

LVX
VERITAS
VIRTUS

Lesson 5

Job Search: Tools and Methods

Applying for the right co-op jobs

Your LinkedIn Profile

ENCP 6000

Career Management for Engineers



Lesson 5 Learning Objectives

1. Explain utilization of NUcareers to search, apply for jobs, & upload documents
2. Conduct an effective job search using career fairs, online tools, networks, and career design
3. Learn where, why, and how to apply for jobs
4. Create a LinkedIn profile that conforms to professional standards
5. Explain how you can use LinkedIn features (groups, connections, job postings) to further your career
6. Compose messages for various types of professionals

How many co-ops can I do?

- A. One
- B. Two, as long as I don't exceed 1 year total
- C. Three, as long as I don't exceed 1 year in total
- D. As many as I can

Let's Look at NUcareers

- <https://nucareers.northeastern.edu/students/student-login.htm>

Your Profile

The screenshot shows the 'NUcareers' dashboard for user Li Hua. The interface includes a sidebar with navigation links, a top navigation bar with various tools, and a main content area with several sections. A large blue arrow points to the 'Full-time/Internship Postings' section.

NUcareers Request Help

Welcome Li Hua

Upload a Document | Create Application Package | Search Postings | Register for an Event | Send A Message | Submit A Form

Dashboard | My Co-op | My Documents | My Postings / Applications | My Interviews | Co-op Job Offers | My Event Registrations

Overview | My Account | My Messages | My Calendar | My Schedule

Full-time/Internship Postings

Co-op Postings

Create/Update your required Skills Profile.
Employers will be using this to search and find ideal candidates.
What is the Skills Profile?

My Messages

New Messages 0

My Upcoming Schedule

Time	Type	Name	Status	Conflicts	
Thursday, October 17, 2019					
10:00 AM to 12:00 PM	Event	sheLEADS: Husky Trek to Google	Registered	0	View
Tuesday, October 22, 2019					
06:00 PM to 07:00 PM	Event	Ayco Connection Session	Registered	0	View
Thursday, October 24, 2019					

Cooperative Education - %nbsp

Career Development Job Postings - Job Search

Job Search	
New Posting Since Last Login	37
Postings on my Short List	53
Run Saved Searches	0
Number of Applications	29

Interviews

Total Number of Interviews	0
Total Booked Interview	0
Total Unbooked Interview	0

Upcoming Events / Workshops

Log back in as 001216885 - Portal Staff

8:40 AM 10/16/2019

Northeastern University - MyAccount

Northeastern University - NUCareers

← → ↻ 🏠 🔒

nucareers.northeastern.edu/myAccount/co-op/jobs.htm

☆ 📄 🔍 👤

📱 Apps

N Northeastern Unive...

N www.northeastern.e...

N NUCareers

N ATS - Academic Tec...

🔍 Google

N Office of Global Ser...

🔴 Virgin Pulse

📧 Office 365 Email

N Welcome - myNort...

N Human Resources...

📅 Salesforce Calendar

N Center for Advanci...

📅 Class Schedule Listi...

Request Help

Dashboard

Cooperative Education

Overview

Job Postings / Applications

Co-op Documents

On Campus Interviews

Events / Workshops

Resources

Digital Co-op Student Database / Skills Profiles

Career Design

FAQs

Career Fair - Info for Students & Alum

Co-op Connections Events

Logout

Co-op Job Postings

🔍 Overview

JOB (Title, Descrip, Function)

LOCATION (City, Country, Region)

EMPLOYER (Organization, Division Name)

Search

- or - Advanced Search

QUICK SEARCHES:

Filter all searches by:

☐ My Program

☒ Only show jobs for which I qualify

☒ All Terms

☒ 2019 - Fall

☒ 2019 - Summer

☒ 2020 - Spring

183

For My Program

1452

All Active Postings

241

Domestic Out of State Co-op

105

Global Co-op

58

NU Housing Available

108

Featured Postings

78

Applied To

2

My Priority Jobs

55

Viewed

1

New Posting Since Last Login

MY SAVED SEARCHES

You have no saved searches

SEARCH POSTING

Enter the job ID you are searching for

Search

LIST MANAGEMENT OPTIONS

Manage Saved Search and Email Notification

Manage My Not Interested List

Log back in as 001216885 - Portal Staff

Windows Taskbar

📧 Inbox - l.meyer@n...

🌐 Northeastern Unive...

📄 Lesson 5 Job Searc...

📊

📄

8:44 AM

10/16/2019

New Capping Policy

In prior years, the amount of applications students were permitted to submit in NUcareers was limited. With changes instituted to NUcareers, this process was alleviated with the hopes that our students would show discretion and true mindfulness with their approach. However, in the past few months, this has not been the case. Many students have been flooding the system with applications and many of those applicants are not qualified for the positions to which they are applying. Additionally, employers have become frustrated with this process and the barrage of applications to positions for their roles.

As a result we need to reinstitute this process across COE. **You will be permitted to apply to 10 positions per week.** Anything in excess of that will result in your losing NUcareers access. Regardless of which platform you use, you should be mindfully applying to positions ensuring that you meet 100% of required skills.

Week #	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11
Cap # of Apps/student	1 – 9*	10 – 19*	20 – 29*	30 – 39	40 – 49	50 – 59	60 – 69	70 – 79	80 – 89	90 – 99	100 – plus*

NUcareers

- Tutorial – you will see a link under Learn More on your Student Login page
- Questions?
 - NUcareers_help@neu.edu
 - [NUcareers Help Hotline: 617-373-6548](tel:617-373-6548)

Online Job Boards

- [INDEED](#)
- [Simply hired](#)
- [DICE](#)
- [LinkedIn](#)
- [GLASSDOOR](#)
- You can (and should) apply directly on company websites if appropriate jobs are posted

What should you be doing???

Researching!!!

- What types of jobs are available
- What companies are hiring
- Learning a company's profile

The Job →

What skills do
you want to
apply?

Career
Goals

What skills do
you want to
learn?

What will help
achieve my
goals?

About the
company

Others who
worked there

Research!

Targeted
questions to ask

← The Company

Before You Apply, Ask Yourself:

- Do I meet **100% of the requirements?**
- Do I meet **50% or more of the desired/preferred** qualifications?
- How well does this position fit my career goals?
- If you cannot answer the above questions, DO NOT APPLY!!!

**It is imperative that you only apply to a position
AFTER you've read the full description AND meet the
requirements**

Is it better to apply to 200 jobs or 20 jobs?

☒ Quality

☐ Quantity



Job Search Facts

- Only 5% of applicants get an interview
- ~80% of available jobs are never advertised

Which of the following are true about a US job search?

- A. If a company likes what they see in my resume, they'll call me.
- B. A cover letter is just a throw away addition to a resume.
- C. Resumes should be tailored to each potential job opportunity.
- D. If it isn't advertised, it's not available.
- E. A resume should explain responsibilities at previous jobs.
- F. The more resumes I send out, the better.
- G. Most managers don't like asking interview questions.
- H. Most hiring decisions focus on "personality fit" rather than textbook qualifications.
- I. English (US) language skills matter (written and oral).

Key Things to Work On

- Resume – **you should always be updating it**
- Learn industry trends
- Focused search plan - **mindfulness**
- Positioning statements
- Independent projects & certifications – **NOT academic projects**



LinkedIn



What is LinkedIn?

(thank you, Wikipedia)

- **LinkedIn** is an American [business](#) and employment-oriented service that operates via [websites](#) and [mobile apps](#). Founded on December 28, 2002,^[4] and launched on May 5, 2003,^[5] it is mainly used for [professional networking](#), including employers posting [jobs](#) and job seekers posting their [CVs](#). As of 2015, most of the company's revenue came from [selling access to information about its members](#) to recruiters and sales professionals.^[6] Since December 2016 it has been a wholly owned subsidiary of [Microsoft](#). As of June 2019, LinkedIn had 630 million registered members in 200 countries.
- LinkedIn allows members (both workers and employers) to create [profiles](#) and "connections" to each other in an [online social network](#) which may represent real-world [professional relationships](#). Members can invite anyone (whether an existing member or not) to become a connection.^[7] LinkedIn participated in the EU's [International Safe Harbor Privacy Principles](#).^[8]

ps://www.linkedin.com/in/carrieklaphake/



Search



Home



My Network



Jobs



Messaging



Notifications



Me



Work

Try Premium Free
for 1 Month

[Vanderbilt's Online EdD](#) - Earn your Ed.D. online from top-ranked Vanderbilt Peabody. Master's req'd. Ad ...

Profile Picture

Headline

Summary

Edit public profile & URL

Add profile in another language

Promoted



Earn an EdD. Pay \$375/mo.
Want an affordable doctoral program?
Tuition: \$27,000. 5 specializations
[Learn more](#)



Online EdD from Baylor
Now accepting applications for Baylor's
online Doctor of Education program.
[Learn more](#)



MBA@Rice Scholarships
Scholarships are available for the online
MBA program from Rice Business.
[Learn more](#)

People Also Viewed



Emily (Norris) Planz • 1st
Career Counselor | Developer |
Connector | MBTI Certified



Michelle DuBow • 1st
Career Advisor | Multicultural Counselor
| Higher Education Professional



Ethan Selinger, M.Ed. • 1st
Higher Education Professional
Services Professional | Educator

Messaging

Carrie Klaphake

Student Affairs Professional | MBTI Certified Practitioner |
Global Mindset | Achiever

Greater Boston Area



Northeastern University



Eastern Illinois University



See contact info



See connections (500+)

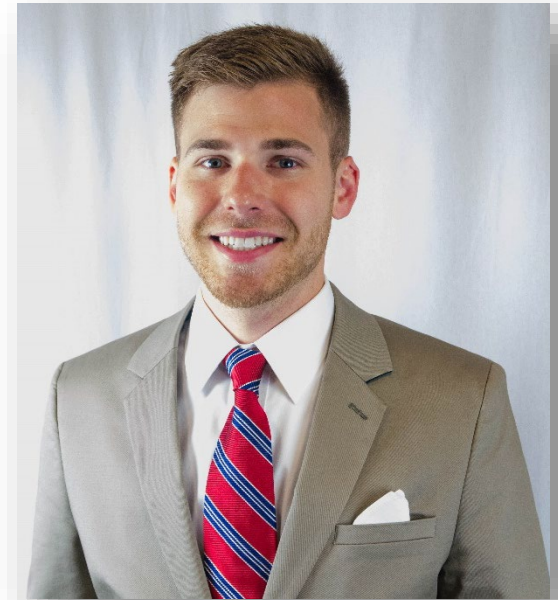
Add profile section

More...

Communication | Woo | Achiever | Activator | Significance I am a confident, outgoing, driven professional who prides herself on being dynamic and student centered. My mission is to provide superior support and resources for college students across the United States to thrive in this ever chang...

Show more

Profile Picture



Informative Headline

- By default, LinkedIn populates your headline with your current job title and employer
- Use the chance to market yourself: showcase your specialty, value, or your “so what”?
- Speak directly to the audience you want to entice
- Be specific
- Fit in important key words
- Be creative..... but not TOO creative !





Jena Viviano • 2nd

Career Coach | Faith & Work | Personal Branding | Prev: Citi, NYSE, The Muse
1d

Please stop putting "Actively seeking opportunity in XYZ industry"

Now, some career coaches and recruiters may disagree with me on this, and I understand why....but hear me out!

1) It looks a wee bit desperate. So even if you are in the market for a job, you should be connecting and building up your resume, not hoping someone will passively reach out to you on LinkedIn. It's like if you're single, you're probably not going to put on your Facebook status: "Single and ready to mingle".

2) The #1 type of candidate companies are looking for is PASSIVE CANDIDATES. That means people that are already in jobs but would be willing to move for the right opportunity. By putting that phrase in your headline, you are already putting yourself at a disadvantage!

3) Instead, your headline should describe your most recent position and perhaps the industry you want to move into (pivot or staying the course)

ie: Marketing Manager | CPG | Team Leadership

I'd rather you go more generic than write "Actively seeking opportunity..."

Thoughts? (be kind)

68 Likes · 24 Comments



Like



Comment



Share

Top Comments▼



Add a comment...



Brett Ellis • 1st

Millennial & Gen-Z Career Expert | Certified Career Coach | Innovative Ed...

23h ...

I agree that there are much better ways to use the headline. I usually recommend what you want to be known for, what you want someone to pay you to do, and what keywords recruiters would be searching to find someone with your qualifications.

Like

Reply

6 Likes

Examples

- Energy and Buildings || Big Data Analytics || Smart Thermostat || HVAC Systems || R&D || Innovation
- Telecommunications professional with 3 years of international industry experience
- Software Developer highly proficient in Python and exposure to AWS
- Problem Solver | Big Data | Pattern Finder



Ankit Bhayani • 2nd

Full Stack Software Developer | Big Data & Machine learning enthusiast

Greater Boston Area

Connect

Message

More...



Pearson



Northeastern University



See contact info



500+ connections



Parth Gargava • 1st

Blockchain | Cryptocurrency | Artificial Intelligence | ML |
Software Developer

Boston, Massachusetts

Message

More...



Fidelity Investments



Northeastern University



See contact info



See connections (500+)

As a talented software engineer, I enjoy solving complex problems within budget and deadlines putting my skills on Java, Python and Solidity to best use. Having worked on advanced technologies like Brain Computer Interface and Decentralised settlement platforms (on blockchain), my employers commend my swift ability to grasp new technologies related to research and development. Not only am I recognized as an innovative strategic analyst and an exceptional communicator, but I also presented the research of my team, which went on to win the best paper award in the 'Artificial Intelligence' track and was awarded the Skoch Order of Merit 2015. As a team player, I value productive and fun team meetings, and love engaging myself with nights of code review and building. I strive to delve into cutting-edge technologies. Currently, I seek a full time job as a software engineer/data scientist at a firm which is working on solving real time complex problems.

Summary Description

- 30-second commercial about yourself
- Be sure to include industry related key words
- Recognize that it's okay to show off a bit of your personality and /or include some of your interests
- Try to be engaging / compelling
- Give the person looking at your profile a reason to keep reading!

Structure

- Past
 - What have you done in the past that is going to INFLUENCE your future
- Present
 - How are you preparing yourself now for the future
- Future
 - What do you want to accomplish

Buzz Words and Key Words

- Guess what? Buzzwords are the most over used words on LinkedIn; 90% of the profiles use these words
- Okay to use some, but be creative in describing yourself
- There are over 1 million words in the English language
- Remember – DISTINGUISHABLE!

My soul is aged like scrumptious Sharp Cheddar but youthful like Brie.

I have 10+ years of multi-media/television experience, blogging, project management & coordination with the art of providing value entwined in all. I enjoy the fast pace environments of putting character to camera and the entrepreneurial spirit within a firing squad sales team.

Marketing and Ad folks are like family members I brag about because they do what I revere... tell an awesome story.

By nature, I am a creative individual and thrive when I'm helping others. I fit in best where out-of-the-box thinking is valued, where people take their work seriously but not themselves. Being respectful is an innate characteristic of my personality and I have a goal...

I want to help 20 million people in my lifetime.

Experience

Resume vs. LinkedIn

Why you don't just copy and paste your resume



Business Intelligence Developer

Ahold Delhaize

Jun 2018 – Dec 2018 · 7 mos

Greater Boston Area

- Leveraged Microsoft Azure capabilities to integrate data from multiple business entities and database source systems (Oracle, SQL Server, IBM DB2) to create a single point-of-service DaaS (Data as a Service) business Intelligence solution.
- Extracted, transformed and loaded data from the source systems to Azure Data Storage... See more



About Us | Retail
Business Services, LLC

Easy to
follow
career path

Interests



WarnerMedia
173,010 followers



ACM Members
14,403 members



TDWI: Analytics and Data Manage...
70,464 members



Jack Welch
Executive Chairman, The Jack Welch Man...
7,169,399 followers



Data Science Central
291,995 members



Oracle
3,817,592 followers

[See all](#)

Follow
companies
and join
groups

Experience



Software Developer - Consultant

Deloitte Consulting

Feb 2018 – Present · 1 yr

Greater Boston Area



Graduate Teaching Assistant

Northeastern University

Sep 2017 – Dec 2017 · 4 mos

Greater Boston Area



Cloud Software Engineer

New York Life Insurance Company

Jan 2017 – Jun 2017 · 6 mos

Greater New York City Area

- Worked on full stack web development building highly scalable single page web applications (SaaS) for Insurance domain
 - Built responsive & single page web app front-end in Angular 2, PrimeNg, CSS3 & HTML5 leading to faster and rich UI... See more
-



Part-Time IT Support Specialist

Northeastern University

May 2016 – Dec 2016 · 8 mos

Greater Boston Area



Systems Engineer

Infosys

Feb 2013 – Dec 2015 · 2 yrs 11 mos

Pune Area, India

- Designed & developed REST API for maintaining banking and insurance products in Java standardizing the data manipulation
- Built a dynamic & fast front-end using Angular for online banking product catalog application with a Test-Driven... See more



Home



My Network



Jobs



Messaging

Skills & Endorsements

Integration · 18



Endorsed by Howard Wiener, MSIA, PMP and 1 other who is highly skilled at this



Endorsed by Maricla Pirozzi Quartey (mutual connection)

Management · 13



Endorsed by Maricla Pirozzi Quartey (mutual connection)



Endorsed by 4 of Dr. Kal's colleagues at Northeastern University

Strategy · 12



Endorsed by Howard Wiener, MSIA, PMP, who is highly skilled at this



Endorsed by Maricla Pirozzi Quartey (mutual connection)

Industry Knowledge

Software Engineering · 11

Program Management · 10

Business Analysis · 8

Software Development · 7

SDLC · 6

Enterprise Architecture · 5

Healthcare · 3

Analysis · 10

Software Project Management · 10

Business Intelligence · 8

Programming · 6

Architectures · 6

IT Strategy · 4

Project Management · 3

Other Sections – These are Optional

- Honors and Awards
- Organizations
- Publications
- Courses
- Languages

Tips

- Remember – R-R-D!!!
- You don't have to add a section just because it's available. Think carefully before adding:
 - Causes you care about
 - Test Scores

Connect!

- People you meet
- Classmates/ Groups
- Former co-workers
- Join Groups
- Follow Companies and People

Join Groups

- Access job discussions and connections at targeted companies
- Read articles on job search trends and techniques
- Understand best practices
- Allows you to market yourself as a thought leader and influencer in your field
- 81% of users belong to at least 1 Group
- Join 3 technical groups for the assignment

Groups to Join

- Northeastern University Information Systems
- Northeastern Graduate School of EngineeringCo-op*
Group
- Northeastern University Employer Engagement &
Career Design
- Northeastern University International Student and
Alumni Networking Group

*NOTE: there is NO space after Engineering and Co-op

Follow

- Companies you are interested in
- Companies you are interviewing with
- Influencers
- Recruiters
 - Don't send connection requests



Use your LinkedIn network!

Using LinkedIn in Your Job Search

- Check out the company leadership team via their LinkedIn profiles
 - Maybe you have a connection!
- Broaden your network
- Consider former colleagues, students, new networking contacts
- Find your hiring manager and/or potential boss (and get to know about him/her)

Using LinkedIn in Your Job Search

- NU Employer Engagement and Career Design offers regular workshops to help you develop your profile and take advantage of LinkedIn features.
- View their guides at www.careers.northeastern.edu



John Marty • 2nd

Sr. PM Amazon | Career Coach | Public Speaker | Content Creator

1d • Edited

5 job referral no-no's

I often get approached for referrals on LinkedIn, but most people present themselves in a way that makes it difficult for me to help them. Here are 5 message types I receive.

- ❌ 1. The Let me know person - "Hey John, we don't know each other, but I love Amazon! Let me know if you hear of any cool openings!"
- ❌ 2. The "Hi" person - Just a title with hi, no subject (and the person's LinkedIn headline says "seeking opportunities").
- ❌ 3. The "I think this job would be cool" person. Hey I'm currently in HR but this job in Product Management seems cool. Could you refer me?"
- ❌ 4. The "Novelist" - This is the type of message that needs a table of contents to get through. By the end I'm wondering "what did this person need again?"
- ❌ 5. The "It's been a dream of mine" person - I know it's a dream of yours to work at Amazon for the same reasons it is for everyone else that reaches out to me for a referral.

If you want me to help you, follow these 3 simple and often overlooked steps:

- ✅ Find a specific role that's a perfect fit for your skillset
- ✅ Write a paragraph that illustrates 3 things you achieved - aligned with the role (illustrate your achievements with numbers)
- ✅ Attach your one page resume

#technology #studentvoices #careers

Example

State Your Intentions Upfront

Hi Joshua,

I obtained your name through the Northeastern University LinkedIn Group. I am a MS student in the College of Engineering and I am in the process of making a career transition. It would be helpful for me to ask you questions about your experiences as a Software Engineer for Mathworks.


I am not expecting to discuss a particular employment position, but I would appreciate being able to talk with you on an informational basis.

Thank you in advance.

How Employers Use LinkedIn

- Develop and expand a personal network of professionals
- Stay in touch with former, valued, trusted colleagues for potential future employment
- Actively search for candidates among LinkedIn members by searching on keywords
- Develop a complete, keyword-rich profile for your company on LinkedIn
- Search for potential employees by past or current employer
- Search for employees based on references from recommenders you trust



Shaan Mehta · 3rd 

Recruiter at Twitch

Irvine, California · See 500+ connections · [See contact info](#)

Message

More...



Twitch



University of California, Santa
Barbara

About

Hello! I'm hiring for Software Engineers and Data Analysts across multiple teams at Twitch, I receive many messages every week - If you're interested in a role at Twitch, I'd love to hear more about why you'd like to work here - tell me about your favorite streamer, your favorite emote, or anything else Twitch related!

Hints

- Use your positioning statement, resume, career goals, etc. to get started
 - Modify as necessary
- DO NOT post your resume into LinkedIn
- Keep it professional
- Nothing before your undergrad experience (RECENT!)

Profile Should be Complete

- Picture – professional picture
- Headline- demonstrates who you are
- Education- College and grad school only
- Experience
- Summary with key words
- Projects
 - Focus on skills obtained, not project description
- Recommendations
- Endorsements (give them and get them)

How We Assess a Profile

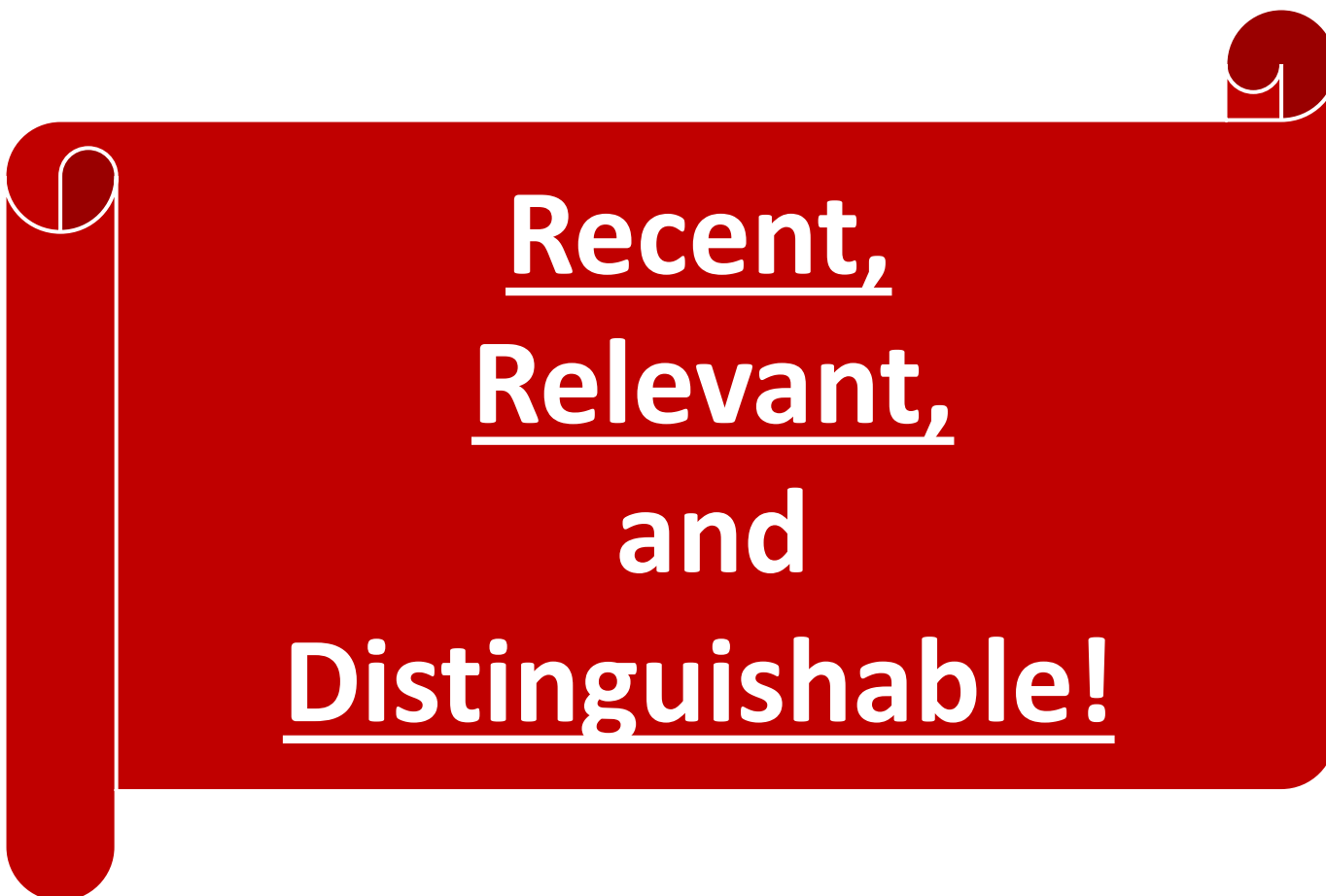
Your LinkedIn Profile should have the following components:

1. Professional picture: High-quality resolution, interview attire, headshot, neutral background of the picture (no distractions!)
2. Headline: Personalized to student – distinguishable! (not: 'MS ____ student seeking co-op')
3. Summary: Well-written narrative, no grammatical errors/typos, includes applicable skills/keywords – distinguishable!
4. Experience: Well-written accomplishment statements (with action verbs), reverse chronological order, includes company location and project context (if applicable)

Assessing a Profile, cont.

5. Education: Reverse chronological order, schools and correct degree (Master of Science in ____) Nothing before BS.
6. Projects: Add projects as you **complete** them
7. Groups: Join 3 career technical groups (such as Java Developer, Cloud Computing, etc)
8. Companies: Follow 3 companies related to your field of interest (Northeastern University does NOT count)
9. Endorsements: Have at least 3.
10. Connections: At least 10.

Keys to a Good Profile



Recent,
Relevant,
and
Distinguishable!



Questions?

Assignment

**Come to class next week in
appropriate interview attire!**

