

Crafting Your Story



Kim Nguyen

Currently:

University Recruiter @ F5 Networks

UW Affiliate Lecturer: Career Seminar (492 J)

B.S. Computer Engineering @ UW 2012

B.S. Electrical Engineering @ UW 2012

Previously:

Career Counselor @ UW CSE

Tech Program Manager @ Microsoft

University Recruiter @ Microsoft

Software Engineering Intern @ Google

Software Engineering Intern @ Amazon



Hello!

“We’re hiring for software engineering interns & new grads!

Send your resume to
Kim@f5.com



Housekeeping

- ✓ I'm casual AF
- ✓ You got questions? I got answers.
Feel free to raise your hand
anytime.





How are y'all feeling
about recruiting?

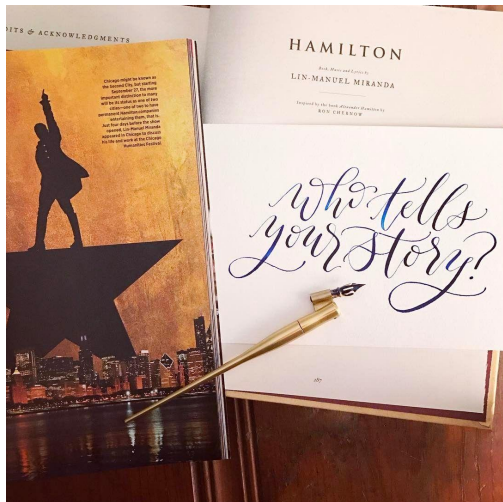
How are y'all feeling
about corona?

How are y'all feeling
about recruiting w/
corona?



What are we reviewing today?

Getting to the interview stage by-



Telling Your Story



Cultivating Your Story



“You need to leave your readers wanting more.



What mediums do you have to tell your story?

Resume

When you apply for jobs online, you have to rely on your resume to tell your entire story without you.

Your resume also guides conversations you have with potential employers.

10 Minute Meeting

At a career fair or meet-and-greet, you have a short amount of time to leave an impression on a recruiter/engineer.

The Interview

This is the opportunity you need to fully tell your story, showing your prospective employer that you are their next great hire.



Why do you, as a student, attend career fairs?

- ❖ Expand your story beyond your resume.
- ❖ Rare opportunity to meet a human from the companies that you are applying to.
- ❖ Collect contact information!
- ❖ Most importantly, meet someone who might serve as your ENTRY point to the company.



Why do companies attend Career Fairs?

Build their Brand

Every interaction a candidate has with any company should be a positive one (even if it isn't fruitful for the candidate).

Identify High Quality Candidates

This is a company's opportunity to retrieve additional information on a candidate beyond their resume and identify high quality candidates via conversations.



What are companies actually looking for?

Authentic Interest

Why do you want to work there? Why are you pursuing your major? What type of problems are you interested in solving?

Fantastic Communication

Are you capable of expressing complex, technical ideas to an array of people with various backgrounds and contexts? Are you empathetic? Do you maintain a good balance between talking and listening?

Intellectual Horsepower

Can you apply engineering / science fundamentals to real challenges / problems? How do you approach ambiguous challenges? Do you invest in building your technical skills?



1 Career Fair Mechanics

Whoa, **virtual** career fairs? What to expect.



This vs That

	In-Person Career Fair	Virtual Career Fair
Venue	Giant venue packed with rows of company booths	The comfort of your home 😊 We get to sit instead of stand!
Format	Speaking in-person.	Speaking over video or chat or sometimes via chat room style.
Environment	Noisy. Sweaty.	Ideally, you create a quiet, chill space for yourself.
Access to Tools	Typically, just your phone.	Your whole laptop!



Reminders for virtual format

- ❖ If you have the option, turn your camera on!
- ❖ Make sure wherever you're seated gets a solid wifi signal
- ❖ Double check your camera / microphone / headphones work
- ❖ Sometimes, there's a time limit on the conversations. Keep an eye on the clock!



2 Preparations

What to do ahead of time.



Create an Organized List

Review Attending Employers

The employer list is usually posted ahead of time.

Identify Roles

Research roles and positions available that are the best fit for you.

Apply

Go ahead and apply *before* the career fair if you haven't done so already.



Scheduling Time Slots

- ❖ For some career fairs, you are able to schedule your time slots AHEAD of time.
- ❖ Pay attention to sign-up release date and time and be there as soon as scheduling opens up.
- ❖ If possible, **do not** schedule appointments back to back.
- ❖ Check back often for openings on your favorite company's schedule.



Conversation Strategies

What to ACTUALLY say.



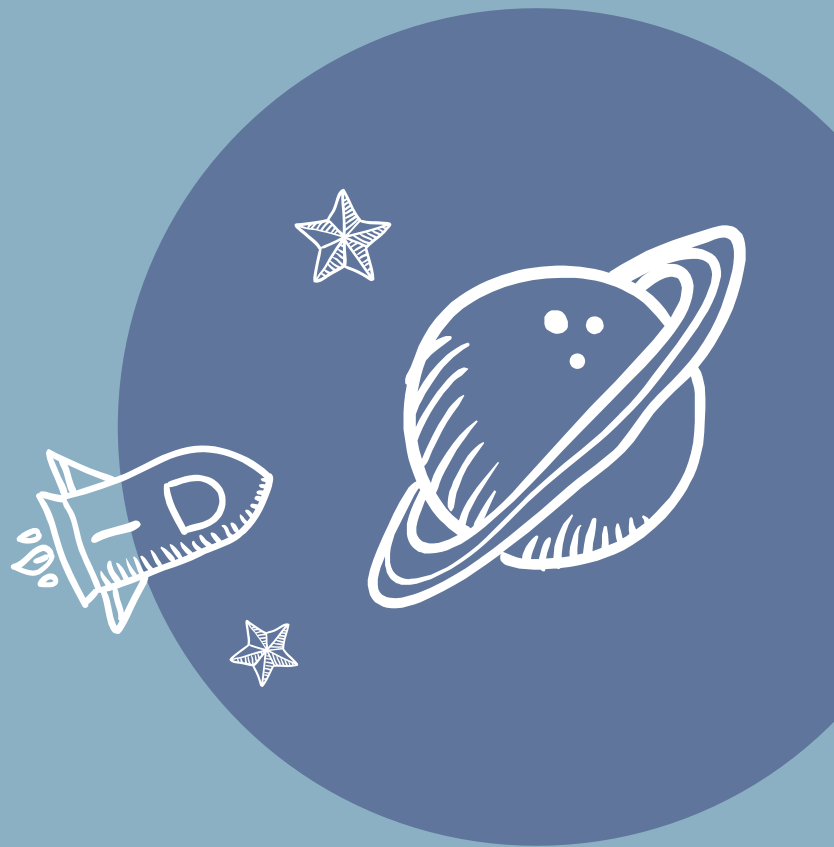
Flow of conversation

- ❖ Introductions between you and Company Rep
- ❖ Company Rep reviews your resume
- ❖ Company Rep may have follow up questions on your resume
- ❖ You should have the opportunity to ask Company Rep a question
- ❖ At the end of the conversation, ask recruiter for their contact info (and of course, thank them for their time)



Two Strategies

Two different options for how to set the tone and approach the conversation.

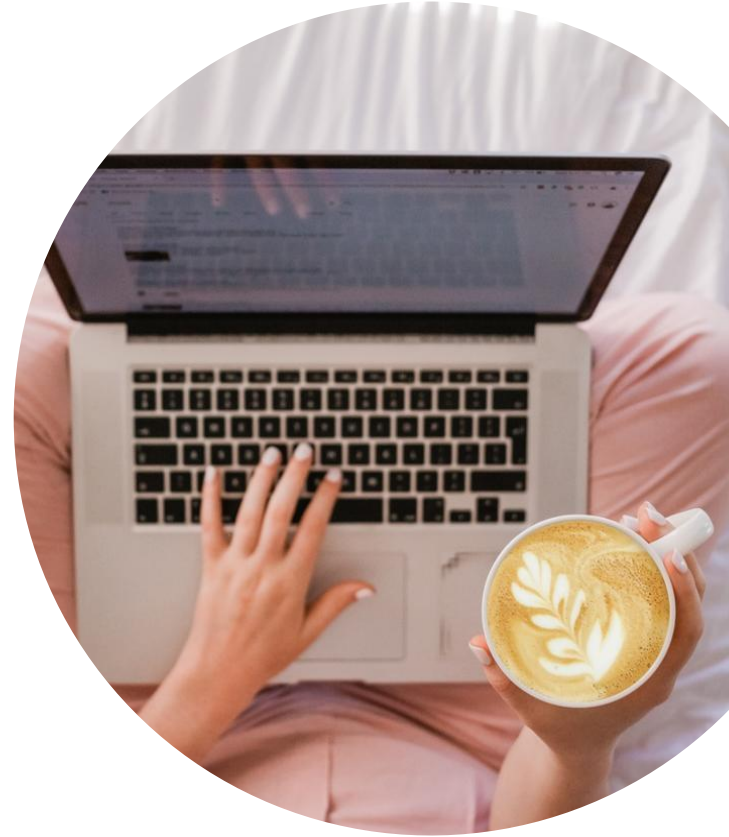


Option 1.

Turn the conversation into a feedback session

Make the conversation feel less like an evaluation.

Recommended for students who are getting started in the major (transfers, new admits) or students who feel like they are still developing their resume.



“

Hi! My name is <FIRST NAME LAST NAME>. I am a <MAJOR> student at the University of Washington. I will be graduating in <GRAD YEAR> so I'm looking for <INTERN/FULLTIME> positions. I saw online that you have <POSITION NAMES> available. I've already applied and I was wondering if you could take a look at my resume and give me any feedback on how to make myself a strong applicant.



Option 2. Pitch Yourself

Confidentially invite the Company Rep to discuss your qualifications for their role.


Recommended for students who feel good about driving the conversation and feel solid about their resume content.



“

Hi! My name is <FIRST NAME LAST NAME>. I am a <MAJOR> student at the University of Washington. I will be graduating in <GRAD YEAR> so I'm looking for <INTERN/FULLTIME> positions. I saw online that you have <POSITION NAMES> available. I've already applied and I would love to chat with you about the activities and skills I've been building to prepare for this type of role.



A woman with curly hair and glasses is sitting on a light-colored sofa, leaning back against the cushions. She is wearing a white long-sleeved shirt and blue jeans. She is using a laptop that is resting on her lap. The background shows a large window with a view of a building and a large green plant. The floor is covered with a red shag rug.

No matter which
option you choose,
the rest of the
conversation will
probably look very
similar.

Prepare for the following questions

- ❖ Tell me a little bit more about <SOMETHING ON YOUR RESUME>
- ❖ What made you decide to pursue <YOUR MAJOR>?
- ❖ What interests you about this role and our company?
- ❖ What kind of technology challenges and areas are you excited to work on?



Answering questions about your experiences

WHAT

At a high-level, what is the problem you are trying to solve? Can you give context? Or, what role did you play on your team?`

Remove anything on your resume that you cannot go into this amount of depth.

HOW

How did you solve the problem? What did you specifically do to contribute to the team or product? Mention specific technologies and frameworks you used and more importantly, do you understand how they work?

WHY

Why was this accomplishment or experience important? Did you save time, money, or resources? Did you learn something or build a new skill (and how do you know how you might use those skills in the future)?



“Covid Bonus- if you are able to screen share, you can demo/show off a project that you’ve accomplished.



What Questions Can you Ask?

Recruiters

- ❖ What makes you excited to recruit for your company?
- ❖ What type of students have you seen be the most successful?

Engineers

- ❖ What is your favorite part about your job?
- ❖ Do you have any advice for a brand new <MAJOR> student?



Pro Tip

- Don't pick something you can google (ie. what roles do you have available?)
- Frame the question so that you can have a positive interaction

Wrapping up each conversation

- ❖ Always ask for contact info!
- ❖ Keep contact info organized in the list you prepared along with notes from your conversation.
- ❖ Follow up with contacts 2 – 5 days after the event.



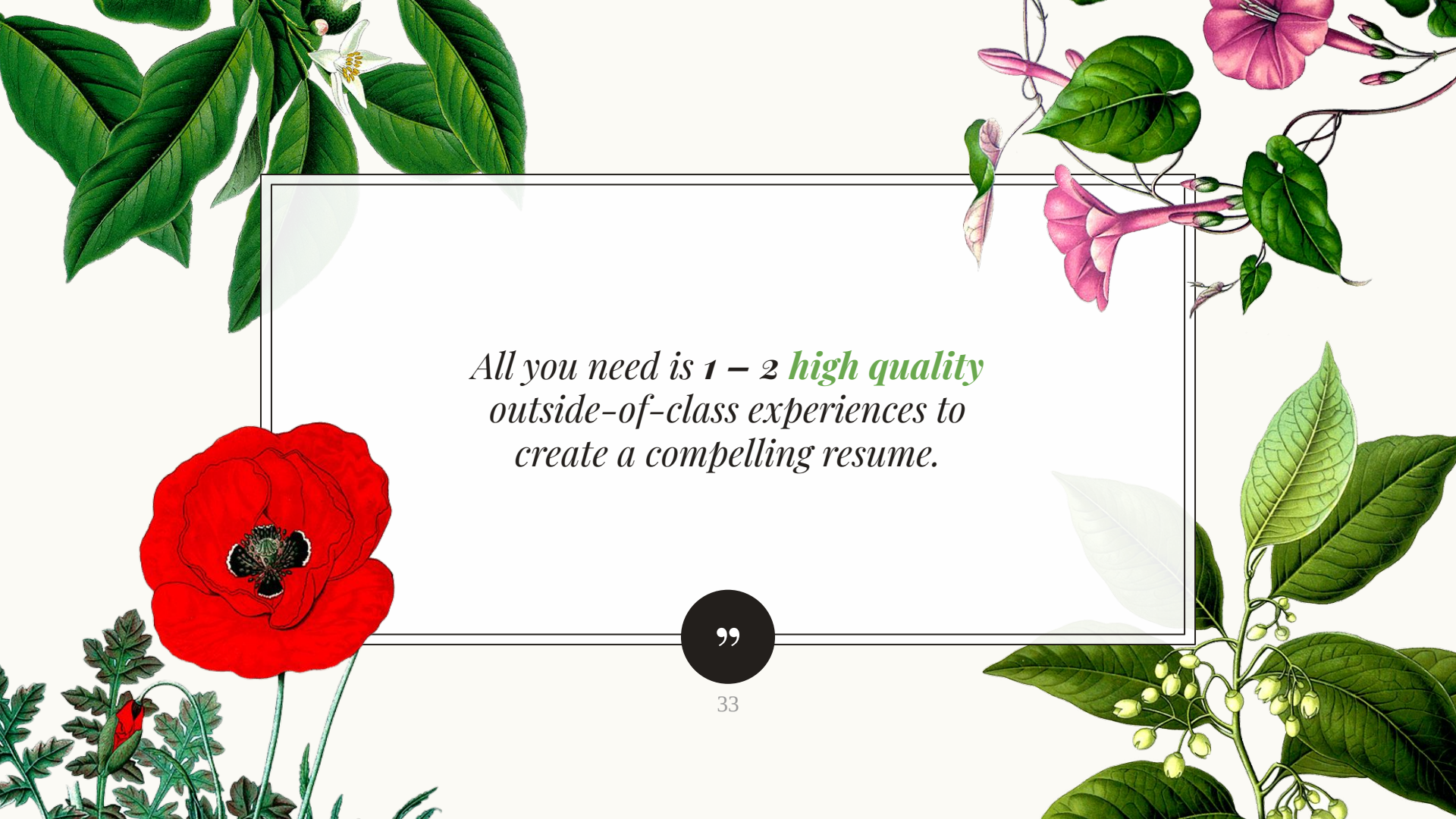
A detailed botanical illustration serves as the background. It features various green leaves of different shapes and sizes, some with prominent veins. Interspersed among the leaves are small white flowers with yellow centers, small green buds, and a few small red flowers. The entire scene is set against a plain white background.

Let's switch gears.



**Making
yourself an
attractive
applicant**





*All you need is 1 – 2 **high quality**
outside-of-class experiences to
create a compelling resume.*

”

Proving Your Technical Skills

- ◉ Teaching Assistant
- ◉ Tutor
- ◉ Research Assistant
- ◉ Contributing to an Open Source Project
- ◉ Build Something
- ◉ Hackathons
- ◉ Programming Contests (ACM-IPC)
- ◉ Write a Technical Blog (how-to or product news)

It doesn't have to be ALL about coding....

- ◉ Pursue leadership in a student organization
- ◉ Volunteer for a cause that is important to you
- ◉ Build a technical solution for a community you care about

But first, be kind to yourself

- ◉ Take the time to properly adjust to this new situation.
- ◉ Find your people. Find your community.
- ◉ Eat well, sleep well and try your damn best to get some physical activity in.
- ◉ Remember, you just need 1 or 2 quality experiences. You don't need to do it all.

Keep a **balance** between these two mindsets.



It is absolutely okay
to take time for self care.



you can't do things well
if you don't feel well.

Instructions for use

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