

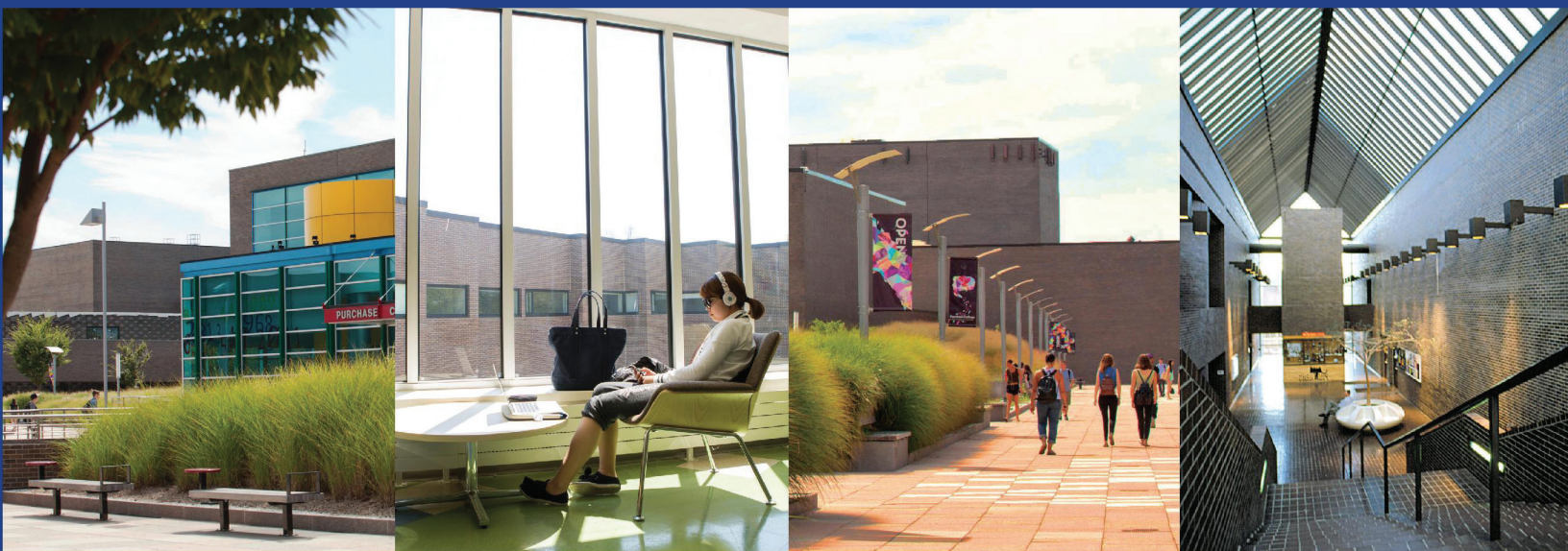
“Equip yourself with the CDC’s essential tools and practical tips for job search success!”

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

Self-Marketing & Resumes

JOB & INTERNSHIP SEEKER’S GUIDE

Tools for Success



Purchase College | Career Development Center

EXPLORE. DISCOVER. SUCCEED.

Purchase College Career Development Center

JOB SEEKERS TOOLS FOR SUCCESS

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 good 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 hunt 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.

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, 5+ years of experience.)
- Keep your formatting clear and consistent.
- Have others proofread for clarity, grammar, and spelling (make an appointment with a Career Counselor).
- There are two basic resume formats *reverse chronological* and *functional*. Those in creative fields may also consider using an infographic format or a resume that demonstrates one’s creative skills.

The following categories are typically included in a reverse-chronological resume (dated categories starting from the most recent) 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 or name you wish to use ✓ Local and/or permanent address ✓ Phone number(s) 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)
Arts Experience Sections <i>(optional)</i>	<ul style="list-style-type: none"> ✓ Freelance Gigs Projects ✓ Exhibits Performance ✓ 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/Related 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

REVERSE CHRONOLOGICAL ENTRY LEVEL

Jonathan M Lender

129 Pine Street, North Babylon, NY 11566 (914) 251-1000 jlender@gmail.com

EDUCATION

Purchase College, State University of New York, Purchase, NY

Bachelor of Arts, Month Year

Major: Journalism

Minor: Art History

Senior Thesis Title: *Journalism and its Effects on Current Events*

Dean's list 2 semesters, GPA 3.4/4.0

Spring Semester Abroad, Purchase College, Burgos, Spain

Mo/Yr - Mo/Yr

Coursework: Intermediate Spanish, Language and Culture, Modern Spain

RELATED COURSEWORK

Feature Writing, Race, Gender, and the Media, Advanced Broadcast News, The Beat of Music Journalism, Investigative Reporting

RELATED EXPERIENCE

The Journal News, White Plains, NY

Mo/Yr - Mo/Yr

Marketing Department Assistant

- Developed advertising layout for the "Know Westchester" special section
- Recruited advertisers for the special section and exceeded the goal for advertisements by 50%
- Collaborated with photography editor in selection of cover photo

The Beat Purchase, New York

Mo/Yr - Mo/Yr

Editor

- Selected stories to cover and advised reporters on coverage angle
- Wrote and assisted with editorial news coverage, columns and features
- Ensured deadlines were met
- Served as a liaison between advertising and printer staff

ADDITIONAL EXPERIENCE

Barnes & Noble, White Plains, NY

Mo/Yr - present

Bookseller

- Answer customer questions and provided information on reading materials
- Compute and recorded totals of transactions and ensure counts are correct

The Learning Center, Purchase College, Purchase, NY

Mo/Yr - Mo/Yr

Tutor

- Aided students in editing papers and studying for exams and provided strategies based on the needs of each individual student
- Assisted students with ESL needs

SKILLS

Computer: Experienced with Microsoft Word, Access, Excel, PowerPoint
Knowledge of Adobe Photoshop

Language: Working knowledge of Spanish and Italian

ACTIVITIES

Purchase College Baseball Team

Year - Year

- Devote 20+ hours a week as team member

Hip-Hop Club

Year - Year

- Assist with the coordination of events and programs

REVERSE CHRONOLOGICAL

Amy Williams

720 Leadworth Avenue · Middletown, NY 10940 · (555) 555-5555 · amy.williams@gmail.com

EDUCATION

Purchase College, SUNY

Purchase, NY

Bachelor of Arts, Expected Month Year

Majors: Mathematics/Computer Science and Economics

GPA of 3.7

Honors: Merit Scholarship, Deans List All Semesters

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

RESEARCH EXPERIENCE

Title (Senior Project, Independent Study, Other Research)

Mo/Year-Mo/Year

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

RELEVANT EXPERIENCE

JP Morgan Chase-New York, NY

Commercial Banking Analyst Intern

Mo/Year - present

- Support bankers and work directly with 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

Office of Community Engagement

Orientation Leader

Summer Year

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

SKILLS

Computer: Java, C++, PHP, MySQL, HTML, CSS; Microsoft, PowerPoint, Excel, Bloomberg

Language: Proficient in Italian, Knowledge of Spanish

ADDITIONAL EXPERIENCE

Purchase College Library-Purchase, NY

Student Assistant

Mo/Year - present

Applebee's-Goshen, NY

Hostess

Summers Year - Year

VOLUNTEER EXPERIENCE

Big Brothers Big Sisters

Mo/Year – present

Salvation Army

Summers Year - Year

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

203 Winchester Boulevard Queens Village, New York 11427
(914) 555-7890 *KaitlynB@gmail.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.

SUMMARY OF QUALIFICATIONS & SKILLS

- Excellent ability to engage participants as health instructor/trainer for youth
- Experienced high school science tutor and teaching assistant
- Established highly effective communications with students and parents
- CPR Certified, EMT Certified, Recreation Therapy Trained
- Conversational Spanish
- Proficient User of Microsoft Word, Excel, Access, Outlook, SPSS

PROFESSIONAL CERTIFICATION

- New York State Teaching Initial Certification, Biology 7-12 (*in progress*)

PROFESSIONAL AFFILIATIONS

- The New York Academy of Sciences, Member Month/Year - Present
- National Academy of Sciences, Member Month/Year - Present
- National Science Foundation, Committee Chair Month/Year - Present
- National Science Foundation, Member Month/Year - Month/Year

EDUCATION

Queens College, CUNY, Queens, NY
M.S. Ed General Science Expected Month, Year

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

PROFESSIONAL EXPERIENCE

Queens Children's Psychiatric Center Queens Village, NY
Psychiatric Caseworker- Intake Department 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 Bayside, NY
Recreation Therapist/Wellness Trainer Month, Year- Month, Year

- 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

Yonkers, NY

Teaching Assistant

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

ADDITIONAL EXPERIENCE

Baltimore Aquarium, Marine Life Exhibits

Baltimore, MD

Biology Research Intern/ Tour Guide

Month, Year- Month, Year

- Conducted tours for visitors
- Assisted in research of endangered marine life
- Identified species, collected data

Museum of Natural History

Museum Store New York, NY

Customer Service Representative

Month, Year- Month, Year

- Provided information services to museum visitors

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.” Usually about a paragraph in length, it can be formatted as a 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 & 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, WE Network, and Disney Channel. Winner of “Honorary Short Film Award” in the 2015 Sundance Film Festival.

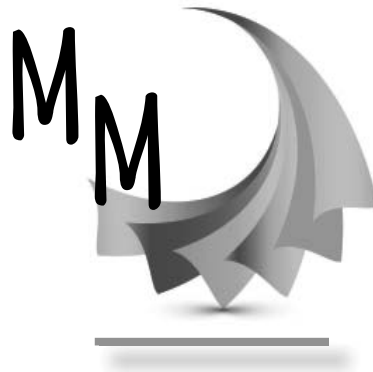
Core Competencies:

- Film and Video Shooting (16 mm, Panasonic DVX-100B & AG-DVX100B)
- Sound Recording (Nara, DAT, etc.)
- Avid, Final Cut Pro X, Adobe Premiere Pro, Adobe After Effects
- Directing and Producing Short Films
- Proficient in Microsoft Office, Windows and MAC OS

SKILLS FOCUSED RESUME

MARYANN MOORE

1080 Post Road, Rye, NY 10580
maryann.moore@purchase.edu
nameofwebsite.com
914-967-4242



EDUCATION:

Purchase College, SUNY
School of Film & Media Studies
Bachelor of the Arts
Major: New Media
Expected Graduation: Month / Year
GPA: 3.8

EXPERIENCE:

Mo/Year-Mo/Year / Purchase College Library, Purchase, NY
Student Assistant

Mo/Year-Mo/Year / SummerQuest Day Camp, Mt. Kisco, NY
Videographer

Mo/Year-Mo/Year / NYPIRG, Purchase, NY
Intern

Mo/Year-Mo/Year / Kara Lee's Restaurant, Rye, NY
Freelance Graphic / Web Designer

Mo/Year-Mo/Year / Ann Taylor Loft, White Plains, NY
Sales Associate

PORTFOLIO:

Video Production

- Final Cut Pro, Adobe Premiere Pro, Adobe After Effects and AVID Media Composer
- Filmed various activities/daily life at a day camp and edited footage into a final product that campers purchased
- Experience shooting, directing and editing films for personal use and class projects
- First place in Rye High School student film competition for short film "Laura and William"

Web Design

- Flash, HTML, JavaScript, Dreamweaver, CSS
- Designed and maintained restaurant's website
- Assisted with design and updating the Rye High School website

Graphic Design

- Adobe Photoshop, Illustrator and In Design
 - Created logo and menu design for restaurant
 - Designed promotional materials for NYPIRG
-

ADDITIONAL SKILLS:

Proficient in Microsoft Word
Proficient in Excel
Proficient in PowerPoint
Conversational Spanish

ACTION VERB SUGGESTIONS FOR PREPARING YOUR RESUME

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 always accompany each resume that is sent out. (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 probably 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 ad, 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. Repeat your phone number or email address in the letter. Finally, close your letter with a statement or question, which will encourage a response. For example, state that you will be in the area where the organization is located on a certain date and would like to set up an interview. Thank them for their time and consideration.

SAMPLE COVER LETTER:

Joseph Q College

735 Anderson Hill Road, Purchase, NY 10577, (914) 251- 1000, jcollege@gmail.com

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

Today's Date

Dear Ms. Maggie Zine:

(WHY ARE YOU WRITING?)

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.

(HOW ARE YOU QUALIFIED?)

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.

(WHY THEM?)

I have been an avid reader of WESTY Magazine since the publication began. 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.

(ASK FOR THE INTERVIEW)

Attached is my resume for your review. I will call your office next week to see if we can make an appointment to further discuss the position at WESTY Magazine, and any other ways I might contribute to your publication. I look forward to hearing from you. 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.

“The future depends on what you do today.”

- Mahatma Gandhi

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 company, 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 *Vault Reports, LinkedIn, Glassdoor* and search for articles and recent news activity. 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 (*Twitter, Facebook, LinkedIn*) of the organization.

DRESS FOR SUCCESS

Dress like you were “the boss”...professional attire.

When conducting your research, find out about the usual attire in this work environment. Even a photography studio employer may prefer 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. Open-toed sandals, sneakers 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

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.

Phone/Skype: This may be your 1st round interview – it is important. Voice, inflection and talking speed are even more important since there is no body language. (Even on a video chat, they are usually just seeing your upper body.) 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

“Be so good they can’t ignore you”

- Steve Martin

Before the Interview

Know where you are going. Have your directions printed out, as well as using a GPS app. 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 your name is called, stand up, 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 note within 48 hours. The second should be a week to two weeks later (if you have not heard from the company); call to inquire about the progress of the current search. Remain professional at all times.

INTERVIEWING WEB SITES

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

www.salary.com www.collegegrad.com www.wetfeet.com www.vault.com
www.candidcareer.com/PurchaseCollegeSUNY

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 is a question that 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 were you/your parents born? ❖ 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"> ❖ May not require an applicant's age, date of birth, or for records to prove his/her age. ❖ Year of graduation from high school. 	<ul style="list-style-type: none"> ❖ An employer may ask whether an individual meets the minimum age requirements set by law. "Are you over the age of 18?" is an appropriate question.
Race/Color	<ul style="list-style-type: none"> ❖ All questions regarding a person's race/color will be deemed illegal under state and federal laws. 	<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 child-care 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"> ❖ 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. ❖ How's your family's health? 	<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"> ❖ Have you ever been convicted of _____?
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?

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 make copies of the same letter.

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. Mr., Dr., Ms., Mrs...., and spell out titles such as President or Vice President.

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. Always 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.

In keeping your letter professional and neat, it should be printed on high quality paper. However, if you have been in email contact with your interviewer, you can email the thank you letter. Just be sure to retain the **business letter format and 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 Pepsi experience.

My excitement for the opportunity to work at PepsiCo has been strengthened as a result of our interview. 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 janesmith@purchase.edu, 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

Career Coach Expert Tips for Getting (and Staying) Job Search Ready

*"Good things come to people who wait, but better things come to those who go out and get them." -
Anonymous*

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.

- 1. 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 job 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.
- 2. 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.
- 3. 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](#), [Focus](#) and other [career research sites](#). Check out [Glassdoor](#), [Media Bistro](#), [ARTSEARCH](#), [NYFA](#), [Bookjobs](#), [Playbill](#), etc. for articles and updates in your field of interest. Look at employer websites, social media, annual reports and other publications. Use [Buzz File](#) that lists thousands of organizations both for profit, non-for profit, arts, education and virtually any industry you can think of, and the majors of the grads they hired. Do "informational interviews" by speaking with professors and professionals to get field specific information.
- 4. ONLINE SEARCH:** Get to know [LinkedIn](#) as your "go to" site for building network connections, researching industries and locating activities where you can learn about openings. New grads should try out the new LinkedIn Student App [students.linkedin.com](#) as well as use [Glassdoor](#), [Indeed](#) and other great job search resources. Join alumni groups where networking is expected and employer research is encouraged. Some popular sites for job seekers use are [Twitter](#), [Google+](#), and [Facebook](#) and [Instagram](#). Key word searches are helpful on job search sites as they are to employers seeking to meet their hiring needs. Be sure you add skills as key words that match to jobs you hope to find. If you feel you have 80% of the skills required in the job description, then go for it!
- 5. 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. [WordPress](#), [Weebly](#), [Wix](#), and [Blogger](#) are just a few available to help you build your professional website. Whether you choose to have a website or not, be sure to regularly update your current information about your skills, knowledge, and accomplishments on professional and social media as well as employer websites where you have applied. Employers are constantly mining even passive job seekers more than ever.
- 6. 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.
- 7. LINKEDIN GROUPS AND PROFESSIONAL ASSOCIATIONS:** Find professional industry groups on [LinkedIn](#) and professional associations in a variety of industries on our [major's pages](#). As a member you can go to meetings, and begin to network with professionals in your field of interest. As a student, membership fees are much lower; join while you are still in school. Volunteering for special events puts you in the view of professionals who may be hiring, so join and get involved!

8. **JOB FAIRS:** Representatives from Human Resource departments or specific divisions of the organization attend to receive resumes from potential candidates and answer brief questions. Before you go you should:
- **Bring a supply of resumes** with an overview of your goals.
 - **Dress professionally** - wear a suit or other appropriate professional attire and comfortable shoes.
 - **Prepare your “elevator pitch”** focusing on your strengths, goals and your interest in the organization.
 - **Prepare to discuss** what you like doing, what you are looking for in a job, your most relevant skills.
 - **Network** with other attendees, learn about other opportunities, and get business cards from everyone.
 - **Be enthusiastic** – don’t be overwhelmed by the volume of people you meet and explore new options!

“Do. Or do not. There is no try.” – Yoda

Helpful Sites

www.wetfeet.com - Site geared to recent graduates, also internships

www.bls.gov/oho - Occupational Outlook Handbook

www.onetonline.org - Formerly the "Dictionary of Occupational Titles"

www.vault.com - Industry search site

www.purchase.edu/careerdevelopment - Links to extensive list for field specific websites, including Purchase JobScore

www.indeed.com - Search job sites, newspapers, associations and company career pages.

www.simplyhired.com - Search jobs from company sites, job boards and the web

www.aftercollege.com - Career network for college students and recent graduates.

www.linkedin.com - Connect, share ideas, and search for opportunities.

DO YOU HAVE WHAT IT TAKES?

Attributes Employers Look for on a Candidate's Resume



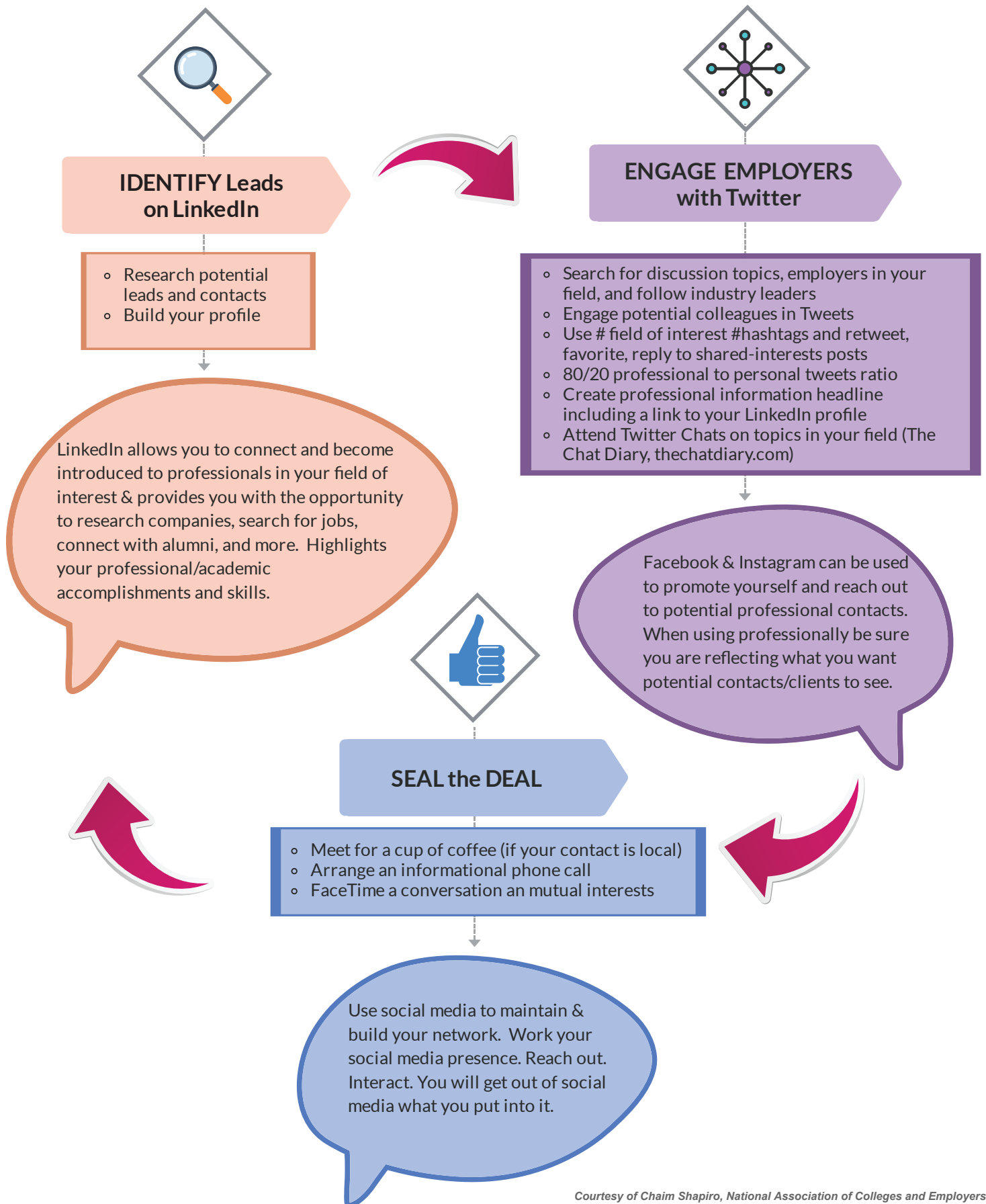
67.5%
OF EMPLOYERS
SCREEN BY GPA

- ✓ Problem-solving
- ✓ Ability to work in a team
- ✓ Written communication
- ✓ Leadership
- ✓ Strong work ethic
- ✓ Analytical/quantitative
- ✓ Verbal communication
- ✓ Initiative
- ✓ Detail-oriented
- ✓ Flexibility/adaptability

SOURCE: Job Outlook 2018, 2017 Internship & Co-op Report, and 2016 Recruiting Benchmarks Survey, National Association of Colleges and Employers, copyright holder.

Social Media Marketing

On-line networking allows you to make connections and effectively market your skills and talents with a consistent message to potential contacts. Social & professional networking sites are an essential resources in the job search.



CREATING A STRONG NETWORKING EMAIL--ESSENTIAL FOLLOW-UP!

When connecting with professionals, it's 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." This is an old-fashioned, less personal approach to address a person. 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've done some research and that you're 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's 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 example 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's easy for emails to get lost in inboxes, so don't get discouraged if you don't hear back right away. If they don't get back to you, then it's appropriate to send a follow-up email.

YOUR ON-LINE PERSONALITY

Your Professional Presence On-line

Employers are searching for their candidates online and through social media. *Why?* They want to learn more about potential candidates and see what influence (both positive and negative) your online presence has on their decision to hire you. ***Here are some tips:***

Search for Yourself Online

“Google” yourself and see what comes up. It is important to know what others see when they search for you.

What Does Your On-line Presence Show

Does it show a negative view of you such as drinking/drugs, inappropriate photos, or bad mouthing a previous employer OR does it show your professional experience, skills and interests?

What Your On-line Presence Should Show

How do you present yourself professionally and spotlight your interests, talents and skills that an employer or a networking contact would be interested in? It is a tool to promote what you have to offer.

Stay Up-to-Date

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

Know What Your Industry Wants

For some industries having an online/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 online. This is a good way for them to know you online and shows that you are interested in keeping in contact.

Attract

Get (or keep) people interested in you by getting involved in existing conversations or discussions. Share relevant industry articles. You’ll find that if you are contributing (and not just self-promoting), you’ll be welcomed with open arms.

Shift Your Focus

Shift your focus from ‘Getting’ to ‘Giving’. If someone shares your content or mentions you online – 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’s genuine if it isn’t consistent. It is not a good idea to just ‘pop in’ when it’s convenient for you. Being online, doesn’t hide the phonies, and trust-based relationships are only built through regular, consistent effort.

PREPARE YOUR PITCH

Presenting Your Strengths, Goals and Interests

Examples:

Hello. My name is Fake 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 tell 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:

- A. Practice reading your script out loud with a partner.
- B. Get it down to 60 seconds or LESS.
- C. Try out your "commercial" on friends and family. Ask for their suggestions.
- D. 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