



HACKING THE PRIVILEGED KID ADVANTAGE



A student written step-by-step guide
to landing your dream internship

by
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Featuring resumes from interns at Facebook, Google, Amazon, LinkedIn, Spotify & Uber

To mom and nana.



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“The only person you are destined to become is the person you decide to be.”

Ralph Waldo Emerson

→ Introduction

Looking for an internship was a necessary evil.

During my junior year in college, I'd be constantly on the phone networking, jumping through hoops in search of the right internship. I would come home late at night to my friends hanging around and realized that I was missing out on a lot of fun. It sucked.

I had spent the previous summer with my career driven high school friends listening to them boast about their internships. While they were getting paid to learn, I wasn't doing much. By the time the summer was ending, I was determined to land a new and fulfilling role.

I knew it wasn't going to come easy. The previous year I had dropped out of school. I re-enrolled with a crappy 2.5 GPA. I had (and still have) no technical skills and my economics major seemed useless. My resume had red flags but I believed in my abilities and I was willing to work for it. I knew I deserved not just an internship but a great one.

With summer ending I was still clueless on where to start. I turned to the career services office and I was directed to companies that recruited on campus. At the time, in my mind, that was all that existed. I remember interviewing for a role that I knew I would have been miserable at. I was so blinded to other opportunities that I would have done anything for an offer. Of course, I didn't get it.

I even had family members tell me to forget about getting into the right place, but to focus on getting into a place. I spoke to a University of Delaware alumnus who advised me not to apply to his workplace. Getting an offer, he said, "Wasn't realistic." I knew I deserved more but I lacked direction.

Ignoring the negativity, I worked hard to get what I wanted. It paid off. I spent my summer interning at a company that recruits at Princeton, Columbia, and Harvard. More importantly, I enjoyed my 9am-5pm as much as my 5pm-9am.

You can always find school data about how many students get internships or jobs. "University XYZ has a job placement rate of 98%." I've yet to see any information about how many students actually got a position that made them happy.

When the process was over I started to think about all that I had learned. All the mistakes I made and what allowed me to stick out from the rest. This book isn't about theoretical ways on how to get where you want. This book is about redefining opportunities and changing the course of your life. And yes, by following the steps, you'll see how this tested process will work for you. You'll read real life examples from students who hustled their way into the top places.

This book is by students, for students. This is the book for the person who wants more. You.

→ REALLY? ANOTHER BOOK ABOUT INTERNSHIPS?

There's no shortage of advice on internships. Most of it is garbage. Articles titled, "10 Things You'll Need to Know for Your Internship," give you regurgitated information and abstract advice.

There's a decent chance you already know the basics. Proofread your resume, write a cover letter and send a thank you note after your interview. It is decent advice and if you do all the above, you will get an internship. The truth is internships are easy to get.

There are many companies that will gladly accept your hard and free work. But not all internships are created equal.

Not all internships will put you on a road to economic success and a world of opportunities.

These internships exist.

This book is about more than getting "your dream internship." Achieving that short term goal unlocks a bigger picture. In looking for an internship, the why is as important as the how.





Offense vs. Defense

One fall evening, I met a young woman named Tatiana. In conversation, I learned how she had been waitlisted and denied at her dream school. She went on to enroll at her backup school, the less prestigious of the universities in question.

During her time at college, Tatiana grinded. Her grades were excellent and she worked at the school's career service center. Through her involvement, she met with many of the companies that recruited at her school. Among them was Company X. Company X had a great reputation on campus and she had connected with the company's employees. Tatiana applied for an internship and got an offer!

What's wrong with this picture? Most would say nothing.

The problem was that Tatianna was playing the hand that was dealt with her. She was playing defense.

Defense is choosing opportunities based off of what is presented. When Tatianna decided that she liked Company X best, she was picking from limited options. From the start, boundaries were created because it was an outside force that defined her limits.

Opportunities presented to you aren't opportunities designed for you. Tatiana wasn't taking control of her future. She was playing defense.

Offense is dealing your own hand. In playing offense you define your choices by creating your own opportunities. You do this by identifying what you want and finding a way to achieve your goals.

Let's play offense.



Overview

Why Do It

If you've made it this far, I'm guessing you understand the need for an internship. Regardless, you'll learn why getting the right internship and not just any internship is important.

Part One: The Prep

This is how you get started. You'll create the digital assets (resume, cover letter, LinkedIn profile, etc.) the right way. These tools and skills will be valuable for years to come. Then, equipped with a list of target companies and the digital assets you'll be ready for part two.

Part Two: Hustle, Apply & Interview

Part Two is the grind. Doing what others won't so you can do what others can't. We'll breakdown why it is about

who you know rather than what you know. And then, we'll help you figure out who you should know and how to meet them. By putting yourself on the map, you'll build a network and relationships that will open many new doors.

Next, it is time to apply. You'll submit an application in a step-by-step process to further help you to stand out from the crowd.

After you get your foot in the door through an interview, you'll need to do final preparation. You'll learn what to wear and what you should and shouldn't say. We'll cover the nuts and bolts for the final step of the process.

Profiles

You'll hear from people who have done it. Students who hustled their way to places like Google, Spotify, and Facebook. Seeing what they did will give you a first-hand look at what it takes. You will see that while this book

outlines a process on how to land the right internships, there are other ways to do it.

How To Read This Book

This book is designed for you to take action while you read from start to finish.

A Google Drive folder has been created to help you stay organized in the process. Visit www.goo.gl/5JFNjj to start.

Download the folder and re-upload it to your Google Drive to begin to use it.

Most of the methods in this book are also applicable to landing jobs early in your career.

Key points

This is going to take real work.

Playing offense allows you to define your own opportunities rather defense, which is when opportunities define you.

This book isn't about landing an internship. It is about landing *the* internship.



“In my experience internships are absolutely critical. Many of my peers have spent their academic careers focusing on GPA, only to find that most employers don't request such information. A student entering the job market with real world experience will outshine the best transcript. Realistically, when an employer receives countless resumes, any one of those applicants are capable of performing their tasks. Experience is what tells the employer that they have a competent, pleasant and work-oriented applicant.”

Adam Trzinski

→ Why Do It

You work hard during the school year. Classes are consuming as is the rest of your life. The thought of an internship has crossed your mind but let's face it: you have a lot going on. You will talk about applying, heck you might apply to a few places. You'll do just enough to tell your parents you tried, but not enough to make it happen.

Because you're reading this book, that isn't you. You don't need any convincing on why you need an internship, but before we get started, let's dive into why this is so important.

It's Going To Change Your Life.

Jordan and Sebastian are childhood best friends. Growing up in the same town, they have so much in common. They are smart, focused and outgoing. They have the same hobbies, read the same books and even have girlfriends who are friends.

There is only one difference. Jordan is rich. Sebastian is not. Jordan, a son of two lawyers – is afforded the opportunity to go to any university. Sebastian lives with his father and money is tight.

Jordan enrolls at an Ivy League school. Sebastian goes to a respectable and affordable local college.

The time comes for the internship search. Things start to change.

The career service office at Jordan's college is incredible. Career development events are held as well as recruiting sessions with world-class companies. His new college friends

have had internships and give him the scoop on where to apply and who to contact.

Sebastian's situation is different. The career service office is mediocre. They have a small career fair with local companies and not much else. When Sebastian talks to his roommates about internships, most aren't even looking.

Jordan lands a high paying internship at an elite company. The internship leads to a high-paying job and a world of opportunity.

Sebastian interns at a rinky-dink business and is unpaid. He leaves frustrated and takes a random job out of college. He works for what feels like free at a place he is overqualified for. Upset at his situation, he feels unsatisfied that he isn't doing better.

They were equally talented and each trusted their school's career services department but ended on different paths. Why? The internship they got.



Why Do It

Getting the right internship will place you on a successful career path by giving you the network, skills, and resources you need.

You will see this story played out time and again. It is the reality. If you aren't Jordan, you must defy the status quo by working your way to a better career path. It starts with an internship.

While I gave the characters ethnically neutral names, the student who ends up being successful is probably named John, Joe, Matt, or Steve. The poor kid is probably named, Devon, Jose, Marcos or Danilo. The rich kid advantage is real.

Internships = Good resume + Portable Job Offers
Good Resume + Portable Job Offers = A Great First Job
A Great First Job = A Great Career

You Don't Know What To Do With Your Life

When someone asks what you want to do with your life, your answer might be that you have no clue. You may not even be convinced you chose the right major. It's okay. If you're looking for answers, look for an internship.

“50% – 70% of students change their majors at least once.”

Laverne Edu

That isn't a typo.

An internship will also expose you to other career options. You'll be surrounded by professionals who have had different careers and who hold different roles. You'll walk away with a better idea of what you want and what you don't.



“If it is important to you,
you will find a way. If not,
you’ll find an excuse.”

Jim Rohn

→ The Excuse List

During this process, you'll hear no shortage of excuses. Since you're reading this, you are committed, making this section not for you. So, use this as a reference to address your friend. You know, the one who is talented but tells you he doesn't have the time while he plays his sixth consecutive game of FIFA.

Excuse #1

"I am not good enough."

If you don't believe you can do it, who will? This platitude is as corny as it is true. The journey begins with self-belief.

You'll compete against students with 4.0 GPA's at acclaimed schools and with well connected parents. Kids who started companies, who are club leaders will brag about how impressive they are. And it's probably true. So how do you stand out?

You want it more.

You shut up, you put your head down and you out work the rest.

We are only as good as we define ourselves. Define who you are and make your truth a reality through hard work.

Excuse #2

"My GPA isn't great."

Breaking news...

...NO ONE CARES ABOUT YOUR GPA

Okay, maybe that's an exaggeration. It depends on what you want to do. Going to medical school or applying to be an investment banker requires a strong GPA.

Fortune 500 companies, startups and everything in between won't ask for your grades. Thousands of companies understand that how well you did sophomore year in a history class won't determine how you'll perform in the work place.

Experience trumps academic success.

"Grades are only a measure of how good you are at getting grades."

Anonymous

Excuse #3

"I Don't Have Enough Experience."

If you haven't had internships, it does not mean that you don't have experience. In Chapter 2, we'll breakdown other examples of experience.

→ The Excuse List

Excuse #4

“I Don’t Know Enough About the Industry.”

No one expects you to. You are applying to be an intern, not to run the company. Unless you are applying for a technical role, the basics (explained in Chapter 7) are enough. Show that you are driven to learn and you won’t be penalized for not knowing the details.

Excuse #5

“It’s Too Late To Apply.”

Really? Did you actually look?

Excuse #6

“I Don’t Want to Be Unpaid.”

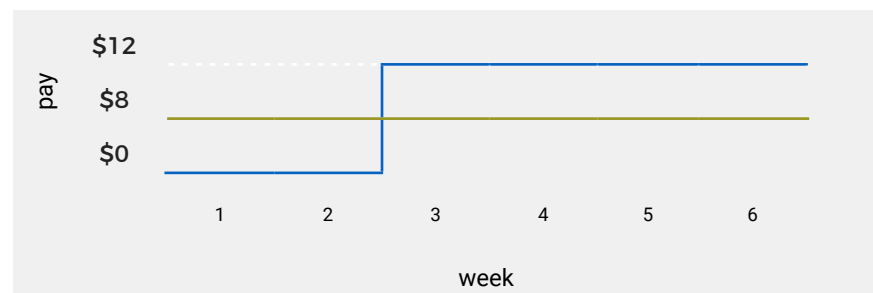
There are many people who cannot afford to work for no pay. Instead of working as an unpaid intern, students will go through college performing menial jobs.

The problem is that this is a short term play, rather than a long term strategy.

There are paid internships in your area but they aren’t as easy to find as the “Help Wanted” sign at the local bar.

Spend the time to look for an internship instead of making immediate cash.

Working as a cashier VS. as an intern



| WEEK | CASHIER | INTERNSHIP |
|--------------|---------------------------------------|---|
| One | 15 hours x \$8/hour = \$120 | 10 hours to find an internship = \$0 |
| Two | 15 hours x \$8/hour = \$120 | 10 hours to find an internship = \$0 |
| Three | 15 hours x \$8/hour = \$120 | 15 hours x \$12 an hour= \$180 |
| Four | 15 hours x \$8/hour = \$120 | 15 hours x \$12 an hour= \$180 |
| Five | 15 hours x \$8/hour = \$120 | 15 hours x \$12 an hour= \$180 |
| Six | 15 hours x \$8 an hour = \$120 | 15 hours x \$12 an hour= \$180 |
| Total | \$720 | \$720 |

The internship results in money, skills, and experience. The cashier job results in money.

On the off chance that you can’t find the right paid internship, find a part time unpaid one. **Get the experience.**

Key points

An internship is crucial to choosing the right major and understanding what career you want to pursue.

An internship creates the path for your career. Get on the right path by having the right internship.

There is no shortage of excuses of why you can't do it but that's what they are excuses.



“There is no substitute for hard work.”

Thomas Edison

Part One:

The Prep



THE INTERNSHIP PROCESS



CHAPTER ONE

The Search

The Search

Before you start, there is one thing to figure out. The secret ingredient.

Figure out what *you* want.

It's not about what your friend thinks is cool. It's not about what your parents expect. It's not about what society says to do. It's about you.

This isn't metaphor; do it.

This link provides questions to think about. Stay organized by answering them at the Google Drive (www.google.com/drive/folders/RpZTZb).

Questions To Think About:

What do I do for fun?

What am I passionate about?

What skills do I want to learn or improve on?

In what locations am I be willing to intern?

What type of environment do I want?

What department(s) (sales, marketing, etc.) interest me?

What industries interest me?

As you go through this process, your answers to these questions will evolve.

Quality vs. Quantity

Don't apply for 100 internships and later have to make the decision if the role would be a good fit. Take your time to research companies that you find interesting rather than applying everywhere.

The more internships you apply to, the chances of you getting an offer at each company will decrease. You only have so much time to dedicate towards each company. A concentrated effort goes a long way.

How many companies should I consider applying to? 15-25.

The number may look a little high. This is because you can estimate that a few won't have open roles.

Company Size

What size company should you apply to?

Interns work at five person startups, thousand employee corporations and everything in between. The good news is that there is little risk in doing either. Don't sweat it. Regardless, your experience will be valued by future employers.

When considering company size, take these factors into account.

| Startup | Large Company |
|---|---|
| <ul style="list-style-type: none">• Hands on experience.• Strong understanding of company functions.• First-hand look at entrepreneurship.• Opportunity to build relationships with employees in different roles.• A chance to make a big impact. | <ul style="list-style-type: none">• Observe how large company operates.• Learn standards, ethics and practices.• More money.• Learn specific skills.• A more established internship process (more interns, better funding and structure).• A better network. |

Finding Your Companies

"Top" Lists

Find reliable websites that produce "Top" lists. Google search to find the top internship programs, hottest startups, and coolest offices. This is a great place to look for inspiration.

Companies Related To Your Passion

Die hard baseball fan? Look into the nearest sports team. Find what you enjoy doing in your free time and see if you can bring that to your internship.

Find Your Dream Companies' Competition

If you could intern anywhere where would you? Add that company to your list. And then find companies that are similar. Maybe you love music and your dream job is Spotify. Add Pandora and SoundCloud to your list.

The Search

Use People In Your Life

Your network can be helpful in finding companies that may interest you. Keep in mind that their opinions are based on their own perspectives. Your teachers' definition of a prestige internship might not be yours.

Google Search

Get creative. Search by title (sales, marketing), industry (advertising, finance) or location.

Internship Finder Websites

Use these websites as complements to your list. Internships posted on these websites are the position that everybody will apply for. Because it's so easy to apply, you'll be competing with everybody else. Many companies do not advertise their internship roles on these websites. They do this to weed out students who are applying to hundreds of roles and who don't care about the company.

Internship Finder Websites:

www.linkedin.com
www.internships.com
www.angel.co/job-collections/startup-internships
www.indeed.com

Get Organized

It is important to stay organized while building your target list. Your list will evolve. Keep track of it all by going to the Google Drive folder, www.goo.gl/DzKZAYR, to start.

Scaling Down Your Options

You've created and organized your list. How do you actually know if it's a right fit? You don't. But by doing a little research you can weed out the companies that won't make any sense.

GlassDoor.com.

You'll be able to find information on what employees say about their experience at the company. Focus on tangible information ("the leadership team took time to speak to the interns"), rather than opinionative information ("I don't like this company").

LinkedIn Search

A good indicator of the quality of the company and the environment is the quality of employees. Use LinkedIn to find current and past employees. In Chapter Five, we'll cover how to directly learn from employees about the company.

Key point

Take the time to find places that make sense to you rather than applying everywhere.

Action

Create a list of 15-25 target companies.



“Over the course of my 30+ years in entrepreneurship I’ve looked at a lot of résumés. And though the trends for layout, buzzwords, and length have changed, one thing has stayed the same: most of them are a chore to read. I can’t tell you how many times I’ve received a “resume.doc” file from someone I’ve met in person, looked it over, and thought, “The dud on this page has nothing to do with the smart, fascinating person I met!”

Kevin Daum

CHAPTER TWO

The Resume

→ The Resume

Definition

A written account of personal, educational, and professional experience prepared by a job applicant.

Building a resume is the first step to getting ready to apply. To help break down the importance of a resume, let's compare it to a class project. During your busy school year, you may struggle with finding time to focus on both.

Which do you focus on? Your resume.

| | RESUME | CLASS PROJECT |
|-------------------------|--------|---------------|
| Will affect your career | ✓ | * |
| Usable in the future | ✓ | |
| Relevant in the future | ✓ | |
| Leads to a job | ✓ | |
| Takes time | ✓ | ✓ |

**If you fail a class project it will lower your GPA. As mentioned, most employers won't ask for your GPA. Every employer will ask for your resume.*

If you half-ass a class project, no one will care. If you half-ass a resume it will affect you. A half-ass resume gets you a half-ass internship and then a subpar job. Focus on what's important.

So, how do I build a great resume? It's a three-step process:

Step One: Use the tools and tricks listed below to create your own.

Step Two: Have the right people improve it.

Step Three: Customize it.

The Resume

Step One: Build It

Download the resume template at www.goo.gl/f5YuTm. Using the tips and sample resume below to fill out the template. Then print it out, correct it by hand and read it out loud. Review the resume twice on your own before continuing.

Highlight academic achievement

School email rather than personal email

No address necessary

Experience in chronological order

JANE DOE
janedoe@udel.edu | 860-093-9279
www.linkedin.com/in/jane-doe

EDUCATION
UNIVERSITY OF DELAWARE Newark, DE
Alfred Lerner College of Business & Economics
Bachelor of Arts, Economics
Dean's List: Spring & Fall 2016

While this isn't a job or internship, it is an experience

It's appropriate to brag through factual information

Experience
Kappa Gamma Fraternity
Newark, DE
Chapter Events Director, Member
May 2019
March 2016- Present

- Lead and collaborate with a team of two other peers to plan six social events for our chapter of 230 women.
- Elected by the board to serve as the Chapter Events Director.
- Worked to create safe and innovative events that takes place at off-campus locations to serve 550 individuals.
- Create contracts for transportation services, catering services, and musical services for each event.

Kenny's Aqua
Bartender & Waitress
Greenwich, CT
June 2014- August 2016

- Provided customer service in the bar area of a seafood restaurant.
- Developed four new drink recipes and assisted in keeping the bar work area clean throughout each shift.
- Maintained efficient flow of drinks to over 75 customers in the dining as well as the patio area.
- Worked with the manager to develop a social media promotional video that was viewed over 5,000 times.

Shows versatility

Describe results when possible

Quantify your results

Consistent formatting

Greenwich Senior Rehab Center
Recreational Volunteer
Greenwich, CT
June 2014- August 2016

- Worked at a rehabilitation center that helps elderly clients with short term and long term care.
- Helped design recreation programs including a summer concert to connect with clients through a mentally stimulating medium.
- Assisted in daily interaction with clients including extended conversations, attending to individual needs and moving clients throughout the facility.

Showing that you were promoted goes a long way

Greenwich Park and Recreation
Head Counselor promoted in April 2015
Greenwich, CT
April 2011- January 2015

- Led and collaborated with a team of three peers, along with the director of the camp, to implement safe and exciting individual and group activities for 30 boys and girls during a six-week session.

General Counselor

- Responded to parents' concerns via telephone calls and emails; completed end of the summer evaluations for divisional staff.
- Played an active role in developing and implementing daily routines and activities for the children for the duration of the camp.

You can label affiliations and memberships as experience if you are formal experience

Water Side Building and Design
Secretary, promoted in June 2012
Greenwich, CT
June 2011- September 2014

- Helped draft meeting agendas and sent follow-ups for meetings at a residential construction company.
- Assisted in office duties including administration support, reviewing of inventory, and maintaining cleanliness of the office.

Office Intern

- Managed a reception cubicle, responded to email information requests in addition to telephone calls, and greeting visitors.

AFFILIATIONS and MEMBERSHIP
Project Sunshine: Member
Photography Club: Member
Fall 2016- Present
Fall 2016- Present

Regardless of some of the skills being basic, list them all

SKILLS

- Computer: Microsoft Office: Word, Excel, PowerPoint; Adobe InDesign, Adobe Photoshop
- Languages: Italian and Spanish

The Resume

Lacking Internship Experience?

Volunteering is experience. Club leadership positions are experience. Projects are experience. Doing research for your school is experience. Doing a small job, like being a hostess is also experience. If you spent any of your free time not watching Netflix, you have experience.

It is vital to articulate what you did. Remember, you are selling yourself. As an example, let's compare how the same camp counselor position is described on two resumes.

Resume One:

- Played with kids and organized an event for the summer.

Resume Two:

- Led and collaborated with a team of three peers, along with the director of the camp, to implement safe and exciting individual and group activities for fifteen boys during two four-week sessions.
- Responded rapidly to parents' concerns with telephone calls and emails. Completed end of summer evaluations for divisional staff.

► See the difference? **Resume One** looks like a teen job, **Resume Two** looks like a CEO. Look like the CEO.

How Do I Organize My Experience?

By date or by most relevant experience.

What Buzzwords Do I Add?

A buzzword is an important sounding word that has little meaning and is used to impress. Example: team player, result driven, expert and hard worker. Don't oversell yourself by adding buzzwords. The only key words that you should include are the ones that are listed in the job description.

How Long Should It Be?

One page. Recruiters spend six seconds on average reviewing a resume. Be clear and concise.

Do I Include My GPA?

It depends on how competitive the company you're applying to is. If a company says that they look for applicants with 3.5 GPA's or higher and you have a 3.1, you shouldn't add your GPA. As a general rule, if your GPA is below 3.0 don't include it.

If your major GPA, the cumulative GPA of your requisite courses, is higher than your overall GPA, add it.

What Shouldn't Be On My Resume?

Anything too personal. Don't link your Instagram account. Hobbies and work appropriate interests are okay.

An objective or summary. At the internship level, adding in a few sentences about your objective isn't necessary. That is what the cover letter is for.

The Resume

Step Two: Improve It

Congratulations, you've completed your resume and are half way finished. Now you will get people you know (or want to know) to help bring your resume up to speed.

Find three to five people with different areas of expertise to help correct your resume. Not everybody will be willing to help. Ask more people than needed as not everyone will respond.

Who To Contact:

Alumni – Employees at firms you will be applying to or want to know more about.

Recruiters – They look at resumes for a living.

Teachers – Helpful with grammar and sentence structure.

Career Counselors – This is part of their job. Believe it or not, they are very helpful.

The key is to find people who provide honest and constructive feedback. As nice as it is to hear your mom tell you how great everything is, it won't do much for you in the real world.

Once you receive feedback, you'll decide what constructive criticism to act on.

The Resume

How To Ask

Someone You Know

Mr. John

"Quick Favor – Resume Help," or "Mind Quickly Helping Me With My Resume?"

John Doe

Good Afternoon Mr. John,

I hope this email finds you well. Moving forward in college career, I've begun the process of looking for an internship. I have been working on my resume diligently and am excited to begin applying to companies. Before I do, I wanted to reach out to you to see if you had time to speak on the phone for some career advice and constructive criticism on my resume. I've attached it in this email.

My availability this week (EST) is as follows:

Monday: 4:00 – 6:00 PM

Tuesday: 10:00 – 11:00 AM, 4:00 – 5:00 PM

Wednesday: 8:00 – 11:00 AM

Thursday: 12:00 – 2:00 PM

Friday: 8:30 – 9:00 AM

Thanks for your time. I'm looking forward to speaking.

Best,

John Doe

- Before reaching out to someone to you don't know, read Chapter 5, Networking 101.

→ The Resume

Someone You Don't Know*

Mr. John

""You Miss 100% Of The Shots You Don't Take - Student Reaching Out" or "Student Reaching Out ~ Quick Resume Advice," or "University of Delaware Student Reaching Out – 10 Minutes of Your Time."
John Doe

Good Afternoon Mr. John,
I know you are very busy, I'll get right to the point.

My name is John Doe and I am a junior at the University of Delaware. I just began the process of looking for an internship and wanted to reach out to you for career advice and for a little help on my resume.

I have been working on it diligently and would love to get your feedback. I've attached it in this email.

If you had a few minutes to hop on the phone, I'd really appreciate it.

My availability this week (EST) is as follows:

Monday: 4:00 – 6:00 PM

Tuesday: 10:00 – 11:00 AM, 4:00 – 5:00 PM

Wednesday: 8:00 – 11:00 AM

Thursday: 12:00 – 2:00 PM

Friday: 8:30 – 9:00 AM

Thanks for your time. I'm looking forward to speaking.

Best,
John Doe

Step 3: Customize It

Complete Step 3 when you are ready to apply.

When applying to internships, customize your resume based off the job description. By matching key words, your making yourself a stronger candidate the role.



“How do you stand out?
One thing that I did was I
identified my skills based
on the job description and
reformatted my resume to
include the same words/
skills they were seeking.”

Rodney Urquhart

High School dropout turned Microsoft software engineer

Key point

Building a strong resume is a focal part of the internship process.

Action

Build your resume on your own.

Find the right people and have them help you improve it.

When it's time to apply, customize your resume to the job description.

CHAPTER THREE

The Cover Letter



The cover letter

Definition

A letter that introduces you, explains your purpose for writing, highlights a few of your experiences or skills, and explains why you'd be a strong fit for the company.

Most cover letters are generic. Most people treat them as an evil necessity. If you need to lie to yourself or are struggling to find a reason why you want to work at the company, you shouldn't be applying.

The goal should be to write attention grabbing material. A cover letter should show what you're made. It is your chance to communicate what your resume can't.

You get to express why you are interested in joining, who've you spoken to at the company and why you'd be a strong fit. If done right, a cover letter can be a determining factor in distinguishing yourself from qualified candidates.

The process of creating a cover letter is like that of creating a resume. You build it and then you get help to make it better. Make sure to build a strong template for the cover letter now and customize it when you are ready to apply.

Step One: Build It

Begin by writing the draft of your cover letter. Use the example found at www.goo.gl/uMkzmw as a guideline and inspiration. Write your first letter aimed at a specific company. This will become your template when creating cover letters for other companies.

A Generic* Cover Letter

**If you plan on copying and pasting your template from one firm to another, a recruiter will see right through it. Companies know the difference between someone who wants to work at their company versus someone who just wants to work somewhere.*

Answer The Following

1. What have you done at a previous position that gave you experience for the company you're applying to?
2. Why would you excel at this internship?
3. Which of your skills make you well-equipped for the position?
4. Why do you want work for the company?
5. How do you fit the job description?

Avoid The Following

Don't be cocky. Don't be too salesy. No one likes a "try hard" and by acting overconfident, you'll come off as ignorant.

Don't be boring. Recruiters get thousands of dry cover letters. Don't be one of them.

Do not reword your resume. Regurgitating information adds no value. A cover letter should show what your resume does not.

Words And Phrases To Avoid

Words: never, literally, always, really, honestly/truthfully.

Phrases: with that being said, even though, best candidate.

The cover letter

Have A Poor GPA? Address it.

This is your time to communicate what went wrong with your GPA. Only add this if your GPA is asked for and is below the required standard.

In a competitive job market, I am aware that my GPA is inadequate.**[Insert Reasoning]**. I ultimately fell academically short. I'm currently a full-time student and my future academic dedication will demonstrate my intellectual ability.

If there is anything else that needs explanation, this is the place to address it. A recruiter won't have the time to play guessing games about the unanswered questions. Take initiative to keep yourself in the race.

Include Your Ethnicity

Many companies are making the work place more diverse. This is accomplished by a conscious effort to hire individuals that fall into underrepresented groups. If you identify or even partially identify in a minority group, make it known in your cover letter. Instead of saying, "My name is John Doe and I am a student," say my name is John Doe and I am a Mexican American student."



The cover letter

Your address is required for the cover letter

Jane Doe
17 Parker Road
Greenwich, CT 06413
860.093.9279
janedoe@udel.edu

April 13th, 2017

Municipal Union
23 Bowery Street
New York, NY 10001

Direct and to the point about the reason for writing

Dear Hiring Manager,

My name is Jane Doe and I am sophomore at the University of Delaware currently pursuing a degree in Bachelor of Arts in Economics and minoring in Psychology. Courses in psychology and communication, have helped foster my interest in the human resources field. I am particular interested in pursuing an internship in HR at Municipal Union for the summer of 2017.

Current work or experience that is relevant.

Currently, I am working as a research assistant on a study about how food affects mood behaviors. I was humbled to be chosen as one of thirteen students in this two-year study. My variety of tasks include decoding data and recruiting qualifying participants.

Shows leadership

This past fall, I was elected as the Chapter Events Director of my sorority, Kappa Gamma. I plan events for the 250 women, as well as negotiate and form contracts for different service providers. I lead a team of two peers in executing these events.

Aligns with company values

My innate desire to help others is evident through my past volunteering experiences. For the past six years, I've volunteered at Greenwich Rehab, helping elderly in the recreational department. Having the opportunity to make a difference and serve the greater good is something I'm proud of.

Shows balance

Given my experience in successfully communicating with a wide range of individuals, I believe that I am a particularly good fit for the internship position at your firm. As someone whose passionate about serving others for the greater good, I believe my personal goals align with Municipal Union focus. Priding myself on having an innovative mindset, I want an opportunity to contribute to a place that is focused on helping others. I'm also interested in learning how a financial institution operates from a macro perspective.

I would welcome an opportunity to discuss my qualifications with you and learn more about Municipal Union at your earliest convenience. I can be reached at 860-093-9279 or via email at janedoe@udel.edu. Thank you very much for your time and consideration.

Strong ending

Sincerely,

Jane Doe

Make a free signature at www.livesignature.com

Step Two: Improve It

Take your cover letter and send it to four people for constructive criticism. As you did with your resume, ask people with different backgrounds for help.

For further details on how to do this, refer back to Chapter 2.

Key point

A cover letter is a chance to stand out. Avoid sending a generic one.

Action

Build your cover letter on your own.

Find intelligent, successful people. Have them help your cover letter.

When it's time to apply, customize your cover letter based off of the job description.



“It takes 20 years to build reputation and five minutes to ruin it. If you think about that, you’ll do things differently.”

Warren Buffett

CHAPTER FOUR

Online Presence



Online Presence

Why do you need a LinkedIn? Why do you need a Facebook? To stay connected. A LinkedIn is a social profile for your career. 500 million people have a LinkedIn account. You need one because of it the best way to promote yourself as a professional.

Follow These Steps

1. **Go to linkedin.com and create an account.**
2. **Take all of the information from your resume and add it to your LinkedIn** in either paragraph or bullet form.

3. **In your headline, do two of the following:** What you do, where you go to school and your previous job or experience.

Examples:

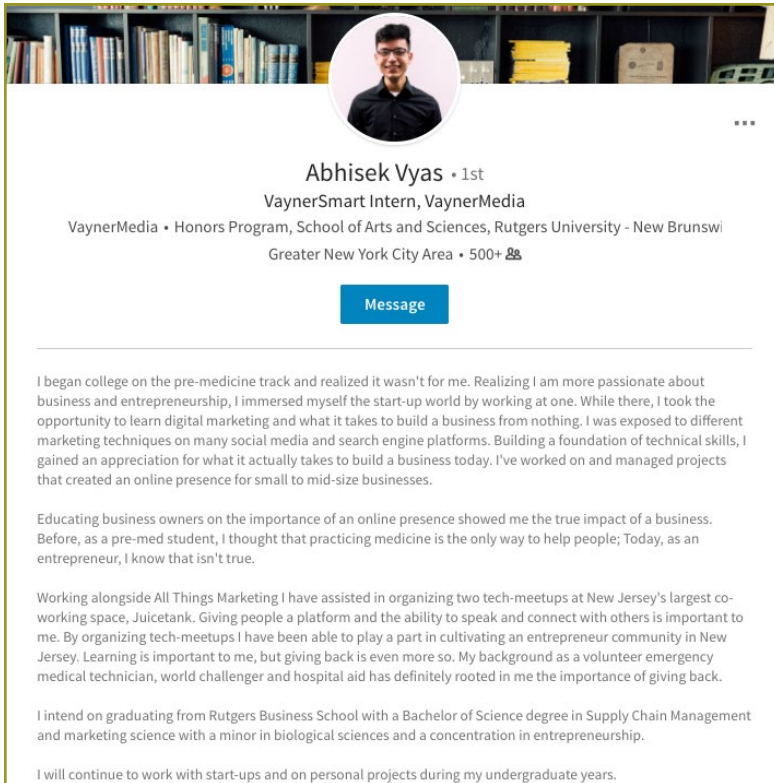
Intern at AppNexus | Student at University of Delaware

or

Entrepreneur & Marketer | Intern at IBM

4. **Create a strong LinkedIn summary.** Write something that is enticing enough to make them want to read more.

Use these two real life examples for inspiration. ►



Abhisek Vyas • 1st
VaynerSmart Intern, VaynerMedia
VaynerMedia • Honors Program, School of Arts and Sciences, Rutgers University - New Brunswick
Greater New York City Area • 500+

[Message](#)

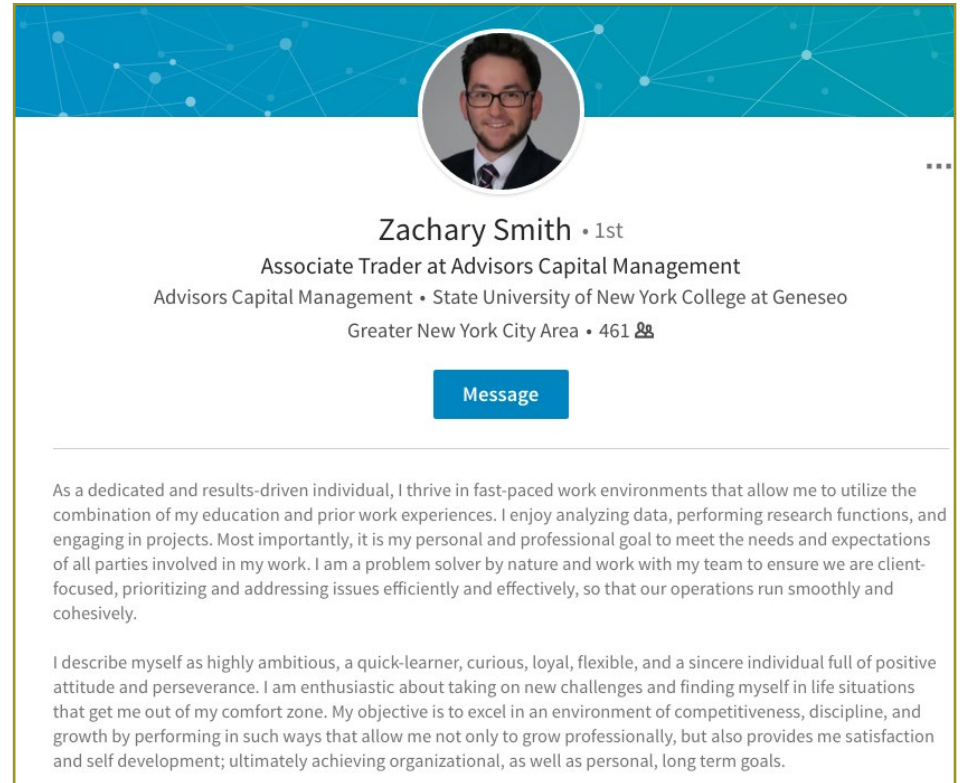
I began college on the pre-medicine track and realized it wasn't for me. Realizing I am more passionate about business and entrepreneurship, I immersed myself in the start-up world by working at one. While there, I took the opportunity to learn digital marketing and what it takes to build a business from nothing. I was exposed to different marketing techniques on many social media and search engine platforms. Building a foundation of technical skills, I gained an appreciation for what it actually takes to build a business today. I've worked on and managed projects that created an online presence for small to mid-size businesses.

Educating business owners on the importance of an online presence showed me the true impact of a business. Before, as a pre-med student, I thought that practicing medicine is the only way to help people; Today, as an entrepreneur, I know that isn't true.

Working alongside All Things Marketing I have assisted in organizing two tech-meetups at New Jersey's largest co-working space, Juicetank. Giving people a platform and the ability to speak and connect with others is important to me. By organizing tech-meetups I have been able to play a part in cultivating an entrepreneur community in New Jersey. Learning is important to me, but giving back is even more so. My background as a volunteer emergency medical technician, world challenger and hospital aid has definitely rooted in me the importance of giving back.

I intend on graduating from Rutgers Business School with a Bachelor of Science degree in Supply Chain Management and marketing science with a minor in biological sciences and a concentration in entrepreneurship.

I will continue to work with start-ups and on personal projects during my undergraduate years.



Zachary Smith • 1st
Associate Trader at Advisors Capital Management
Advisors Capital Management • State University of New York College at Geneseo
Greater New York City Area • 461

[Message](#)

As a dedicated and results-driven individual, I thrive in fast-paced work environments that allow me to utilize the combination of my education and prior work experiences. I enjoy analyzing data, performing research functions, and engaging in projects. Most importantly, it is my personal and professional goal to meet the needs and expectations of all parties involved in my work. I am a problem solver by nature and work with my team to ensure we are client-focused, prioritizing and addressing issues efficiently and effectively, so that our operations run smoothly and cohesively.

I describe myself as highly ambitious, a quick-learner, curious, loyal, flexible, and a sincere individual full of positive attitude and perseverance. I am enthusiastic about taking on new challenges and finding myself in life situations that get me out of my comfort zone. My objective is to excel in an environment of competitiveness, discipline, and growth by performing in such ways that allow me not only to grow professionally, but also provides me satisfaction and self development; ultimately achieving organizational, as well as personal, long term goals.



Online Presence

5. Fill out the student profile section.

Add in relevant information for *Courses, Projects, Languages, Certifications and Organizations*.

6. Connect with everybody you know.

More connections make you look more credible. You want to know if someone in your network

can introduce you to a person you want to meet. **Get a LinkedIn recommendation.** This is a great chance to show others what you are like in a working environment. Reach out to someone you know well; a former boss or co-worker. Politely ask them to write you a recommendation and offer to do the same for them.

7. Take a clean and simple headshot for your LinkedIn photo.

Wear what would be expected at work. If you're going to be applying to jobs that don't require wearing a suit, you don't have to be in a suit in your picture.

Your photo SHOULD NOT:

- Include other people in the picture or be a picture that crops out other people.
- Have your face take up less than half the photo.
- Have a distracting background or be a photo from a social event.
- Be blurry or low quality.

Joe

"Quick Favor – Recommendation," or "Mind Quickly Writing Me A Recommendation?"

John Doe

Hey Joe,

I hope this finds you well. I'm reaching out to see if you would take a couple minutes to write a LinkedIn recommendation for me. As I continue my journey onto a professional career, I am looking to boost my LinkedIn profile. This would be a great help. I'm happy to do the same for you.

Thanks in advance,
John Doe



Online Presence

Social Media

The keg stand picture with of your friends in the frat basement. Awesome. The passionate Facebook post on your feelings of the Republican party. Great.

The company you're applying to won't feel the same.

As important as it is to build a LinkedIn profile, cleaning up your online presence is vital. Your online presence is an overlying view of who you truly are. A social media profile informs recruiters what you do and how you communicate when you're not trying to impress.

There are a few things you can do to cleanup your social media accounts. This isn't a fun task, it's a necessary one. Take the time to follow these steps to protect your image. What a shame it would be to lose a great opportunity over something so meaningless.

Steps

1. Put all social media profiles on private. Don't grant anyone including potential employers access your posts and pictures.
2. Delete the photos that are reputation damaging. Will you not get the internship because of a picture of you drinking beer? Probably not.
3. Should you play it safe? Yes. Get rid of anything you wouldn't want your employer to see. Do yourself a favor and get rid of the risk by taking precaution.
4. Have a Facebook profile picture that you'd be comfortable sharing with your recruiter. Search your name on Google and YouTube. If you find anything inappropriate, remove it.

Key points

A LinkedIn profile is the best way for you to communicate with professionals.

Your social media profiles can hurt your chances of receiving an offer.

Action

Create a LinkedIn page and add the information from your resume.

Follow steps 1-8 to create an impressive profile.

Clean up your social media presence by following steps 1-4.



Bonus: Letter of Recommendation

Definition

A letter in which a person in a prior supervisory role has evaluated the achievements, skills and work habits of an individual who has worked in his/her company.

Do you need a letter of recommendation to apply for an internship? No. Will you not get an offer because you don't have a letter of recommendation? No. Does it give you an edge? Yes.

A letter of recommendation is a useful complement to any application. The letter says that someone who supervised you had a pleasant enough experience to write about it. On many application pages, there is a section to attach any "other" documents. Most people won't have anything to submit but add a letter of recommendation if you can get one.

You get a letter of recommendation by asking for one. Find a former boss, teacher, mentor or a guidance counselor who you think might be willing to do it. Send them an email and politely ask them if they would be willing to write you one.

32509234590

"Letter of Recommendation - Internship Search" or "A Favor To Ask - Letter of Recommendation?"

John Doe

Dear 32509234590,

I hope this email finds you well. A brief update from my side. I began my sophomore year of college at the University of Delaware. I'm majoring in economics. [Insert a complement about how this person helped you with what you're doing today.]

I'm reaching out to you because I want to see if you'd be willing to write me a letter of recommendation. I'm looking for a summer internship and the companies that I am applying to are very competitive. I want to do everything I can to stand out. A letter of recommendation would be a big help.

If you have the time to do it, I'd appreciate it. If not, I completely understand. Thanks anyways.

Best,
John Doe



“It’s not what you know,
it’s who you know.”

Anonymous

Part Two:

The Search

CHAPTER FIVE

Networking 101

→ Networking 101

Until now you've been getting prepared.

It's time to take action.

Applying online application and hoping the best will get you the same results as everyone else. Failure. Sending your application online is like sending your application into a black hole. Your application may not even be read.

**“Only 2% of
online applicants
get interviews.”**

Job Market Experts

Think of it from a recruiter's perspective. Let's say you need ten interns and have a thousand applicants. You select the most competitive candidates who applied online for an interview. You'll also interview those that have been recommended by coworkers and others. We'll call this the “family and friends” pile.

If your resume isn't really impressive your chances will be low. Unless you go through the side door and make it into the “family and friends” pile.

Networking gets you into that pile.

The word “networking” has a stigma. It sounds forced and unpleasant. The truth is, it doesn't have to be painful and it is actually important. In this chapter, you'll learn the basics on how to successfully network.

Get Gutsy

I was never good at this. I was afraid to reach out to people, it was uncomfortable. I'm not sure what I was afraid of. I had nothing to lose.

In the beginning, I didn't reach out to the most important people because I thought I wouldn't hear back. Instead, I contacted people who weren't relevant but who I deemed accessible. Looking back, I realized that this wasn't the best use of my time.

As a general rule, a certain percentage of people you contact, won't respond. If you contact five people, you might only get one response. It's a numbers game. Reach out to many people and show them you are hungry and want to learn. People will help.

→ Networking 101

Results

When networking, to maximize time, figure out what you want your end result to be. A possible result could be to make connections at three companies you'll be applying to. If you're looking to get a job in finance, does speaking to someone at a software startup make sense? The people that you network with should directly help you reach your goal. In knowing what you want, you'll go after what you want.

Who Can Help You Reach Your Goals?

1. People in industries that you want to learn more about.*
2. People who work at companies you'll be applying to.*
3. People that you have existing relationships with that are connected to people who work at companies you'll be applying to.

*(For 1) and 2), if contacting someone you don't know, an alumni is your best bet.

Finding The Right People

The easiest way is to find the right people is through your alumni network. Go to www.linkedin.com/edu/alumni to figure out who is working at the companies you're interested. The more you can relate to that person, the better.

Regardless if they have the role you want, shoot them an email. If you're looking to work in marketing but the only alumni work in human resources, contact that person. Then still can help you get an interview.

If you can't find the right person through your alumni network, it's fine. Search the company name on LinkedIn to look for employees.

Keep a list of individuals that you'll be contacting in the spreadsheet at www.goo.gl/c8Yn9j.

Recruiters

Part of a recruiter's job is to communicate with candidates. Because of this, distinguishing yourself from the crowd is much harder. A meaningful conversation with an employee will go further. That employee isn't contacted as much and will be more willing to help you out.

Reaching Out

Block out a few hours of your day to contact the people on your list. Also schedule time 7-12 days later to follow up with the people you haven't heard back from. Be persistent.

→ Networking 101

Warm Lead

Definition

Speaking to someone you know or you've been introduced to.

At first, the whole process will seem weird. It is. Asking someone about his or her lives isn't an everyday conversation but the more you do it, the easier it gets.

Reaching out to someone you already know is straightforward. Contact them and ask for a few minutes of their time.

Other times, you may have a mutual connection with the person you want to meet. Contact the mutual connection and ask for an introduction. In this scenario, the person you want to speak to will be more likely to chat.

Asking For An Introduction

Mike
"Anthony Porgins – introduction." or
"5 Minute Favor – Anthony Porgins
Introduction."
John Doe

Hey Mike,

I hope all is well. I'm currently looking for an internship for my junior year. One of the companies, I'm looking into is Jet.com. I noticed that you know Anthony Porgins who works there. Any chance you'd be willing to introduce us? I'd love to have a quick phone call with him. I added an introduction email below that you can use. If it doesn't work out or you think it doesn't make sense, no worries.

Thanks!

John Doe

Hello Anthony,

Hope everything is going well. I'm reaching out to you because I wanted to see if you'd be willing to talk to my cousin John. John is a college student in the process of looking for an internship and wanted to learn a little bit more about Jet.com. If you think it would make sense, I'd like to give him your email to contact you.

Best,

Mike



Networking 101

First Contact

Mr. Porgins

"Mike Jones Connection – Following Up."

John Doe

Good Afternoon Mr. Porgins,

My name is John Doe and I am a junior at the University of Delaware studying economics and entrepreneurship. Mike told me to reach out to you about Jet.com. If you had some time to speak, I'd love to learn a little bit more about the firm and your career.

If so, I'm available during the following times (all EST):

Monday: 3-4 PM

Tuesday: 11-2 PM, 4-5 PM

Thursday: 9:00 AM – 1:00 PM

Looking forward to speaking.

Best,
John

Cold Connections

Definition

Reaching out to someone you don't know.

Reaching out to a stranger, like this whole networking process, is uncomfortable.

The difference between the people who will get what they want and people who don't is that those who are able to get over the awkwardness. Why? Because most people can't do it. If you can get over it, you'll have a big advantage.

Networking won't only help bring you internship offers. You'll build strong friendships and gain valuable mentors that may well last a lifetime.

How do you do this? By sending an email.

Reach Out

Mr. Joseph

"You Miss 100% Of The Shots You Don't Take - Student Reaching Out" or "Student Reaching Out ~ Career Advice," or "University of Delaware Student Reaching Out – 10 Minutes of Your Time."

John Doe

Good Afternoon Mr. Joseph,

I hope this email finds you well. I know you are busy so I'll keep this short,

- My name is John and I am a student at the University of Delaware
- I've previously interned at TenantU.
- My goal is to learn about the real estate industry.

I'm reaching out to you for a few minutes of your time to learn more about your career and get some insight. Given your past experience in real estate and career in many different firms, I think you would be a great person to talk to.

Thanks!
John Doe



Networking 101

Call Preparation

You found someone who agreed to chat on the phone, this is your big break. Now what? What do I say? How do I sound impressive? How do I make this person want to help me?

Be Prepared With Questions

The more specific the question, the better. You want to ask question to show the person you want to talk to them and not just anyone.

Do Not Ask For An Internship

This isn't going to work, however you may be offered by the person you speak to.

What To Ask?

General Questions

Can you tell me how you landed the role of _____?

What is your day-to-day like?

What do you like about your career in _____?

What is the typical career path for someone in _____?

Is there something you wish you knew or a skill you should have learned before you began your career?

What's the hardest thing about being in _____?

What would you look for if you were in the position to hire an intern?

Specific Questions

I noticed you went from industry X to industry Y. What was that like?

What was it like going from a _____ (company size) to a _____ (company size)?

What made you want to go into _____ (field) in the first place?

During The Conversation:

Focus on listening rather than speaking. The less you speak the more you learn. Maybe what you had in mind isn't for you. This is your chance to find out.

People are happy to speak about themselves. If they leave the conversation happy, they'll be more inclined to help.

→ Networking 101

Next Steps:

The goal of the conversation is to take actionable next steps. Depending on how the conversation went, you'll know how willing the person is to help. When the call is wrapping up, you should make a request.

Your request can include:

- 1) An introduction to someone specific.
- 2) Ask for an introduction to someone else at the company.
- 3) Review your resume or cover letter.
- 4) A chance to speak again.

When the conversation has ended, send a thank you email as soon as possible (no later than a day).

Hey Mike,
Thank you so much for taking the time to speak to me. I really enjoyed learning about **[Insert Conversation Details]**. I'm excited to put the advice you gave me into action. I'll be keeping in touch.

Best,
John Doe

Keep In Touch

If the call went well, send an email to request a second call. Use the next call to give your connection a brief update, review your resume or to ask more questions. Like any relationship, you need to put effort into developing it.

Another option is to use email. The key is to find a point of reference from the initial conversation. Whether it is a topic in the news or a sports team, look for commonality. Then, at a later date, send an email on that particular topic to keep your name relevant. This person can be crucial when it is time to apply.

Key points

Networking gets you into the “family and friends” pile.

Reaching out to strangers can appear scary and strange but it is a necessary skill that gets easier over time.

Action

Identify who you want to speak to.

Reach out to those people. If you don't hear back, follow up.

Build connections and make people want to help you by asking thoughtful questions and being a good listener.



“Go for it now. The future is promised to no one.”

Wayne Dyer

CHAPTER SIX

Apply



Apply

You've formed the right relationships. You have the necessary tools. It's time to apply. For the highest chance of landing an interview, have the following completed:

- A resume customized to the job description.
- A cover letter customized to job description and company.
- A connection at the company.
- A letter of recommendation (optional).

Now when you apply, you will no longer be one of the thousands of applicants. You will be in the "family and friends pile" and get strong consideration.

Follow these four steps when applying.

Steps to Apply

1. Introduce Yourself To The Recruiter

Send an email introducing yourself. Talk about what you do, what you've done and why you are excited to apply.

Recruiters are busy. They probably won't respond to your email but they will read it. In doing so, they'll remember you when they see your application.

Good Afternoon Mr. Swift,

I can imagine how busy you so I'll keep this brief.

- My name is John Doe, I am a junior at the University of Delaware, and am a bilingual dual citizen.
- Currently, I'm an intern at TenantU a housing marketplace startup.
- I'm interested in joining CDC, specifically the sales internship.

I've spoken to Evan Strong and have learned a lot about the firm.

I wanted to connect and introduce myself at your earliest convenience. I'd like to learn a little bit more about possible internship positions at CDC. I'm super excited to apply. Thank you for your time and consideration. Please find my resume attached.

Best,
John Doe

2. Apply Online

Send in your application with your resume and cover letter.



Apply

3. Notify Your Network

This is key. Let your connections know that you applied.

You can ask the individual(s) to contact the recruiter to inform them about the application. Or, you can let the person that you've applied and hope that they'll take it upon themselves to vouch for you.

Informing Your Connection

Good Afternoon Mr. Ross,
I hope all is well. I wanted to let you know that I applied to IBM this afternoon (application #34509)

I know how competitive the position is — fingers crossed. Thanks again for all your help and insight.

Best!

John Doe

Informing Your Connection And Asking for Help

Good Afternoon Mr. Ross,
I hope all is well. I wanted to follow up and inform you that I applied to IBM this afternoon (application #34509).

I know how competitive the position is. If it's possible, could you let the recruiter Jane Smith know how interested I am in IBM? I'd appreciate it.

Regardless, thanks for all your help and insight.

Best!

John Doe



Apply

4. Notify The Recruiter

Send the recruiter an email thanking them in advance for looking at your application. In the email, attach your cover letter and resume. In doing so, you'll stand out from the rest of the crowd.

Everyone else will be reaching the recruiter by applying online. You introduced yourself to the recruiter, applied online, and now applied through email. It took a little effort but it will go a long way.

Good Evening Ms. Arbel,

I hope all is well. I'm not sure if you got a chance to read my previous email, so I'm sending you a quick update.

- My name is John Doe, I am a junior at the University of Delaware.
- Currently, I'm an intern at TenantU, a housing marketplace startup.

I've applied to the marketing internship with Datorama. I'm aware of how competitive the position is, I wanted to directly send you my cover letter and resume.

I'm fascinated with innovation and growth. I'd be humbled for the opportunity to be interviewed.

Thanks for your consideration.

Best,
John Doe

Key point

Submitting your application online and hoping for the best is an ineffective tactic.

Action

Introduce yourself to the recruiter before applying.

Inform your connection that you applied.

Contact the recruiter after you apply and attach your resume and cover letter.



“We don’t rise to the level of our expectations, we fall to the level of our training.”

Archilochos

CHAPTER SEVEN

The Interview

The Interview

You've made it to the end. You've worked hard to get your foot in the door and now the interview is the last piece of the puzzle. Time to shine.

The first interview I ever had was at a large accounting company. The first thing I was asked was, "What does the audit team work on?" I failed to come up with a believable answer. Of course, it didn't work. The interview ended by the interviewer telling me that next time I should be more prepared.

I didn't get the offer.

It was then that I realized that preparation is the most important part of the interview process. What my resume said didn't matter. I hadn't come prepared and it showed that I wasn't as committed as the other candidates.

The truth was I never belonged to the company, which is why I didn't care enough to prepare. It was a waste of everyone's time. As evident by my actions, if you need to pretend to be someone you're not during the interview, then it isn't the place for you.

The Interview

When preparing for the interviews, follow these steps to be in the best to get an offer.

Step 1: Practice Potential Questions

When interviewing at different companies you'll notice a trend of similar questions. You build your advantage by anticipating the questions, preparing your answers and communicating thoughtful responses, rather than bluffing your way through the interview. The answers to these questions will differ based on the company and the job description. Like with your cover letter, you are building your own template that you can customize based on the situation.

It is important that when you practice answering the mock questions, you don't try to memorize them. Communicate naturally by using what you've practiced as the basis of what you will say.

There also will be questions that you won't be prepared for. You should use the answers you've practiced to piece together a response that sounds equally as polished.

Use the spreadsheet to record your responses and stay organized.

Company Specific Questions

Visit www.GlassDoor.com to find what questions were asked in interviews at the company. Add these question to your list of mock questions.

Show Don't Tell

During the interview, focus on displaying your skills rather than describing them. If you say you are "hardworking, creative and smart," you aren't saying anything other than that you are able to list buzzwords. Focus on storytelling. Show how you are smart, creative and hardworking through stories of what you've done.

Be Humble

Every single applicant, including yourself, will try their hardest to sell the interviewer. Everyone will have impressive accomplishments. With an overwhelming amount of great candidates, sticking out is challenging.

A powerful way to do so is by showing humility. Talk about how much you have to learn, how excited you are to improve and admitting that you don't have all the answers. You'll come off as more mature and self-aware than the other candidates. When you let your guard down the interview will turn into a conversation.

The Interview

Focus on Character and Values

The later you move on into the interview rounds, the more qualified the candidates will be. Most, if not all, of the candidates can do the job. What distinguishes you is your character. Are you someone that others want to be around? If you can show that you have strong character and talk about your values, you'll be golden.

You can do this by asking questions about the company's values and what character traits they look for when hiring.

What If I Don't Have The Answer?

You won't have the correct answer to every question. If you are asked something tricky, you can pause to think before you respond. The interviewer is usually more interested in the thought process behind your answer rather than your answer. If you do your best and aren't

confident about your answer, tactfully convey that to the interviewer. Your honesty and humble attitude will be respected.

Q #1 *"Walk me through your resume" or "Tell me about yourself"*

A #1 This is a thirty-second pitch also known as your elevator pitch. You want a direct, short response, an appealing message about who you are.

My name is John Doe and I am a current student at The College of New Jersey from Cherryhill, New Jersey. I am a junior, studying computer science with a minor in economics. Ever since I can remember I have been interested in computer science. I built my first website at age 14 and in college, I continued was very involved in the Computer Science club.

One of the things I most pride myself on is being a balanced person. I always seeking to diversify my interests. I volunteer at the Boys and Girls Club and am a member of three different club sports teams. After having an internship at a local

company, I'm looking for an internship to further my skills. To be more specific, I'm looking to work at a large and value focused company. That is what led me to apply.

Avoid: Getting too personal. No interviewer cares about what gym you go to or how much you drink.

The Interview

Q #2 *Why Should We Hire” you or “What makes you the best fit for this position?”*

A #2 This is when you give a sales pitch. Start by identifying a skill you have that is unique to you. An example could be being an efficient worker or someone who does well under pressure. Whatever it is, own it and give an example of how you do so. This competitive edge of yours should relate to the job description.

Next, talk about you fit the job description through your skills, character and past experience.

This question is a great place to be vulnerable, by talking about how much you have to learn.

Knowing how competitive this role is, what separates me is my unique experience for the role. In the job description, there is an opportunity to hire a candidate that improves the system.

I’ve been around business my whole life, growing up with an entrepreneurial uncle. While working for his startup, I had a sales role. I collaborated in different ways to sell the products. In one instance, I noticed a flaw with the sales playbook. I proposed a change to the manager and he agreed to use it. This change resulted in increased revenue. My track record of strong experience, patience, and creativity make me a strong candidate for the role.

Avoid: Giving unconfident answers. If you aren’t confident in yourself, the interviewer won’t be.

Q #3 *“Where do you want to be five years from now?”*

A #3 Outline a clear vision of where you want to be. Don’t have a clue? This is your chance to sit down and figure it out, before your interview.

If you are applying for an internship role in sales, you can say that you want to lead a sales division. Show that you are ambitious, career focused and have leadership qualities.

I want to lead a sales team for a large corporation. I plan on doing this by beginning with a strong internship. If I get the right offer, I will work hard to put myself in the best position for a full-time offer. After college, by staying focused, I plan to take on projects that others don’t want to do and deliver results. I’m hoping to have my work ethic and results speak for themselves when leadership roles upon.

Avoid: Saying you want to be the CEO of the company or that you don’t know where you want to be.

The Interview

Q #4 *“What is your biggest weakness?”*

A #4 Be honest about whatever your weakness is but it should not be a critical one. Focus on a smaller flaw that ties back to a strength.

I’m someone who at times will try to take on too much at once. I see a lot of opportunities and sometimes struggle to say no. Luckily, it works with my biggest strength which is being self-aware. Whether it be my morning routine or the steps I took to complete a project, I make sure to look at how I can improve.

Avoid: Saying you don’t have weaknesses.

Q #5 *“What is a conflict you’ve had at the work place and tell me how you dealt with it.”*

A #5 Focus on a minor conflict. If you don’t have a work example, give one from a school project.

To answer this question along with questions six through eight, use the STAR Approach.

Situation Task: Provide a brief description of the situation or task.

Give enough background information to paint a picture but not overwhelm the interviewer.

Approach: Talk about what you did to fix this problem. How were you a leader in overcoming the challenge? Did you listen to feedback and make everyone feel value?

Results: What was the result of your leadership.

Because this is my first internship role, I’d like to give an example of a conflict at school. For a group project in my Accounting class, I was assigned with gathering all the data on a specific company. One of the group members would not respond to me after repeated requests for the information. To address the situation, I asked for 10 minutes of his time. When we did meet, I got context on how busy he was and how he didn’t even have time to read my emails. I then explained the situation and told him the easiest way for him to send me the information. At the end of the conversation, we agreed on a date that he would send me the data by. The result was that he delivered on his promise and the team got an A on the project.

Avoid: Saying you’ve never had a conflict

Q #6 *“Can you give me an example of how you acted as a leader?”*

A #6 There is a fine line between being humble and selling yourself short. There is also a fine line between being confident and cocky. Find a middle ground for both.

For a class group project, our team had to deal with the duties of a classmate that dropped out of the class. There was chaos because the project was due two days later and everyone was already busy with work. To solve this problem, I called a group meeting in which I described the problem and what my thoughts were. I then led a white board session and others shared ideas. We ended up dividing the remaining work among the team members. Everyone delivered their work and the project was completed.

Avoid: Saying how great you are and how others look up to you.

The Interview

Q #7 Describe a situation in which you were part of good teamwork?

In the entrepreneurship club that I'm a member of, we host a Guest Speak Series. Each club member is in charge of bringing in a speaker to talk to the group about entrepreneurship.

Before the series, we worked together to identify what type of speakers to target. After debating, we concluded that the diversity of our club should be represented through having a diverse group of speakers talk. Although not everyone agreed that this was the best decision, everyone stood behind what was agreed on and worked towards the mission. I'm proud to be a part of such a forward thinking club.

Avoid: Making it about you.

Practicing

Find an experienced interviewer to help you practice answering the mock questions.

Step 2: Research The Company

Learn enough to have an intelligent conversation about the company. If you find yourself not wanting to learn about the company, why would you want to spend your time there?

Use the spreadsheet to add information about the company and who you will be interviewed by.

Information To Know

What are the company's product and services? *What does the company actually do?*

Who started the company and who are the key executives? *Be familiar with the leaders.*

The Interview

What is happening in the industry? *Do a Google news search for the company and industry to be informed on recent events.*

What are the company's mission and values? *Know not only what the company does but **why** it is doing what it does.*

To take it to the next level, figure out minor details on the company. *Watch a YouTube video on the company's history, listen to an interview with the CEO or read a quarterly report.*

Step 3: Research The Interviewer(s)

The person between you and your offer is the interviewer(s). Research the individual(s) and to find commonalities and questions to ask.

1. How do you do this?
2. Find the individuals LinkedIn profile.

3. See where the interviewer worked before.
4. Identify where the interviewer went to college.
5. Look for commonalities between you and the interviewer.

Do not oversell and come off as a try hard. Find a way to show you did your research in an appropriate manner.

Step 4: Prepare Questions

An interview is a company getting to know you as much as you getting to know the company. This is your chance to do that. When the interview ends, you'll be asked if you have any questions. You should have three or four prepared.

These suggested questions come from hiring managers, interns, recruiters and career service workers.

- Do you have any hesitations about

my ability to get the job done successfully?

- Can you provide an example how I would collaborate with other team members?
- What is a typical day like as on the _____ team at _____.
- The company's core values are _____. Can you give me an example of how the values are displayed in the workplace? If no core values can be found, ask about them.
- What type of character are you looking for in an intern?
- What are the biggest challenges for the _____ team?
- What would you like to see me accomplished within the first 30 days on the job?
- What about most excites you about the company's future?
- What are the next steps in the interview process?

The Interview

Questions Not To Ask

It is as important to ask good questions as it is to not to ask bad ones. Don't ruin your chances.

1. How much am I getting paid? *Negotiate after your offer.*
2. How long is my lunch break? *This says your head is in the wrong place.*
3. Do I have to take a drug test? *Do not ask this question.*
4. Does the company monitor Internet usage? *Never ask this question.*
5. How could I get fired? *You should be thinking about the promotion process, not the firing one.*

Step 5: Ace The Interview

After doing the right amount of preparation, you'll be ready for the interview. You know what you are going to say and what questions to ask.

Be polite, confident with your answers and diligent with your responses. Show your strengths through stories and not by listing buzzwords. Display your maturity through vulnerability and humility. Ask value and character focused questions. Avoid rambling and using "likes" or "ums." Don't interrupt the interviewer. When the call concludes, thank the person for their time. You got this.

What To Wear?

Being underdressed may hurt your chances while being overdressed won't. Find out what the employees wear and dress on the formal side. If you are interviewing at a company with employees that wear t-shirts, wear a button down. If you're not sure what to wear, you can always ask.

Remote Interviews

If the interview is not in-person, you still need to treat it as seriously. Find a quiet room with no distractions. Print out your research notes. For a video interview, your laptop should be above eye level. The camera will look down on your face for a more flattering angle.



Step 6: Follow Up

As soon as possible, send a short follow up email.

Mr. Jones
"Following Up" or "Thanks"
John Doe

Good Afternoon Mr. Jones,

Thanks for taking the time to interview me. I enjoyed learning about your career path and your experience at the company. Thanks again.

Best,
John Doe

End Result

When the interview process is over you'll get an offer or a rejection.

Offer

You may receive an offer from one company while waiting to hear back from other companies. Explain the situation with all companies involved to work around the deadlines.

If you decide to reject an offer let the company know. Thank them graciously for the opportunity and be honest about your decision. You don't want to close doors by ruining relationships. You never know who you'll want to work for in the future.

Rejection

If you get rejected, respond by thanking the company for the opportunity to interview. As you'll learn from a former Facebook intern, even upon rejection, being a polite and strong communicator goes a long way.

Key point

The best way to do well in an interview is to practice answering interview questions and doing research on the company and interviewer(s).

Action

Anticipate what questions will be asked and practice outloud what you will say.

Learn about the company and the interviewer(s).

Have 3-4 questions prepared to ask.

Send a thank you after the interview.



“Fitting in is a short-term strategy, standing out pays off in the long-run.”

Seth Godin

Profiles

Since you've read this far, you've learned about my story and what I've had to do. I'm not the exception. There is a world of people knocking doors down and redefining their opportunities.

In my research, I learned about the different paths people took to become successful. With many unique stories, one constant stood out.

They all really wanted it.



Aaron Fawzy

Global Sales Organization Intern | LinkedIn

Past Internships: Google/Merrill Lynch
Rutgers University

Story

In High School, Aaron had the realization that college would be a tool to get his dream career. He looked at college as a chance to define who he was.

While his friends talked about how college would be the best four years of their lives, he was thinking about the next 45. What were they supposed to be like?

He then found people who loved their careers and worked hard in college while also having fun. He made the decision to do the same.

As a freshman, he reached out to an employee at LinkedIn to ask about an internship. He was told that he was a little too young, should get experience and then reach out. So he did.

Aaron worked hard in school, became the vice president of the Economics Society, and participated in other activities.

To let his network know about his accomplishments, he made sure to post what he was doing on his LinkedIn profile. The employee he reached out to as a freshman on LinkedIn, reached back out to him and asked him to apply.

Aaron's hard work landed him positions with Merrill Lynch, Google, and LinkedIn during college. While looking back at his college career he still thinks of it as the best four years of his life, but also a great start to his career.

Advice He Wish He Had

In the internship process, start early. Learn from those who have accomplished what you strive for. Do so by reaching out and asking questions. Receiving career advice from peers is worthless because they themselves are still students.

Aaron Fawzy

LinkedIn: <https://www.linkedin.com/in/aaronfawzy>

EDUCATION

Rutgers University

Major: Economics | Minor: Business Administration

- Awards/Honors: Rutgers Academic Excellence Award (Top 10%), Raymond Macdonald Memorial Scholarship, Rutgers College Scholarship, International Honor Society in Economics, Dean's List (Fall 2014 - Fall 2016)

New Brunswick, NJ

Expected Graduation: May 2018

EXPERIENCE

Google

Community Leaders Program (CLP) – Intern (Team Lead)

Greater New York City Area

December 2015 – May 2017

- Led a team of 4 Interns to bridge the 'Digital Divide' by enhancing digital literacy for individuals throughout the community
- Served on the 'Global Executive Board' to help support the 10+ cities that host the CLP and to expand the program globally

Rutgers University

Course Instructor – "Exploring Business"

New Brunswick, NJ

March 2016 – December 2016

- Created and developed a curriculum, lesson plans, presentations, and assignments to teach an accredited college course
- Taught a full class of 25 first-year students key elements and components of business, engaged them in hands-on business-related activities and projects, and provided them with essential resources that will enhance their academic journey

Merrill Lynch

Summer Analyst

Princeton, NJ

June 2016 – August 2016

- Adopted the "Client Experience Standard" and increased the amount of clients with 'strong profiles' from 36% to 94%
- Analyzed financial portfolios, large data sets, and market research in order offer valuable insight to financial advisors
- Generated 'Monte Carlo' simulations, reports, and spreadsheets including business metrics and statistical analysis

VOLUNTEER/ACTIVITIES

Deloitte – Audit Innovation Campus Challenge

October 2016 – November 2016

- Selected as 1 of 6 students to represent Rutgers University in the challenge and presented at the regional contest held in Boston
- Created an innovative plan to enhance the future of audit through the use of artificial intelligence and data analytics

Rutgers Economics Society (RECONS)

Vice President

June 2016 – Present

- Coordinate and lead activities including peer panel discussions, debates, and competitions regarding economic topics

Toastmasters International

Assistant Vice President of Public Relations

September 2015 – May 2016

- Assisted the e-board in developing a favorable public view of the organization through use of presentations and social-media
- Participated in weekly meetings which focused on strengthening leadership, public speaking, and communication skills

Google Community Leaders Program Alternative Spring Break

Trip Leader & Coordinator

January 2016 – March 2016

- Coordinated and led the 1st ever Google CLP Alternative Spring Break in order to gather data for the 'Global Toolkit'
- Benchmarked best practices from the New Orleans and Atlanta CLP to further develop and enhance our own program

Livingston Writing Center

Writing Tutor (Expository Writing)

September 2015 – December 2015

- Increased students' grades by an average of 1.5 letter-grades through critical thinking and the development of complex ideas

SKILLS

Non-technical: Strong public speaking experience with both small and large audiences; planning and coordinating events and team meetings; excellent interpersonal and communication skills (verbal and written); teaching and tutoring students and colleagues

Technical: Data Analysis, Economics, Google Suite, Microsoft Office

Certifications: LinkedIn Recruiter, Google Analytics



Gabriella Rosen

Ad Sales Intern ~ Spotify University of Delaware

Story

Gabriella, like many others, used her network. She used a connection to get her application in the “family and friends” pile at a few top companies, including Spotify. When she did get an interview, she worked extra hard in the interview process to impress the company.

Gabriella’s biggest challenge occurred during her internship. She was surrounded by very talented interns from prestigious schools. How would she stand out enough to get a returning offer? She put her head down and worked harder than the rest. She would get to the office an hour early every day, leaving her house at 4:30 AM.

The result? She was one of the only interns to get a returning offer.

Advice She Wish She Had

Treat the internship process as a full-time job. Research companies to find places you’d be passionate working for. Create relationships by reaching out.

Tip

Her go to subject line when reaching out on LinkedIn was “Sales is All About Reaching Out.”

Gabriella Rosen

www.linkedin.com/in/gabriella-rosen

*I am an extraordinary, highly motivated candidate looking for a full-time **Sales & Business Development** role in a rapidly changing, dynamic environment*

Education

Bachelor of Science in Political Science & Communication, University of Delaware

Relevant Coursework:

- | | | |
|--|--|--|
| <input type="checkbox"/> Public Speaking | <input type="checkbox"/> Communication | <input type="checkbox"/> Team Work |
| <input type="checkbox"/> Writing | <input type="checkbox"/> Time Management | <input type="checkbox"/> Problem solving |

Professional Experience

Tuttle Marketing, Sales Representative, Newark, Delaware Aug 2015 - Present

- Created brand awareness and trust by communicating to college organizations how Tuttle Marketing can best fit their needs in the most economic and efficient way
- Developed brand loyalty, leading to consistent sales for Tuttle Marketing

Volunteer Work

Yes U Can, Volunteer, Pine Creek, Delaware Sept 2016-Present

- Consistently monitor and train a participant that is physically disabled in order to improve her physical and mental well-being

Disaster Research Center, Community Outreach Coordinator, Newark, Delaware Dec 2015 – Dec 2016

- Connected with people over the phone to have them take survey's to gather important insight on the impact of Hurricane Sandy
- Consistently the number one survey completer

Senator Schumer, Intern, Westchester, New York Sept 2012 – Jan 2013

- Supported community outreach and engagement in alignment with future campaign efforts while communicating in a way that local constituents could understand



Albert Kim

Software Engineer Intern ~ Amazon University of Maryland

Story

Albert went to a prestigious high school in New Jersey, where many of the graduates went to Ivy league schools. He went to the Naval Academy for a year and decided it wasn't for him. While taking a year off of school, he worked in recruiting and then completed a coding boot camp*. He then enrolled at the University of Maryland with the goal of working as a software engineer. That year, after applying for many positions, he got zero internship offers. He promised himself that the next year would be different.

He worked hard that following the summer taking classes and networking. He reached out to alumni and built connections with employees at his dream companies. He was able to get referrals and interviews at Facebook, LinkedIn Google, and Amazon.

Take Away

During the interview process, he realized what recruiters wanted. These companies looked for interns who were coachable and easy to work with. It was people skills that were most important.

Advice He Wish He Had

Get ahead in school. Try to do well academically and be involved. Work on projects, research with a professor or work with a small company on campus.

*Coding boot camps are training programs that help people transition into a career as a programmer.

Dong Han (Albert) Kim

Career Objective

Software development engineering position where I can leverage my expertise in analytical lab research, software development and leadership skills, while also growing my experience in building high-quality software for predictive modeling, machine learning, and pattern recognition and in developing user friendly applications (mobile and web).

EDUCATION

University of Maryland,
College Park

BS in Computer Science,
Minor in Statistics, 2018

United States

Naval Academy

Systems Engineering,
2013-2014

Skills

- Java • Objective-C • C
- iOS • JavaScript • XCode
- Matlab • Android Studio
- mySQL • HTML5/CSS3
- Amazon S3/EC2 • JSON
- Eclipse • SAS

Secret Clearance (Obtained)

PROFESSIONAL EXPERIENCE

University of Maryland College Park/Comprehensive Assessment
and Intervention Program Lab; College Park, Maryland

Research Assistant // August 2016 – December 2016

- Develop software and mobile applications to improve clinical decision-making and data analytics
- Analyze data and create representations of graphical depictions of numerical data

TurnToTech; New York, New York

iOS Student Intern // January 2015 – May 2015

- Attended an iOS immersive bootcamp onsite focusing on:
 - iOS Design Patterns, Asynchronous Task Operations, JSON Parsing, XCode Debugging
 - Frameworks – Core Location, Core Data, Map Kit, Web Kit, UIKit Dynamics AVFoundation
 - Data Persistence – SQLite, UserDefaults
 - SDKs – Amazon Web Services (S3 and EC2), Google Maps

Columbia University/Laboratory for Quantum Photonics;

New York, New York

Research Intern // June 2012 – May 2013

- Studied waveguide optics and worked on fiber arrays, silicon waveguides, and photonic crystal nanocavities in diamonds
- Characterized existing silicon quantum photonic chips, then used Matlab software to characterize their waveguide structures
- Performed transmission measurements to determine resonance spectrums

PROJECTS

Running Start (iOS) PennApps XII, University of Pennsylvania Hackathon:

Alarm app that would located the user with CoreLocation, save the set time to Realm, and trigger the alarm to stop ringing once outside a set distance

Slow Motion Video (iOS) Jan 15 – May 15:

Utilized AVFoundation to record videos at 60/120fps and store them in camera roll.

Picture Storage (iOS) Jan 15 – May 15:

Implemented the AmazonS3 repository for storing and accessing photos.

Yelp Search Map (iOS) Jan 15 – May 15:

Utilized Yelp's Search API on MapKit framework to search local spots of interest.

Digital Geofence (iOS) Jan 15 – May 15:

Using CoreLocation framework, allowed a parent app to execute post, patch and fetch JSON requests to create/update a digital fence around a child app which patches location updates.

Navigation Controller (iOS) Jan 15 – May 15:

Managed the Parent-Child- Grandchild relationship in a CollectionView using a DAO and a programmatically built UI that periodically looks up company stock quotes and provides product lists that link to their info upon selection.

Gravity Breaker (iOS) Jan 15 – May 15:

Implemented UIKit Dynamics to mimic BrickBreaker concept except ball moves based on gravity

Extra-Curricular Activities

Pi Kappa Alpha Fraternity: Founding Executive Member, Health & Safety Chairman,
Website Chairman, Mobile Application Committee (2016-Present)

Korean Student Association: Treasurer (2016-Present)



Laura Martinez

Account Manager Intern ~ Facebook Baruch College

Story

Laura Martinez is a hustler. Paying for her college on her own dime, she went out of her way to make the most of her college experience. She joined many clubs and even started a photography business.

By the time sophomore year approached it was time to for Laura to apply for an internship. She hadn't even considered applying to Facebook –she hadn't heard of Facebook hiring a Baruch student. She didn't think she had a chance.

When on the Facebook application page, she thought to herself, "I might as well apply." Laura had nothing to lose.

A month later she got an email from Facebook telling her they'd like to her to come to the headquarters for an interview. She didn't believe it. Her mom even double check to make sure it the email wasn't a scam.

When she returned from her trip to visit Facebook she made a montage video of her experience. This was a thank you to the Facebook for the opportunity and another way she stood out.

She got the position.

Advice She Wish He Had

Believe in yourself and be confident. Stand out.

Be open to learn and be with new people, regardless if it is an uncomfortable situation.

Note

The next year Laura returned to Facebook, but this time not alone. She encouraged a few of her younger friends to apply and helped them with their applications. Her efforts were a success. Two other Baruch student became interns for Facebook. Laura is a catalyst for change.

Laura Martinez
589 Main Street – Northport, NY 11768
(631) 759-6824 – Laura.Martinez1@baruchmail.cuny.edu
LauraAMartinez.jimdo.com



EDUCATION

CUNY Baruch College – Zicklin School of Business

Bachelor of Business Administration

Intended Major: Advertising & Marketing Communications

Intended Minors: Graphics Design & Information Technology

Overall GPA: 3.5

Expected June 2018

New York, NY

PROFESSIONAL EXPERIENCE

Owner

Laura Martinez Photography

July 2011-Present

Northport, NY

- Photographs up to 10 events per month ranging from weddings, sweet 16's, communions, etc.
- Runs a Facebook page that has over 600 likes

Social Media Ambassador

September 2014-Present

Baruch College Undergraduate Admissions

New York, NY

- Manages the Baruch Undergraduate Admissions Twitter with 60 posts on a bi-weekly basis
- Engages and assists perspective Baruch College students through social media

Media Specialist

July 2015

Baruch College Leadership Academy

New York, NY

- Photographed events to be used for future marketing material purposes
- Created promotional Instagram and Facebook videos and photos

Digital Media Intern

August 2015-Present

Checkmate Creations

New York, NY

- Helps small brands and startups achieve higher audience retention and interaction
- Manages 7+ Facebook, Twitter, LinkedIn accounts
- Creates relevant content for placement in a wide variety of media

LEADERSHIP

Representative Senator

June 2015-Present

Baruch Undergraduate Student Government

New York, NY

- Collaborates with the students and the administration to enhance Baruch College
- Directly control the allocation of \$1.2 million dollars towards Baruch's 160+ clubs and organizations

Chair of Graphics Design & Branding

September 2014-Present

ALPFA Baruch

New York, NY

- Designs flyers for 10+ events over the school year through social media and bulletin boards
- Creates promotional videos for 2+ Marquee events that included over 150+ students and professionals

Chair of Marketing

November 2014-Present

Rotaract Baruch

New York, NY

- Designs all promotional materials including flyers, banners, and brochures
- Connects with all board members to keep constant communication for marketing events

Vice President

December 2014-June 2015

Lexicon Baruch

New York, NY

- Oversaw 15+ photographers that cover over 5 events a week
- Engaged with club leaders for event purposes and yearbook pictures
- Helped create and distribute Baruch College's Class of 2015 Yearbook

SKILLS & INTERESTS

Language: Spanish (Native Fluency)

Technical Skills: Advanced proficiency in Adobe Photoshop and Lightroom; intermediate proficiency in Microsoft Word, PowerPoint, Excel, and Jimdo website creation



Patrick Cines

Mobile App Programmatic Intern ~ Google Past Positions: Uber & Planted (Startup) Penn State University

Story

Patrick originally enrolled at Penn State University and majored in supply chain. When he began his professional career as a supply chain intern, he came to a realization. Supply chain wasn't for him.

Patrick then decided to switch majors to marketing. His next internship was a marketing role with a startup called Planted. Even though the company was in New York, Patrick snagged a position working from school on his computer. Patrick was able to do this by forming a relationship with the CEO. He emailed him and told him that he wanted a position. He had guts.

How did he make it to Google? By continuing to take different roles at different places, and doing things differently. He went out of his way to stick out. Google noticed.

Advice He Wish He Had

Take initiative. Don't let college pave the path for your career. Rely on yourself.

Patrick Cines

www.patrickcines.com | www.linkedin.com/in/patrickcines

EDUCATION

The Pennsylvania State University, Smeal College of Business
B.S. in Marketing

University Park, PA
Class of May 2017
GPA: 3.41/4.00

AWARDS: TEDxPSU Speaker, #2 in "Growth Hacking: Top 100 Influencers" by Analytica

PRESS MENTIONS: *The Verge, Ars Technica, GrowthHackers.com Must Read Growth Hack*

PROFESSIONAL EXPERIENCE

Planted (Techstars NYC '14)

Planted (Techstars NYC '14)

Growth & Community Manager

Growth & Community Manager

- Built Mixpanel Analytics funnels to track and optimize conversions of ad-specific and SEO landing pages
- Implemented a scalable candidate referral growth engine with COO and product team
- Utilized Google Analytics to create high traffic content blog copy and increased engagement by 240%
- Develop and lead scalable campus ambassador program to drive on-campus user growth
- Set and hit +15-30% MoM user growth targets while monitoring month-to-month churn

Uber State College, PA Growth, Campus Manager April 2015 – November 2015

- Build out 20-person team of brand ambassadors to drive State College partner acquisition
- Apply lean marketing strategy and develop partnerships with organizations to drive partner growth
- Coordinated one-week social media and guerilla marketing sprints and applied lean marketing strategy
- Collaborate with operations team to monitor and improve partner and rider relations

Johnson & Johnson/BASF Skillman, NJ Intern, Summer Supply Chain Intelligence Analyst June 2014 – August 2014

- Developed a Bulk Shipment Data analysis tool to forecast future shipments from BASF NA facilities
- Presented project to senior management and made improvements to expand usability and metrics
- Consolidated J&J shipments within existing supply chain saving thousands of dollars per week
- Conducted an extensive audit and analysis of TL and LTL carriers under suspicion of overbilling

LEADERSHIP EXPERIENCE

Lion Launchpad University Park, PA Accelerator Director June 2015 – December 2015

- Accelerate student startup ventures through mentorship, weekly meetings, workshops, and lessons on operations, growth, community, marketing, and product development
- Connect students with relevant experienced entrepreneurs for guidance and mentorship

Penn State University Bitcoin Club University Park, PA Founding President, Mid-Atlantic Director of Blockchain Education Network January 2014 – August 2015

- One of five founding presidents of the Blockchain Education Network (BEN), an international NPO governing body of collegiate bitcoin and cryptocurrency clubs
- Educate the public and fellow students about the advantages of bitcoin, assist small businesses in integrating bitcoin as payment, and support philanthropic organizations through bitcoin donation campaigns
- Scaled the BEN from 5 schools to over 100 on 6 continents in one year

SKILLS & INTERESTS

- Proficient in LeadPages, Google Analytics, Mixpanel Analytics, Zendesk, Buffer, Hootsuite, Twitter/Facebook analytics, Wordpress, Adobe Photoshop, Pixelmator, Microsoft Excel
- Interested in disruptive technologies, social entrepreneurship, blogging, photography, and traveling



Miguel Olivares

Client Solutions Manager Intern ~ Facebook Quinnipiac University

Story

Miguel made his way into Facebook as an intern his sophomore and junior year. He later got a full-time position with the company.

During his spring of sophomore year, he was studying abroad and knew he didn't want to return to his home country of Venezuela for the summer. He went online and applied to many internships. When looking into Facebook, he didn't think he would stand a chance. He told himself that the worst thing that could happen would be rejection. It didn't cost anything but a little bit of time.

After sending in many applications, no company seemed interested. Among those companies was Facebook, where he was also denied. Miguel was told that while was a top applicant, the positions were filled. He politely responded to the rejection, thanking them for their consideration.

Two weeks later, Facebook reached back out asking him for an interview. The rest was history.

Note: Even upon rejection, he was very polite and a strong communicator. If he hadn't displayed those skills, he might not have gotten the opportunity.

Interview Process

Throughout the process, Miguel made sure to show how his own values aligned with those of the company.

The questions he was asked were designed to show his thinking process. It wasn't about getting an answer correct, it was about how he arrived at an answer.

Advice He Wish He Had

If you don't have the best GPA, work hard with your extra-curricular activities. It is important to have experience, whether it is clubs, sports, or being in the military.

Miguel Olivares

www.linkedin.com/in/meolivares

EDUCATION

Quinnipiac University, School of Business, Hamden, CT

Expected December 2016

Bachelor of Science in Computer Information Systems, Cumulative GPA: 3.91, Major GPA: 4.00

Study Abroad, University of Nicosia, Nicosia, Cyprus

Spring 2015

Honors: Beta Gamma Sigma Honors Society, Dean's List

Relevant Courses: Advance Excel, Object Orientated, System Analysis, Enterprise Systems, Networking,

EXPERIENCE

Quinnipiac University Technological Center, Hamden, CT

June 2014 - Present

Technology Support Assistant Supervisor

- Ensure that an average of thirty customers per hour are satisfied and attended with excellent customer service
- Execute work orders given by professors and students
- Data back up and reimage of corrupted student's computers
- Delegate tasks to three technical analysts

Quinnipiac University Residential Life, Hamden, CT

June 2014 - Present

Resident Assistant

- Initiate and maintain positive relationships with residential life students
- Mediate conflicts between residents through communicating and using problem-solving skills
- Plan and implement educational and social programs for 45 residents
- Complete weekly reports, duty logs, and program evaluations

EXTRACURRICULAR ACTIVITIES AND LEADERSHIP POSITIONS

CIS Society, President

August 2015 - May 2016

- Planned a BBQ event with six members to fundraise money for Boys and Girls Clubs
- Organized weekly meetings with sixty members
- Marketed advantages of studying Computer Information System to incoming freshman
- Organized speakers for members with employees from various organizations

Rotaract Club, Vice-President

August 2014 - May 2015

- Gathered a group of seven members to do a clean-up in the Sleeping Giant Mountain
- Planned a volunteer opportunity to help clean up an animal shelter

INTERESTS

Skier, photographer, social volunteer worker, traveler, language learner

SKILLS

Computer Software: Working knowledge with Microsoft Word, PowerPoint, and Excel. Basic SQL

Web Design: Working knowledge with HTML5 and CSS3, basic PHP and JavaScript

Languages: Fluent in Spanish and English

Final Thoughts

One Saturday, I walked into the Manhattan office for the company I was interning at. Inside the building, I met a bright woman my age. Like me, she was taking summer classes to get ahead and like me, she had a summer job. We were both rising seniors. I was studying economics and she was studying computer science. We talked about our summers and learned that we both had origins in the Dominican Republic.

The only difference was that I was paid a salary to learn, work on meaningful projects and have fun. She was getting paid \$11 an hour as the building security guard. I am no smarter than her. I am not more deserving than her.

I got lucky to be born into the right opportunities. I knew where to begin.

This book is for all of the people that are not born into privilege but are just as deserving and determined.

If anyone other than my mother has made it this far– thank you for your time and for giving this a chance. I hope I've been successful in providing the tools to empower someone to redefine their opportunities. I've been fortunate to have many people help me along the way. This is my chance to take these learnings and bring them together.

I'm excited to put this into the hands of people that need it.

You are the opportunities you make for yourself. Commit to what you want and turn it into a reality.

Danilo

Thank Yous

Mom, Zack Jones, Tricia Monnig and the Horn Program, Ted Foltyn, Olivia Giannotti and countless others for the endless support throughout this process.
I'm grateful.

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About The Author

Hi, I'm Danilo Vicioso, a 21-year-old American Dominican. During the summer of 2017, I interned at the technology company AppNexus. After starting and then selling my first garage startup, I'm excited for whatever is next.

Outside of work, I enjoy exploring the ocean, a good chirashi bowl and playing endless games of ping pong. I can be found at danilovicioso.com and reached at danilojvicioso@gmail.com.

