Putting yourself out there: Using social media to help your professional image

With social media permeating every aspect of our lives, it is no surprise that it can impact our career opportunities as well. More companies do online research about their potential candidates, and judge the content that is publicly posted. When job hunting, it is important to consider the quality and content of what they can find. Putting the wrong information on your Facebook wall, can harm your professional image, making landing a position that much more difficult. Conversely, having strong, professional profiles throughout social media can help you look professional, demonstrate your uniqueness, and reinforce your resume or interview responses.

Because of the vast number of social media sites that are available, it is important to introduce some level of consistency across the board. Employers are not going to stick to LinkedIn when looking up a potential candidate. Make sure that what they find on Facebook and Twitter matches what they find on other sites by carrying parts of your profile from one platform to another. The main place to retain consistency is in the Bio section (LinkedIn), the About section (Facebook), and the Description section (Twitter). You should keep your name consistent for each site. This shows the employer that you want to be found in multiple domains, and that you are not trying to hide anything.

It is important with any form of social media to maintain a positive attitude when posting. Companies don’t want to see you complaining about your current employer, or how you outsmart your boss and get away with it. Not every post has to be heartwarming, but spreading office gossip should probably be avoided.

It is vital to consider your grammar on social media. While it is acceptable to use shortened forms of words on Twitter and Facebook when talking about family and friends, if you are trying to reach out to a company, proper spelling and appropriate phrasing make a good impression. Think about it like writing a cover letter, where you would not use “u” to stand in for “you.” Along with grammar, consider your use of strong and potentially offensive language. While it is your right to say what you want, it is also their right not to hire you.

Linked In

LinkedIn is one of the top social media outlets, with a focus on professional networks and companies, and it can act as a digital resume. It is a powerful tool for researching companies, contacting professionals in a specific field, and marketing your skills and goals. It is likely the first place an employer will visit to learn about a potential candidate. With the platform’s focus on employment and networking, users should present themselves as professionals. The first step when creating this persona is to include a profile picture that has you professionally dressed. Not sure how to dress professionally? Dress as you would for an interview and have a picture taken. See “Social Media” on page 7
March 26 & 27
Bryce Jordan Center
11:00 a.m. - 4:00 p.m.

March 26
Business & Finance, General Management, Communications & Design, Liberal Arts, Human Services, and Sales & Marketing Career Day

March 27
Computer & Information Technology, Engineering, Health & Life Sciences, Physical Sciences, and Research Career Day

careerfairs.psu.edu/spring
Spring semester offers career fairs for everyone

Students from all majors are invited to explore the various career fairs held this semester to help you connect with potential full-time and internship opportunities. Visit careerfairs.psu.edu for a complete list of pre-fair workshops, employers attending, tips for success and more!

Spring Career Days
For students and alumni interested in working in government, industry, corporate settings, and more, Spring Career Days will host more than 200 employers from the region and across the nation on March 26 and 27 at the Bryce Jordan Center.

This event will give employers and candidates a chance to discuss current and projected openings, summer jobs, co-ops, and internship opportunities in large and small organizations, and government agencies.

Employers attending Spring Career Days are interested in candidates from a wide variety of fields and degree levels. Because of the potential to learn, make contact with employers, and acquire positions of all types, this opportunity is ideal for graduating seniors and underclass students looking for internships/co-ops. Juniors are especially encouraged to attend to get a jump-start on job-seeking for their senior year.

People-to-People Career Fair
The aim of this event is to connect students with organizations that impact the development and well-being of others. Due to renovations, the People-to-People Career Fair will take place in a new venue this year on the concourse level of the Bryce Jordan Center on February 27.

Students and alumni can explore volunteer opportunities, internships, summer jobs, and/or full-time jobs with the following types of organizations: government/legal agencies; camps; educational institutions; hospitals/clinics/treatment centers; hotels and resorts; law enforcement; health/fitness centers; non-profit and human/public service orgs; nature parks; amusement parks; and/or restaurants.

The People-to-People Career Fair is co-sponsored by Penn State Career Services, the Smeal College of Business, the College of Education, the College of Health & Human Development, and the College of the Liberal Arts.

Education Career Day
Scheduled for March 17 at the Penn Stater Conference Center, Education Career Day targets students and alumni interested in pursuing positions in education, K-12. The format of the Career Day will be an open fair with regional and national district representatives available to talk to students from 9:00 a.m. to noon, with optional interviews from 10:00 a.m. to 4:30 p.m. All districts interested in conducting interviews will be establishing their schedules during the first hour of the fair. Attendees should plan to arrive for registration at 8:00 a.m.

Visit studentaffairs.psu.edu/career/credentials to review sample resumes, cover letters, job search strategies, interviewing tips, and other great resources targeted to K-12 educators.

Central PA Regional Career Fair
For those interested in pursuing work in the Central Pennsylvania area, the Central PA Regional Career Fair will be held on May 17 at the Penn Stater Conference Center. Employers attending will represent a variety of organizations from the central PA region.

This event is co-sponsored by Penn State Career Services and Penn State Continuing and Professional Education.

Online Career Days
If you are away from campus, or feel more comfortable in a virtual environment, there are multiple Online Career Fairs offered throughout the semester. The focus of each fair varies, but may include international careers, Pennsylvania careers, or organizations looking to hire graduates from Big Ten universities.

For the most up-to-date information on all of the Career Fairs sponsored by Career Services, visit careerfairs.psu.edu. You can also see a full calendar of events on pages 8 and 9.

Tips for success
- Research which fair(s) best matches your career goals and which days to attend in order to visit the employers you want to meet
- Prepare a professional resume and have it reviewed in advance
- Participate in pre-fair workshops so you know what to expect
- Attend company information sessions and research company websites to learn about available opportunities of interest to you
- Know the dress code for the event; most expect professional attire, but not all
- Create a 30-second intro summarizing your goals and experience and why you are interested in the organization
- Collect business cards and follow-up by sending a thank you note or email
Nittany Lion Career Network and On-Campus Interviewing bring employers to you

Take advantage of opportunities to interview with some of the country’s top employers in our state-of-the-art interview center, located on the 2nd Floor of the Bank of America Career Services Center.

On-campus Interviewing (OCI) is a feature of the Nittany Lion Career Network (NLCN), especially for graduating students, offering the opportunity to interview for full-time, entry-level positions with a variety of employers; from business, industry, and government.

OCI is a pre-select system, where employers select candidates from among the students who request interviews with them. There is a one-time $15.00 fee per academic year for the use of this service. If you registered in the fall, your account is still active, and you need not re-register. Students can add OCI to their existing NLCN account online at studentaffairs.psu.edu/career/students/NLCN.shtml.

In addition, many employers who are not conducting on-campus interviews still target Penn State students by posting full-time employment and internship opportunities to NLCN for students enrolled in any of Penn State’s academic colleges. On average, 500 jobs are posted each week, so check back frequently.

In addition, by logging into NLCN, students can utilize the events tab to find out about information sessions happening around campus and view lists of employers who will be attending upcoming career fairs.

LionLink alumni networking is also accessed via the NLCN. Here, students can connect with alumni in order to gain valuable information on careers, industries, companies, and geographic areas from a trusted source.

For more information about OCI, or the NLCN, please email interviewing@psu.edu or call 814-865-4400.

On-campus interviewing dates to remember

| January 2: | Spring on-campus interview postings are live. More will be added by employers throughout the semester, so keep checking back! |
| January 26: | First resume submission deadline for OCI positions |
| February 3 - April 25: | Interviews conducted |

Daily drop-in service answers career questions

What can I do with my major? How do I begin looking for an internship or job? I have an interview next week, what do I do? How does my resume look?

Do any of these questions sound familiar? If so, join the more than 5,000 students who come to Drop-In annually at Career Services!

Drop-In Counseling consists of a fifteen minute consultation, typically with a Career Counselor, where you are offered brief immediate assistance tailored to your individual goals and questions. Career Counselors frequently address your most pressing questions related to career direction; review application materials such as cover letters, resumes, personal statements, or curricula vitas; or help you prepare a job search or interviewing strategy.

During the consultation, a range of programs and services may be introduced that can help define and reach your goals. These resources may include the Career Information Center, Nittany Lion Career Network, Career Services workshops, career fairs, employer information sessions, Lion Link networking, and/or individual career counseling. It is important to note that students must consult with a Drop-In Counselor at least once before scheduling an individual career counseling appointment.

Additionally, Career Services has a team of highly trained Peer Career Assistants on duty throughout the day to assist with specific questions regarding resumes, cover letters, and information on our print and online resources. Simply select “Peer Resume Review” or “Assistance with Resources” upon check-in. Utilizing the Peer Career Assistants provides you with the benefit of current career knowledge provided by our staff, combined with the first-hand experience of peers engaging in the career process.

Drop-In Counseling is available in the Bank of America Career Services Center (next to the Student Health Center and across from the outdoor pool) on a first-come, first-serve basis, Monday through Friday 8:30 a.m. to 4:30 p.m., and during the fall and spring semesters on Tuesday evenings until 6:30 p.m.

Changed your major? Added a minor? Decided to graduate early or take some extra time?

Make sure your profile is up-to-date to find the best opportunities for you!

Click on Nittany Lion Career Network from the Career Services homepage.
First Quality Enterprises, Inc., is a diversified family of companies manufacturing a variety of products for Adult Care (Incontinence & Wipes), Infant Care (Diapers & Wipes), Feminine Care (Tampons & Sanitary Pads), Consumer Paper Products (Paper Towels & Bath Tissue), Bottled Water, and Engineered Non-woven Roll Goods. First Quality serves the Retail, Healthcare, and Commercial channels throughout the world.

We have built our reputation by demanding high standards and measuring our success by our commitment to provide our customers with quality products at a fair price. The organization is run by hands-on owners with dynamic expansion plans to significantly increase the size of the business over the next few years. We are currently recruiting for positions in the following areas:

- Engineering – Chemical, Mechanical and Electrical
- Material Science
- Information Technology
- Finance
- Supply Chain/Logistics

The company’s philosophy and work environment has been created by an ownership that places a premium on integrity, honesty and teamwork. As important as a candidate’s qualifications, is their ability to work closely with their colleagues and strive in a politics and ego free atmosphere.

Excellent compensation & benefit package, including relocation assistance. We offer numerous opportunities for advancement!

For immediate and confidential consideration, please visit our website at: www.firstquality.com and click on the Careers Tab!
Imagine...your future unfolding at FedEx.

Operating one of the world’s largest computer and telecommunications networks takes a talented team of more than 5,000 IT professionals. Our infrastructure houses more than 75,000 networked computers and tens of thousands of hand-held computers that record and track shipments, and our data center processes more than 20 million information management system transactions daily.

It’s with this technologically sophisticated environment where IT professionals will find unparalleled opportunity. Exposure to the latest thinking provides a fertile arena for IT pros who want to keep skills at the cutting edge.

To apply, go to fedex.com/us/careers.
Social Media continued from page 1
(Note: Taking a “selfie” of you in a suit does not count as a professional picture). Along with your profile picture, consider how you are going to word your Professional Headline. Because the word count is limited, it is important that you use concise, powerful words to market yourself. Be picky about how you word your job interests. You want employers to know exactly what you are trying to accomplish when they read this headline.

As LinkedIn becomes the future of the resume, you should include ALL of your professional experience on the site. Unlike a standard resume, on LinkedIn you are not limited in the number of previous jobs you list, or the length of your job descriptions. Another great feature of LinkedIn over the standard resume is showcasing your involvement and interest in the field you are pursuing. You can post about your professional life and include articles or field specific information that highlights your specialties.

Twitter

Few people consider Twitter when applying for a job, however this micro-blogging site allows users to stay connected with friends and family, while easily reaching out to companies of interest. Much like LinkedIn, it is important to have a quality profile photo; however, this photo does not have to be in professional attire, as twitter is a more casual forum. Beware though: pictures of you, beer in hand, from your last bar crawl, may not help you land that dream job.

When utilizing Twitter in the job search, it is important that the intended audience gets your message. In order to reach a specific company or person, include their full Twitter Name in the post (such as @PSU_Career) so they receive a notification. Hashtags (#) are also a great way to reach out to a broader audience. By using the hashtag “#jobseeker,” you are letting people know you are searching for an opportunity. Finally, following top employees from companies of interest will keep you informed of trends in the company and help you gain information you can use in an interview. The more informed you are about a company, the better you will look.

Facebook

Facebook is likely the top social media site in today’s society, but it is an often overlooked opportunity for marketing yourself in the job hunt. This media monster is one of the top places an employer will look for information on candidates; therefore it is important to seriously consider the content you allow others to see. Be aware of your privacy settings, but limit yourself to appropriate content. Much like Twitter, you should monitor the language and comments you put on Facebook.

Despite its social nature, Facebook can be a powerful tool in the job hunt. Linking your account with your Twitter and LinkedIn accounts shows employers that you do not have anything to hide, while also showcasing your uniqueness and the things you are passionate about. A great way to use Facebook as a tool is to “Like” the pages of companies you are interested in. This shows their posts on your Newsfeed, and provides you the opportunity to ask questions and get involved in their discussion forums.

Social media has invaded the lives of everyone. Why then would you not try to use it to your advantage when looking for a new job? With that in mind, consider these final points.

If you question the appropriate nature of something you are about to post, keep it to yourself.

When in doubt about a post or update, keep it professional.

Finally, don't trust privacy settings. Assume that everything you post is public, and protect yourself from embarrassment later.

Email as a professional communication tool

In this era of text messaging, it is easy to forget that email should be considered a more formal means of communication, especially when corresponding with faculty and potential employers.

In order to make a positive impression, follow these simple guidelines.

Use a subject that describes the message

A subject line helps the recipient understand why you are writing. It also helps the reader to prioritize your message without seeing the content, so make sure what you say makes the reader want to open it.

Include appropriate greetings

“Hey John” may be acceptable in a casual email to your friend, but should not be used in a professional context. Start your email with “Dear” and end with a closing such as “Sincerely” or “Thank you.” Remember, email should be treated as the electronic version of a hard-copy letter.

Write in complete sentences and words

Email is more formal than a text message. That means you should spell out all words, proofread for errors, and use complete sentences, capitalization and punctuation to convey your thoughts.

Be cautious of your tone

It is easy to misinterpret the intent of email communication, especially if you are sharing delicate information. Take the time to craft your message so that it does not come across as rude or insensitive.

Leave the virtual realm

If you find that emails are circulating, but misunderstandings are occurring, a phone or in-person conversation may be faster and more constructive.
January

Juniors!

January 23
2:00 p.m. - 5:00 p.m.
Bank of America Career Services Center

Get a jump start to your career planning!

First-Year Students!

January 30
9:00 a.m. - 1:00 p.m.
Bank of America Career Services Center

Explore major and career connections!

February

GRE Prep Courses

February 1 & 2
9:00 a.m. - 5:00 p.m.
*103 Bank of America Career Services Center

careerfairs.psu.edu/people

Wellness Recreation Law Enforcement Non-Profit Service Hospitality

People-to-People Career Fair

February 27
10:00 a.m. - 2:00 p.m.
Bryce Jordan Center
**March**

*Education Career Day*

March 17

9:00 a.m. - 12:00 p.m.
Penn Stater Conference Center

careerfairs.psu.edu/education

*Spring Career Days*

March 26 & 27
11:00 a.m. - 4:00 p.m.
Bryce Jordan Center

careerfairs.psu.edu/spring

*Senior Sunday*

March 23
1:00 p.m. - 7:30 p.m.
The Days Inn

**April**

*Hire Big 10 Plus Virtual Career Fair*

April 8 - 10

careerfairs.psu.edu/HireBigTenVirtual

**May**

*Working in PA Career Days*

Central PA Regional Career Fair

May 19, 2:00 p.m. - 5:00 p.m.
Penn Stater Conference Center

careerfairs.psu.edu/CentralPA

*Working in PA Online Career Day*

May 20

careerfairs.psu.edu/OnlineCareer
Interviews are an integral part of the job-search process. While many interviews are often held in-person and on-site, distance interviews are becoming more prevalent due to increased demands on time and budget constraints.

Many employers are now choosing to pre-screen their candidate pool through an initial phone or video interview. Being able to represent yourself well in a virtual environment may be the difference between getting asked back for an in-person interview and heading back to the drawing board. Therefore, it is imperative to be prepared.

First and foremost, you want to be sure you can conduct the interview in a private, quiet location, free from interruptions. Usually, this is not in your apartment with roommates who can come and go as they please.

Career Services now offers the ability to reserve a room in our Interview Center on the second floor of the Bank of America Career Services Center.

Career options vary regardless of major choice

For many students, choosing a major can be a daunting decision. While the choice is an important one, it is necessary to remember that the decision is not a commitment to a specific career path for the rest of your life.

During your time at Penn State, you may find that your career goals shift. The career decision making process is often not a straight line, but rather a line that starts in one direction, veers off, circles back, and continues on in another direction.

Where you once felt you knew your path, you may discover a new field you had never considered before. Or you may find that what you thought you liked to do is not as enjoyable as you had hoped.

Whether you have already chosen your major or are still exploring, career opportunities associated with majors are much more varied than many students believe.

All too often, students feel they must choose a major to receive specialized training for a particular career. Obviously, some majors provide training for specialized jobs such as Architecture, Elementary Education, or Accounting.

Many other majors are not vocationally oriented but still provide many career opportunities. With these majors, the connection between the academic program and job prospects will be varied and may not be immediately apparent.

Consider what it is that you like to do, and what drew you to your field of study to begin with. Evaluate your extracurricular activities and decide if you can turn your passions into a career. Look at your transferable skills and decide how you can best apply them to an industry of interest to you.

Regardless of the level of relatedness to the Penn State major, you should carefully consider careers that reflect your interests, strengths, and work values. Exploring possibilities is as important for first and second year students who are deciding upon their choice of major, as it is for seniors who are developing specific career plans.

Career Services can assist you in choosing majors and clarifying career goals that will be exciting and will make use of your specific talents. Visit Drop-In Counseling Monday through Friday 8:30 a.m. to 4:30 p.m., and during the fall and spring semesters on Tuesday evenings until 6:30 p.m., to learn more about how career counseling can help to clarify your career-related interests and abilities.
Extracurricular involvement can help develop experience before a formal internship

Many students come into Career Services with the same frustration: the desire to apply for a job/internship, but the application is asking for experience that the student doesn’t have. “How do I gain experience if I can’t get hired in the first place?”

The answer is in re-evaluating the experiences you do have and finding ways to present the skills that the employer is seeking.

Student organizations
Student organizations are one of the easiest and most common ways that students gain relevant skills on campus. Here, seniors and first-year students can develop their interpersonal skills working alongside each other toward a shared goal. Leadership opportunities are abundant in student organizations, though this doesn’t mean that you have to hold an elected position, such as president or treasurer. Leadership can be found as being the Chair of a committee or even taking the lead on a new idea.

Volunteering
Utilizing your strengths, knowledge and expertise to support an organization on a volunteer basis is a win-win for everyone involved. The organization gains assistance, and you can develop your skill sets in various ways. Becoming a volunteer shows a potential employer that you have initiative and a commitment to your community. Find organizations that you can relate to – connecting through personal values or professional aspirations – and give it your all. You will gain valuable experience and make long-lasting networking contacts.

You can find upcoming volunteer opportunities by visiting volunteer.psu.edu.

Research
Penn State is a Research I institution. Do you know what that means? It means that our faculty conduct a lot of meaningful research, every single day. There are a multitude of research labs on campus ranging from nanotechnology to food composition to sociological understanding. If you are considering graduate school, helping out in a lab is a great way to get introduced to what may be expected when you continue your education. You will gain a deeper understanding of the research process, as well as knowledge of cutting edge developments within your field.

Be sure to check out undergradresearch.psu.edu to explore the opportunities available.

Sports
Intramural, club or Division I; Penn State has it all when it comes to sports. Don’t underestimate your involvement in physical activity as being related to your future career goals. Being a member of a sports team helps you develop skills that employers are seeking: time management to balance courses with practices and games; work ethic to continually improve your performance; adaptability to constantly adjust your game plan; and, of course, don’t forget the obvious, teamwork!

LORD Corporation, an 80+ year, privately held corporation with over $860 million in sales, is a worldwide leader in adhesives and coatings, vibration and motion control, and magnetically responsive technologies operating from world headquarters in Cary, N.C. and key locations globally.

LORD is a diverse organization with unique expertise in chemical/material sciences and mechanical dynamics. We are a privately-held company that focuses on teamwork to develop distinctive technologies through continuous improvement. We create, manufacture and market innovative adhesive, coating and motion management products and services for business-to-business niche markets worldwide. Industries served include Aerospace & Defense, Automotive, Electronic, Off-Highway, Telecommunications and Transportation (truck, bus and rail).

We’re seeking unique individuals who are motivated by challenging work, who thrive in a relaxed, team-based environment, and who want to develop valuable innovative solutions today for tomorrow's needs. Come be a part of the excitement! To learn more about LORD or further explore career opportunities, visit www.LORD.Com.
Calling all first-year students...

GET CONNECTED
STAY CONNECTED

Thursday, January 30
9:00 a.m. - 1:00 p.m.
Bank of America
Career Services Center

Explore major and career connections.
Learn how to get experience.
Find out what employers want.
And so much more!

bit.ly/getconnectedstayconnected

Calling all juniors...

Junior Jump Start

Thursday, January 23
2:00 p.m. - 5:00 p.m.
Bank of America
Career Services Center

Get a jump start to your career planning!

bit.ly/juniorjumpstart

studentaffairs.psu.edu/career

Quick tips to create a stand-out resume

Resumes often serve as your initial contact with employers and are the most critical item in determining whether or not you will obtain an interview. This document is a brief advertisement of your skills, knowledge, and relevant experience. Use your resume as a sales tool—sell yourself! Utilize the following tips to help make your resume stand out from the rest.

Make a resume that is YOUR resume

Too many students throw their information into someone else’s generic format. To make a strong, personalized resume, you must use terms, headings, and resume styles and formats that fit your individual experiences. Career Services recommends starting with a blank document and building a resume that is unique to you.

Tailor your resume to your career goals

The real strategy that’s involved in writing resumes is (a) identifying your most relevant skills and experiences and (b) accentuating those selling points on your resume. For example, if you’re pursuing a career in banking and you were a summer intern at a bank, you should strategically emphasize that internship by elaborating on your various responsibilities.

Don’t forget about all of the experiences you can include on a resume, such as: community involvement, volunteer work, or extracurricular activities. As with summer or part-time work experiences, you can highlight your transferable skill sets as they pertain to opportunities of interest to you.

Make multiple versions of your resume

Do not consider your resume a static document. If you are pursuing more than one type of position or occupation, make multiple versions of your resume. For example, if you are pursuing both marketing and public relations positions, you should have a resume focused specifically on marketing and a resume focused specifically on public relations. You will want to emphasize and word things differently to tailor each resume to the appropriate type of opportunity.

Adapt each version of your resume to positions you’re pursuing

When you begin applying for specific positions, you should obtain a position description listing the various responsibilities. Determine whether you could do some tweaking of your resume to tailor it even more directly to that position.

Present appropriate academic experiences

For some reason, most students take up a lot of resume space describing their part-time work experiences while hardly even mentioning their relevant academic experiences. Once, there was a student pursuing environmental consulting positions who thoroughly described her lifeguarding and waitressing positions and didn’t even mention her 5 field study experiences related to environmental science. Once she presented these “academic experiences,” she obtained many more interviews!

Keep your resume fact-oriented

Recruiters want facts, not your self-evaluations. Saying that you have “Excellent verbal communication skills” means much less than saying that you’ve “Completed three workshops on Public Speaking.” Likewise, there can be too many “fluffy” objectives: “To obtain an exciting position with an outstanding company that allows me to utilize my exceptional skills and experience and offers opportunities for advancement.” Conversely, does anyone really want a boring job with a lousy company and not have the opportunity to move up? All that recruiters want in an objective is the type/level of position and career field you’re pursuing: “To obtain an entry-level editing position with a publishing company.”

Use functional headings and terms

Most of the resumes out there contain generic headings: Education, Work Experience, Activities, & Skills. These are fine if no other headings work for you. But if you’ve worked part-time or interned in the field you’re pursuing, use more descriptive field-specific headings. Examples of this are, Marketing Experience, Accounting Experience, Leadership Experience, etc. Remember that recruiters take less than 15 seconds to scan your resume the first time. Key headings can help focus them in on important experiences.

Under each heading, present your experiences in reverse chronological order. This typically will show a progression in your level of responsibility and knowledge, with your strongest experience first.

Don’t be afraid of presenting sub-headings within their descriptions that will more effectively accentuate multiple skill sets related to one position. For example, during your internship for XYZ Company, you did a lot of writing, marketing, and program coordination. List Writing, Marketing, and Program Coordination as sub-headings and describe your responsibilities within each. When quickly reviewing your resume, recruiters will be much more likely to pick out and remember these three skill sets you’ve obtained.

Have your resume reviewed

Some say that one mistake on a resume can take an applicant out of consideration in a large pool of candidates. Proofread your resume several times, then ask a friend or professional who knows you well to review your resume to see if you’ve overlooked any experiences or skill sets. Finally, visit Drop-In Counseling at Career Services to have a final review before you begin applying. Drop-In is available Monday through Friday, 8:30 a.m. - 4:30 p.m.; and until 6:30 p.m. on Tuesdays.
When considering what to put on a resume, students sometimes struggle with how to describe what it is they actually did during a particular experience. Instead of focusing on specific job tasks, try identifying the transferable skills that were developed.

Each year, the National Association of Colleges and Employers (NACE) conducts a survey of top employers to ask about the qualities and skills that they seek in new hires. What makes the list may surprise you.

According to the 2014 Job Outlook Survey, written communication skills and leadership top the list. Last year, leadership was number one but is now a close-second, demonstrating the value employers are placing on written communication, up from number three. Both were cited by more than three-quarters of respondents as the most sought after traits they seek evidence of when reviewing resumes.

When asked to rank the importance of candidate skills, the focus shifts to teamwork, decision-making, and problem-solving.

As you develop your resume, think of ways you can demonstrate these desirable qualities and abilities. To be most effective, provide details to demonstrate the skills you have, rather than just listing them. For example, anyone can claim that they have verbal communication skills, but stating that you presented to an audience of 100 on a specific topic will show the employer that you have what they are seeking.

In an interview setting, use this list to prepare scenarios to talk about that demonstrate these skills in action. This will help prepare you to answer behavioral-based questions that often begin with, “Tell me about a time when...” If you have specific examples in mind, you will feel more confident in your answers, and make a stronger impression on the interviewer.

Finally, be sure to provide references who have witnessed these abilities in action and can vouch for your strengths.

The more you can show an employer up front that you have what they are looking for, the better your chances of progressing through the recruitment process and landing the job.
People-to-People Career Fair

Through full-time positions, internships, summer jobs, and volunteering...

gain experience to impact the well-being and development of others!

MEET WITH EMPLOYERS FROM:

- Agencies - Government/Legal
- Camps
- Educational Institutions - Public and Private
- Health and Fitness
- Hospitals/Clincs/Treatment Centers
- Non-Profit - Education and Advocacy
- Non-Profit - Human and Public Service
- Hotels and Resorts
- Parks - Nature, Amusement, State/Federal
- Restaurants
- Law Enforcement

Thursday, February 27
10:00 a.m. - 2:00 p.m.
Bryce Jordan Center

careerfairs.psu.edu/people

200+ rockstar accountants

4 weeks vacation (at least)

Firm Initiatives
Professional Development, Young Professionals, Women’s Initiatives

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