Month, Year- Month, Year

- Provided information to museum visitors and assisted the with their purchases

PROFESSIONAL AFFILIATIONS

The New York Academy of Sciences, Member
National Academy of Sciences, Member
National Science Foundation, Committee Chair
National Science Foundation, Member

Month/Year - Present
Month/Year - Present
Month/Year - Present
Month/Year - Month/Year

SUMMARY OF QUALIFICATIONS

When highlighting a job seeker's key skills and expertise in a chosen career field, a "Summary of Qualifications" section can be an effective alternative to an "Objective" or "Goal Statement." It can be formatted as a brief paragraph or 3-5 bulleted statements. This section allows employers to immediately see a snapshot of the candidate's key qualifications for the position to which they are applying, and can be a strategic and powerful marketing tool.

Below are examples of Summary of Qualifications' sections on a resume, also labeled as "Profile," "Professional Profile," or "Professional Summary."

SAMPLE 1:

Social Media Marketing Professional

- Dedicated and creative marketing professional with exceptional skill in strategic outreach and connection with client-base.
- Recognized for exemplary interaction and record number of followers.
- Increased profitability by 57% within two year period, through extensive social media outreach.
- Awarded "Outstanding Social Media Strategist" title for 3 consecutive quarters.

SAMPLE 2:

Professional Summary

Over 6 years of experience in the film industry as editor, production coordinator, production assistant, and director. Proven ability to thrive in a fast-paced environment that requires flexibility, adaptability, and a sense of humor. Notable experience with top networks such as NBC, Comedy Central, and Disney Channel. Winner of "Honorary Short Film Award" in the 2024 Greenwich Film Festival.

Core Competencies:

- Film and Video Shooting
- WavePad, Audacity, Adobe Audition
- Avid Media Composer, Adobe Premiere Pro, Adobe After Effects
- Directing and Producing Short Films
- Proficient in Microsoft Excel, Word, Outlook; Windows and MAC OS

ACTION VERB SUGGESTIONS FOR PREPARING YOUR RESUME

Use present tense verbs for current positions/activities and past tense verbs for those which have ended

Management/ Leadership Skills

Administered
Analyzed
Appointed
Approved
Assigned
Attained
Authorized
Chaired
Considered
Consolidated
Contracted
Controlled
Converted
Coordinated
Decided
Delegated
Developed
Directed
Eliminated
Emphasized
Enforced
Enhanced
Established
Executed
Generated
Handled
Headed
Hired
Hosted
Improved
Incorporated
Increased
Initiated
Inspected
Instituted
Led
Managed
Merged
Motivated
Organized
Originated
Overhauled
Oversaw
Planned
Presided
Prioritized
Produced
Recommended

Reorganized
Replaced
Restored
Reviewed
Scheduled
Secured
Selected
Streamlined
Strengthened
Supervised
Terminated

Communication & People Skills

Addressed
Advertised
Arbitrated
Arranged
Articulated
Authored
Clarified
Collaborated
Communicated
Composed
Condensed
Conferred
Consulted
Contacted
Conveyed
Convinced
Corresponded
Debated
Defined
Described
Developed
Directed
Discussed
Drafted
Edited
Elicited
Enlisted
Explained
Expressed
Formulated
Furnished
Incorporated
Influenced
Interacted
Interpreted
Interviewed
Involved

Joined
Judged
Lectured
Listened
Marketed
Mediated
Moderated
Negotiated
Observed
Outlined
Participated
Persuaded
Presented
Promoted
Proposed
Publicized
Reconciled
Recruited
Referred
Reinforced
Reported
Resolved
Responded
Solicited
Specified
Spoke
Suggested
Summarized
Synthesized
Translated
Wrote

Research Skills

Analyzed
Clarified
Collected
Compared
Conducted
Critiqued
Detected
Determined
Diagnosed
Evaluated
Examined
Experimented
Explored
Extracted
Formulated
Gathered
Identified

Inspected
Interpreted
Interviewed
Invented
Investigated
Located
Measured
Organized
Researched
Reviewed
Search
Solved
Summarized
Surveyed
Systemized
Tested

Technical Skills

Adapted
Applied
Assembled
Built
Calculated
Computed
Conserved
Constructed
Converted
Debugged
Designed
Determined
Developed
Engineered
Fabricated
Fortified
Installed
Maintained
Operated
Overhauled
Printed
Programmed
Rectified
Regulated
Remodeled
Repaired
Replaced
Restored
Solved
Specialized
Standardized
Studied
Upgraded

Teaching Skills

Adapted
Advised
Clarified
Coached
Communicated
Conducted
Coordinated
Critiqued
Developed
Enabled
Encouraged
Evaluated
Explained
Facilitated
Focused
Guided
Individualized
Informed
Instilled
Instructed
Motivated
Persuaded
Set goals
Stimulated
Taught
Tested
Trained
Transmitted
Tutored

**Financial/
Data Skills**

Administered
Adjusted
Allocated
Analyzed
Appraised
Assessed
Audited
Balanced
Budgeted
Calculated
Computed
Conserved
Corrected
Determined
Developed
Estimated
Forecasted
Managed
Marketed

Measured
Planned
Prepared
Programmed
Projected
Reconciled
Reduced
Researched
Retrieved

Creative Skills

Acted
Adapted
Began
Combined
Composed
Conceptualized
Condensed
Created
Customized
Designed
Developed
Directed
Displayed
Drew
Entertained
Established
Fashioned
Formulated
Founded
Illustrated
Initiated
Instituted
Integrated
Introduced
Invented
Modeled
Modified
Originated
Performed
Photographed
Planned
Revised
Revitalized
Shaped
Solved

Helping Skills

Adapted
Advocated
Aided
Answered

Arranged
Assessed
Assisted
Cared for
Clarified
Coached
Collaborated
Contributed
Cooperated
Counseled
Demonstrated
Diagnosed
Educated
Encouraged
Ensured
Expedited
Facilitated
Familiarized
Furthered
Guided
Helped
Insured
Interviewed
Motivated
Prevented
Provided
Referred
Rehabilitated
Represented
Resolved
Simplified
Supplied
Supported
Volunteered

**Organizational
Detail Skills**

Approved
Arranged
Catalogued
Categorized
Charted
Classified
Coded
Collected
Compiled
Corrected
Corresponded
Distributed
Executed
Filed
Generated
Implemented

Incorporated
Inspected
Logged
Maintained
Monitored
Obtained
Operated
Ordered
Organized
Prepared
Processed
Provided
Purchased
Recorded
Registered
Reserved
Responded
Reviewed
Routed
Scheduled
Screened
Set up
Submitted
Supplied
Standardized
Systemized
Updated
Validated
Verified

**Other Accomplishment
Verbs**

Achieved
Completed
Expanded
Exceeded
Improved
Pioneered
Reduced
Resolved
Restored
Spearheaded
Succeeded
Surpassed
Transformed
Awarded

COVER LETTERS

A cover letter should accompany each resume that is sent (i.e. emailed, snail mailed, or online application). Cover letters can personalize your application, sometimes making the difference between getting an interview or not. Since the person reviewing resumes likely reads many letters every day, you should be direct, courteous and brief. Although cover letters are customized to each employer/job, it is common to recycle paragraphs or ideas you wish to convey in all your letters. Be sure to address each letter to the hiring manager in the department you wish to work. Never state "To Whom it May Concern" or "Dear Madam or Sir". If you cannot locate their name, use "Dear Art Director" or "Human Resource Manager," but only as a last resort.

GUIDELINES FOR THE COVER LETTER

First Paragraph: *WHY YOU ARE WRITING?*

In your initial paragraph, state why you are writing the letter, name the specific position or type of work for which you are applying, and indicate from which resource (career center, website, friend, or employment service) you learned of the opening. Highlight your basic skills or experience that relates to the job described.

Second Paragraph: *WHY YOU? -- HOW ARE YOU QUALIFIED?*

Indicate why you are interested in the position, the organization, its products or services- and above all *what you can do for the employer*. If you are a recent graduate, explain how your academic background makes you a qualified candidate for the position. If you have some practical work experience, point out your specific achievements or unique accomplishments. Try not to repeat the same information found on your resume. Attempt to identify what the potential employer is looking for and describe your abilities, skills and accomplishments as they relate to the job.

Third Paragraph: *WHY THEM?*

The cover letter should also reflect your knowledge and understanding of the organization. Know who they are and what they do. Add a few lines to demonstrate that you've done your homework and connect how you would be a good fit for their organization.

Fourth Paragraph: *ASK FOR THE INTERVIEW.*

In the closing paragraph, indicate your desire for a personal interview. Close your letter with a statement or question, which will encourage a response. Thank them for their time and consideration.

SAMPLE COVER LETTER:

JQ College

Purchase, NY | (914) 251- 1000 | jcollege@gmail.com

Ms. Maggie Zine
WESTY Magazine
500 Broadway
White Plains, NY 10605

Today's Date

Dear Ms. Maggie Zine:

I am applying for the position of Retail Relations Coordinator with WESTY Magazine that was posted on Purchase JobScore, Month/ Year. As a student graduating from Purchase College in mid-May, I am very interested in pursuing a career in the promotions and marketing industry.

While taking classes in Journalism and interning at The Journal News, I saw the importance of a well-run promotions department. As the Assistant to the Marketing Director, I assisted in compiling the "Know Westchester" special addition where I contacted potential advertisers and helped them decide what size advertisements to place. At my previous position, I served as Editor of my college publication "The Beat". My activities within this position included selecting which stories to cover, writing and assisting with news coverage and overseeing the advertising and printing staff. I believe my skills and experience could easily be applied to your publication.

I have been an avid reader of Westy Magazine and I have been continually impressed by the way the magazine has evolved to remain on the cutting edge of the industry. I am aware that you recently expanded internationally; my coursework in Language and Culture has provided me with cultural insight and understanding to contribute to your global efforts.

Attached is my resume for your review. I look forward to hearing from you and to learn more about your opportunity. Thank you for your consideration.

Sincerely,
Your Signature
Joe College

Do Not Copy – Be Original

INTERVIEWING TIPS

An interview is really a conversation; a mutual exchange of information. Your role during the interview is to promote yourself, market, and sell your skills and qualifications to the employer for a specific position. The interviewer will be trying to learn more about you and determine if you will be a good fit for the job and for the organization.

Whenever possible, illustrate your qualities with concrete examples that support them. For example, how have you demonstrated problem solving, team playing, or flexibility? While these are desirable qualities, the candidate who tells a story or gives examples is more likely to be remembered.

Employers want to know:

Can you do the job?

Will you do the job?

Do you want the job?

Will you fit in?

Remember you want to use the interview to:
1. Discover information you may not have found during your research
2. Provide information that will highlight your accomplishments, and expand upon your resume/cover letter
3. Learn more about the job, position, and company
4. Make the interviewer see you as an asset to the organization, and reaffirm the decision to meet you
5. GET A SECOND INTERVIEW!

SELF-ASSESSMENT

This is the most important kind of research. You must know yourself: your strengths, weaknesses, and career goals. Be able to explain your skills as they apply to the position. What contributions can you make to the organization? Be able to give descriptions of how you have **and** would handle difficult situations professionally.

RESEARCH

It is imperative that you go into the interview having researched the organization and the position. Go right to their website to start learning about the organization. Check helpful sites such as *LinkedIn* and *Glassdoor* and search for articles and feedback. An annual report, usually included on employers' website, can give you statistics and a global perspective. Check out industry and professional association websites to gather more specific information on salary ranges, and job descriptions. In addition, follow the social media pages of the organization.

DRESS FOR SUCCESS

When conducting your research, find out about the usual attire in this work environment. Even a photography studio may prefer employee candidates to dress in appropriate interview attire, than what is common for their typical work day. For many industries, a suit or professional attire is the expected apparel for an interview. It is best not to wear cologne or perfume during an interview (some people are allergic) and to keep make-up and jewelry to a minimum. Facial piercings and tattoos can be a distraction and sometimes a deterrent. Remember, you want the employer to focus on what you are saying not what you are wearing. Bring a portfolio or professional case, not a backpack. Flip-flops, sneakers, Crocs, and hiking boots are not appropriate for an interview. Some organizations have a "business casual look" every day and may suggest that dress for the interview. The "casual" look can consist of pants, khakis or dark jeans that fit well; skirts/dresses (at an appropriate length); button down shirts, sweaters, blouses, and blazers. You may be the "boss" someday, so show the employer that you are an excellent fit. Be professional!

TYPES & STYLES OF INTERVIEWS/QUESTIONS

Individual: You are the only one being interviewed. You will be interviewed by one interviewer, a few, or by a panel/committee.

Group: Here you will be interviewing with other candidates to see how you perform in a group setting and it may include a group activity.

Video/Phone: This may be your 1st round interview – it is important. Inflection and talking speed are even more important. Be sure you are in a quiet environment and if on a video call, be aware of what is in the background.

Interviewing questioning styles can also vary- depending on the industry for which you are interviewing. Prepare for each kind and you will better understand the interviewer approach.

Behavioral: Here the focus is on your *past* in an effort to predict future behavior on the job.

- “Describe a time where you didn’t get along with a colleague”. Briefly talk about a situation and how you successfully overcame the conflict, if there indeed was any.

Situational: This questioning approach is about *your future* performance. You may be asked here how you would solve a particular problem that might come up.

- Questions might begin with “How might you handle...”

Presentation: You may be asked in a second or subsequent interview to conduct a brief presentation on a topic relevant to the organization. The interviewer may learn how you plan and carry out a task and your ability to communicate effectively.

INTERVIEW DAY

Before the Interview

Know where you are going. Have your directions printed out, as well as using GPS. Write down the name, address, and phone number of the person with whom you have the interview, and bring it with you. Have extra copies of your resume and references.

Face to Face

When you are brought into the interview make eye contact, smile, give your interviewer a firm handshake and introduce yourself (they will appreciate the correct pronunciation of your name). Be enthusiastic and show your self-confidence. Sit after being asked; maintain your posture with feet on the floor, and smile, as it will hide any nervousness. Don’t play with your hair or bite your nails. Keep your eyes on the interviewer. Be yourself and remember there are no right answers, just good responses.

Closing the Interview

Ask the interviewer if there is anything else they would like to know about your skills or experience. Make sure you let them know how interested you are in the position. Be sure you get a business card from all the people you meet, and ask what the next step in the hiring process is. Find out what the time frame is for making the decision. Shake hands, say “thank you” and smile as you say good-bye.

Follow-up

You should follow-up twice after the interview. The first should be a thank you email within 48 hours. The second should be a call or email two weeks later, depending on the decision-making timeline they provided, (if you have not heard from them) to inquire about the progress of the current search. Remain professional at all times.

INTERVIEWING RESOURCES

For further information on interview preparation take a look at the following sites:

www.glassdoor.com

purchasecollegesuny.candidcareer.com/channels/prepare-for-an-interview

www.linkedin.com/interview-prep

TYPICAL INTERVIEW QUESTIONS

When answering questions, keep in mind interviewers ask “open ended” questions and do not want a “yes” or “no” answer. Tell your story through highlights of your accomplishments in previous experiences. Try to tie in these accomplishments and personal qualities to the job for which you are interviewing. Remember to respond to questions with examples that illustrate your point for each question asked.

For Behavioral Questions use the *STAR* approach and focus on:

Situation: Set the scene and present the situation/challenge

Task: Describe the task you needed to accomplish

Action: What did YOU Do? Describe the action you took and be sure to keep the focus on YOU.

Results: How did your actions affect the outcome? What did you accomplish and learn?

Below is a sampling of questions that you may be asked:

What can you tell us about yourself? Think about why you chose to apply to this position. Focus on experience and education that led you to apply to the opportunity.

Why are you interested in working for us? This question can be easily answered if you have done your research and know who they are. Understand why you want to work for the organization and in that particular position. You can discuss how your skills, interests and experiences are ideal for the position and the organization. Show you are genuinely interested!

What do you think are your greatest strengths? Weakness? Go into the interview knowing some strengths you want to highlight. Be sure you demonstrate to the interviewer(s) how you have used that strength in a way that is relevant to the position. Always give examples! When discussing a weakness, stick to just one! (don't say “one of my weaknesses is”.) Use conditional and non-absolute words (I “seem” to; it “might” be). Always end on a positive note and how you are working on the weakness. Remember you are human – we all have weaknesses. Just be sure the weakness you discuss isn't something that may impact on your work performance.

Describe a challenging situation you have faced in your work or school experience. Use STAR! The interviewer wants to know how you problem solve and overcome obstacles. We have all faced a challenge, so be sure to have examples ready *before* the interview. Pick a situation that was truly a challenge, and where you were a key part of solving the problem and producing a successful outcome.

Tell me about a time you demonstrated leadership skills? Use STAR! Think of an appropriate situation or task. Remember leadership skills can be demonstrated even if you are not the official leader. Focus on the actions and initiatives you took and the outcome that resulted from your leadership.

Why should we hire you? Let them know why they need you. Recap your skills, experience, accomplishments and motivation. Show your confidence and enthusiasm.

QUESTIONS YOU MAY ASK THE INTERVIEWER

An interview is generally a mutual exchange of information. You should have questions prepared to ask an interviewer that demonstrate you have taken an active role in preparing for your interview. Ask questions that focus on the job, the responsibilities and opportunities. Questions about salary, fringe benefits, vacation days, and health insurance should **not** be asked until you receive the job offer.

Below is a sampling of questions that you may want to ask:

What are the day-to-day responsibilities of this position?

Do you have a formal training program? If yes, could you describe it?

What is a typical career path for an employee entering your organization?

What have you enjoyed most about working here?

What are the challenges your office faces?

How has this position evolved since it was created?

What qualities does a person need to do well in this position?

How do you see this industry developing in the future?

HANDLING ILLEGAL INTERVIEW QUESTIONS

There are various federal, state, and local laws that regulate questions you can or cannot be asked in an interview situation. Any question you are asked should be related to the job you are seeking. Personal questions with a basis on sex, age, race, national origin, disabilities or religion are illegal.

If asked a question that you feel is illegal during the course of an interview, how do you deal with it? You may still want the job, and you may feel that the interviewer is not really aware that the question is illegal...be polite and straightforward and try to return the conversation to your skills and abilities. You can ask, "Could you explain the relevance of that question to the position?"

Get through the interview and then decide if this is truly the company you want to be affiliated with.

ILLEGAL INTERVIEW QUESTIONS

Inquiry Area	Illegal Questions	Legal Questions
National Origin/ Citizenship	<ul style="list-style-type: none">❖ Are you a US Citizen? *❖ Where are you/your parents from?❖ What is your "Native Tongue"?	<ul style="list-style-type: none">❖ Are you authorized to work in the United States?
Age	<ul style="list-style-type: none">❖ Questions about an applicants age, date of birth, or date of high school graduation, or requests for records relating to age are illegal.	<ul style="list-style-type: none">❖ An employer may ask if the applicant meets the minimum age requirements set by law.
Race	<ul style="list-style-type: none">❖ All questions regarding a person's race will be deemed illegal.	<ul style="list-style-type: none">❖ None!
Religion	<ul style="list-style-type: none">❖ Any questions with regard to an applicant's religious beliefs, denomination, or any questions that indicate religious customs or holidays observed.	<ul style="list-style-type: none">❖ After an individual is hired, an employer may inquire about religious accommodations.
Marital / Family Status	<ul style="list-style-type: none">❖ Are you married?❖ With whom do you live?❖ Do you plan to have a family?❖ What are your childcare arrangements?	<ul style="list-style-type: none">❖ Would you be willing to relocate if necessary?❖ Would you be able and willing to work overtime as necessary?
Personal	<ul style="list-style-type: none">❖ How tall are you?❖ How much do you weigh?	<ul style="list-style-type: none">❖ Questions about your personal characteristics need to be specifically related to the ability to perform the job. Example: Are you able to lift a 50-pound weight and carry it 100 yards, as a part of the job?
Disabilities	<ul style="list-style-type: none">❖ Do you have any disabilities?❖ Please complete the following medical history.	<ul style="list-style-type: none">❖ Are you able to perform the essential job functions?❖ Can you demonstrate how you would perform the following job-related functions?
Arrest Record	<ul style="list-style-type: none">❖ Have you ever been arrested?	<ul style="list-style-type: none">❖ During the interview, an employer can ask about convictions that are related to the job.
Military	<ul style="list-style-type: none">❖ If you've been in the military, were you honorably discharged?	<ul style="list-style-type: none">❖ In what branch of the Armed Forces did you serve?❖ What type of training or education did you receive in the military?

*There are specific instances in which a question about citizenship is legal; these typically involve security clearances as in the case of government contractors.

NACE, [An Employer's Guide to Navigating the Hiring Process, 2024](#)

WRITING THANK YOU LETTERS

The “thank you” letter is written after you have interviewed with an organization. It should be sent to every person who has interviewed you (i.e. you met with three individuals, then send three individual thank you notes) and do not send the same exact letter to each person.

A thank you letter reminds the hiring manager that you exist and offers the following vital opportunities:

- It politely reconfirms your interest in the position and in the organization.
- It gives you a chance to share additional information that was not covered during the interview.
- It further demonstrates your excellent communications skills.

Use a formal greeting, i.e. Ms., Dr., Mr., Mrs. – unless you have already been on a first name basis in your communication.

Use the word “meeting” instead of “interview”. It has a more professional overtone, (i.e. Thank you for meeting with me).

As you prepare to write the letter, make an outline of the key points covered during the interview. Try to remember what seemed important to the interviewer. If your letter covers the following five points, you probably will increase your chances of getting the job.

1. Remind the interviewer of the position for which you were interviewed for and the date of the interview.
2. Stress your interest in the position and in the organization.
3. Emphasize one or two of your strongest talents and slant them towards the interviewer’s concerns.
4. Include your telephone number and the best times you can be reached.
5. If possible, close the letter with the suggestion for further action, such as a second meeting.

If your main communication with the interview has been via email, you can email the thank you letter. Just be sure to remain professional in your language. Check that your spelling is accurate. Another option is sending a handwritten note card, which may help you to stand out from others. If you choose this option, be sure to write neatly and legibly.

Always keep in mind that a thank you letter may give you a second chance to strengthen your first impression!

Sample Thank You

(Your Address, including City, State & Zip Code)

Today’s Date

Mr. Brian Brown
Director of Marketing
PepsiCo
700 Anderson Hill Road
Purchase, NY 10577

Dear Mr. Brown,

Thank you for meeting me yesterday to discuss the Associate Marketing Assistant position. I enjoyed speaking with you and learning more about your department and the PepsiCo experience.

My excitement for the opportunity to work at PepsiCo has been strengthened as a result of our conversation. I am confident that my employment and internship experiences as well as my academic background will prove to be a good fit with the requirements of the position. I am sure that if given the chance, I can make a significant contribution to PepsiCo.

Please feel free to contact me at janessmith@purchase.edu or 555-555-5555, if you require additional information. Thank you again for your time and consideration.

Sincerely,
Your Signature
Jane Smith

Do Not Copy – Be Original

DESIGNING YOUR “READY TO GO” JOB SEARCH CAMPAIGN

Looking for a job is a job in itself. There are things you can do to make the process easier and more productive. Your time should be split between networking and engaging potential contacts, researching, sending out resumes and cover letters, and following up on leads. Effective self-marketing can tell the person who has the hiring power, *who you are* and *what you can do*. You will then be able to better *position yourself* and *be ready* to respond and *apply promptly*; demonstrating your enthusiasm for those emerging job and internship opportunities.

Evaluate & Define - *What Are Looking For*: Self-assessment is the process of exploring and identifying your career direction. Career counselors can help you determine the career fields and positions that interest you. Through a discussion of your relevant skills, goals, and work values, you will be better equipped to develop a targeted search strategy. Once you have a clearer picture of the types of opportunities you seek, you will find it easier to target and respond to specific jobs.

Get Organized: Find a way to track and record your progress (ex. record using a spreadsheet to list the employer name, titles, contact info, website, and application deadline.). Indicate the position you applied for, the exact job title, and location and date of the posting, with whom you spoke, department, and contact info.

Research Organizations: Learn more about the industry you are targeting. Find the job titles, descriptions and videos for the interesting positions on websites such as [O’Net](#), [OOH](#), [Candid Career](#), [Firsthand/Vault](#), [Focus](#) and other [career research sites](#). Check out [online resources](#) in your field of interest for information and updates. Look at employer websites, social media, and other resources. Use [Buzz File](#) to view thousands of organizations and the majors of the employees they hired. Do “informational interviews” by speaking with professors and professionals to get field specific information. Use the [Purchase Alumni Mentor Network](#) to help connect to professionals.

Online Search: Make sure you are using [Purchase JobScore](#) to search for jobs, internships and more. All students have an account. Learn more about this [search system for students and alumni here](#). Get to know [LinkedIn](#) as your “go to” site for building network connections, researching industries and searching for jobs. Visit [Glassdoor](#), [Indeed](#), [Handshake](#), and other job search resources. Social media can be a tool in the job search as well. Visit the Center’s website for [online job search sites and resources](#).

Create a Personal Website or Online Portfolio: Most job seekers can benefit from creating a website or online portfolio. There are a variety of platforms you can use to create a website for free or for a few for more advanced features. Whether you choose to have a website or not, be sure to regularly update your current information about your skills, knowledge, and accomplishments on LinkedIn and other professional social media. Employers are mining even passive job seekers more than ever.

Network, Network, Network: The process of developing and maintaining contacts can connect you to the vast majority of job opportunities *not* advertised on websites or publically announced. Approximately 65-70% of job seekers locate jobs through their network of contacts whether on-line through social media sites, professional associations or through other venues. Family, friends, professors, and other personal connections are the lead source in any job search. As you meet and connect with professionals, they should become part of the network you create, and continue to build.

Job Fairs: Meet with representatives from organizations looking to hire. Before you go, you should:

Research who is coming - Be sure to bring enough resumes for those you want to visit and more.

Dress professionally - Wear appropriate professional attire for the type of fair and comfortable shoes.

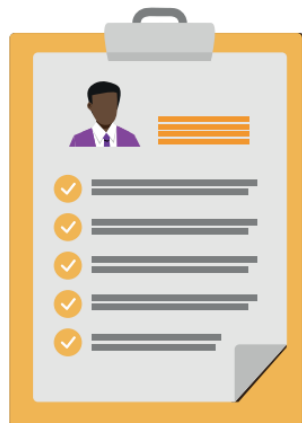
Prepare your “elevator pitch” - Focus on your strengths, goals and your interest in the organization.

Prepare to discuss what you like doing, what you are looking for, and your most relevant skills.

Network with attendees, learn about other opportunities, and get business cards/contact info from everyone.

Be enthusiastic– Don’t be overwhelmed by the volume of people you meet and explore new options!

LOOK FOR ON YOUR RESUME



- 1 Problem-solving skills
- 2 Ability to work in a team
- 3 Communication skills (written)
- 4 Strong work ethic
- 5 Flexibility/adaptability
- 6 Communication skills (verbal)
- 7 Technical skills
- 8 Analytical/quantitative skills
- 9 Initiative
- 10 Detail-oriented



Source: Job Outlook 2024
Courtesy of the National Association of Colleges and Employers | www.naceweb.org

JOB OUTLOOK
FOR THE CLASS OF 2024

7 Things that Give You an

ADVANTAGE IN THE JOB MARKET

- 1 Academic major
- 2 Internship within the industry
- 3 Industry experience
- 4 Internship with the organization
- 5 Held a leadership position
- 6 Demonstrated proficiency in competencies
- 7 Extracurricular activities



Source: Job Outlook 2024
Courtesy of the National Association of Colleges and Employers | www.naceweb.org

JOB OUTLOOK
FOR THE CLASS OF 2024

CREATING A STRONG NETWORKING EMAIL - ESSENTIAL FOLLOW-UP!

When connecting with professionals, it is essential that an effective networker follow up with an engaging, friendly but professional follow-up note or email. Email is still one of the most effective ways to connect with professionals- who, studies show, will still check their email every day. If you are hoping to grow your network, try these tips for composing effective networking emails that can result in responses.

1. **Be personally engaging.** Never start a networking email with “To Whom It May Concern.” Networking emails are designed to help build a new relationship so approach the contact in a friendly manner. If you can’t find a name to email, search LinkedIn, their employer’s website, and social media. Use the “About Us” page of a company website where you can often locate a name.

Your introduction might start with:

Hi Chris,

Thank you for connecting with me on LinkedIn last week. It was a pleasure to meet you!

2. **Be appreciative.** Mention one of their impressive accomplishments or a quality you admire about them. This shows them you have done some research and that you are genuinely interested in building a relationship with the person. For example:

Hi Chris,

Thank you for connecting with me on LinkedIn last week. It was a pleasure to meet you!

I saw your article on writersforum.com group and thought it offered some great advice for aspiring writers seeking to publish their work and the job market. I was wondering if we could speak further about your thoughts and advice for writers...

3. **Be concise.** It is important you keep a networking email note short and sweet. Once the contact opens your email, they should be able to view it quickly to respond within a few minutes, if they choose to.

Key points for your networking email:

- Introduce yourself and explain your purpose for reaching out.
- The recipient’s interests and why you would like to know them.
- Some call to action. Perhaps you might meet for tea/coffee or to set up a phone interview?
- Finally, close the email politely and professionally.

4. **Grab their attention with your subject line.** The subject line gives you an opportunity to make a positive first impression, Engage the prospective contact with a person touch when possible.

Here are some examples of effective networking email subject lines:

- *Purchase Grad Seeking Job Shadow Opportunity*
- *Following Up from Sunday’s Networking Event*
- *Request for Informational Interview – Brian Glass*
- *Public Service Professional Seeking Career Advice*

5. **Don’t grab attention with mistakes.**

- Use a professional email address (Purchase address, name@). Avoid address with nicknames, birthdate, and slang.
- Watch your grammar, spelling and style. Avoid falling into text abbreviations.

6. **Be persistent, yet patient.** Following your networking email, give the contact a week or 2 to get back to you. Remember it is easy for emails to get lost in inboxes, so do not get discouraged if you do not hear back right away. If they do not get back to you, then it is appropriate to send a follow-up email.

Your Professional Social Media Presence

Search for Yourself

Google yourself and see what comes up. It is important to know what others see when they search for you. Is it positive or negative?

What Your On-line Presence Should Show

You want to show your skills, passions, talents, and interests. It is a tool to promote what you have to offer.

Stay Up-to-Date

If you have a professional website, on-line portfolio, or social media presence be sure it is current, engaging, and representing you in the way you want employers to see you.

Know What Your Industry Wants

For some industries having a social media presence is a necessity for being considered for a job.

Tips for Building Your Online Network

Connect

When you meet someone in your day-to-day life, connect with them via social media, including LinkedIn. This shows that you are interested in keeping in contact.

Attract

Get (or keep) people interested in you by keeping up your social media engagement. Share relevant industry information. You'll find that if you are contributing (and not just self-promoting), you'll be more successful.

Shift Your Focus

Shift from 'Getting' to 'Giving'. If someone shares your content or mentions you - do the same for them! Start with a simple 'Thank you' and be sure to follow back so you can find the opportunity to reciprocate. Seek out opportunities to answer questions and help out – you'll be remembered for it down the road.

Consistency

Nothing is genuine if it isn't consistent. It is not a good idea to just 'pop in' when it's convenient for you. If you are using social media platforms to connect with employers/clients, you should post regularly with engaging content.

PREPARE YOUR PITCH

Presenting Your Strengths, Goals and Interests

Examples:

Hello. My name is Awesome Student. I am a sophomore and I am interested in an internship in human resources. What advice would you have for someone who wants to get into this field? What type of work experience and coursework do you like to see in candidates?

My name is Sam Somebody. My major is in Media Studies; this includes course work in multiple aspects of media and communications. I have working knowledge of Photoshop and Illustrator. Recently, as a team member, I helped to develop and complete from start to finish, a marketing plan proposal for an apparel company. I am very interested in your company and have actively followed your marketing campaigns. Would you be able to talk more about your current campaign for Test Product?

Hello. My name is Pat Example. I'm a production assistant with four years of solid broadcasting and public relations background and have a B.A. in Journalism. I have extensive experience developing and researching topics, pre-interviewing guests, and producing on-location video tapings. In my two years working at WPIX I actually worked on location on a number of occasions at Fake Place where you currently film weekly segments for *Wake Up New York*. I've been watching your station for some time and I've been impressed with your innovative approach and your fast growth. I would love to hear about your experience working there.

Step 1. Review:

List some accomplishments (*academic, work, volunteer, internship, etc.*):

Describe skills/personal qualities that you would like to highlight (*related to your career goals*):

Step 2. Write:

Write down additional details you want employers/potential contacts to know (*interest in them, etc.*):

Write out a story/script (*end with an open-ended question to continue the conversation*):

Step 3. Rehearse:

- Practice reading your script out loud with a partner.
- Get it down to 60 seconds or LESS.
- Try out your "commercial" on friends and family. Ask for their suggestions.
- The more you practice, the more confident and professional you will appear

Career Development Center

Purchase College
State University of New York
735 Anderson Hill Road
Purchase, NY 10577
Student Services Building, 2nd Floor
Phone: 914-251-6370 Fax: 914-251-7802
career.development@purchase.edu
www.purchase.edu/careerdevelopment