

BUILDING YOUR RÉSUMÉ

What is a résumé?

A résumé is a tool used to market your skills, experiences, education and accomplishments to employers. The résumé will assist you in getting an interview and making that important first impression. Tailor your résumé to the kind of job(s) you are seeking. Your résumé should be adapted to reflect the differences between employers and their requirements. The qualifications listed in your résumé should match those listed in the job description of the position for which you are applying.

Traditional Sections

Heading/Contact Information: This section should include your name, address, telephone number and email address. Use an email address that is professional and simple, for example: first.lastname@gmail.com.

Education:

List any schools from which you have received a degree. If you are still seeking a degree, then list the school and your anticipated graduation date. Your current school should be listed first.

EDUCATION EXAMPLE:

University of Hartford, West Hartford, CT
Bachelor of Arts in Psychology, Minor in Communication
Anticipated Graduation: May 20xx
GPA 3.6

Experience: List your work experience in reverse chronological order – most recent first. For each position, list your employer's name, city and state. Tab over and indicate the dates of employment to the right and on the next line write your job title.

EXPERIENCE EXAMPLE:

The Hartford Group, Hartford, CT 7/XX- Present
Human Resource Consultant

Include clear and specific bullet or accomplishment statements of your responsibilities. Describe the *skills* you used, what you did and the **RESULTS**. Start with the most responsible job duty and work down to the more routine part of your job. Begin each sentence with an action verb in order to impress the employer.

Quick Tips

Do's...

- Use font size between 10 – 12 point
- Only use a laser font, such as Times New Roman or Arial
- Limit your résumé to one or two pages
- Organize the information in a clear and logical manner, placing your most current experience first

Don'ts...

- Have spelling or grammatical errors
- List salary or salary requirements
- Include references
- Exaggerate the truth about your experience or GPA
- Write on the back of the résumé
- Use personal pronouns such as I, me, my, you
- Include personal descriptions such as ethnicity, age, gender, marital status or photos

Résumé Categories

Other Categories to Consider

Honors: Include honor societies or special awards for academic achievement (i.e. Dean's List, President's List, scholarships)

Relevant Courses: List four to six courses which pertain to the position for which you are applying. Leave out introductory courses. Utilize this section only if space permits.

Projects/Research Experience: May include one or two class projects that relate to the job you are seeking.

Language Skills: Include only if skill is intermediate or fluent. May include sign language skills.

Related Experience: Highlight an internship, co-op or volunteer experience in your chosen field. The title of this section may change based upon your field. For example, if you are an accounting major, it would be entitled "Accounting Experience". This section should be separate from your overall Work History, as it is specific to your field of study.

Work History: List recent jobs you have held — part-time, summer or on-campus jobs. List the most recent job first.

Volunteer Activities/Experience: This is an important section – it can highlight transferable skills directly related to the position you are seeking.

Potential Sections for Specific Majors

Art major: exhibitions, independent projects (freelance experience), drawing and painting skills, etc.

Biology or Chemistry major: laboratory skills (histology, cell culture, staining, etc.) and equipment or instrumentation skills.

Computer Science major: list hardware and software skills, programming languages, operating systems, applications, networks, etc.

Engineering major: technical skills and instrumentation (soldering, welding, Auto CAD, digital multimeters, oscilloscopes, etc.)

Graphic Design major: graphic skills (typesetting, layout, photo and darkroom, desktop publishing, etc).

Music major: orchestral, chamber music, festivals, recordings, awards, etc.

Tips for Résumé Writers

- ♣ Present jobs and experience should be written in present tense, while past experiences should be written in past tense.
- ♣ Lead with your most important information.
- ♣ Think about your skills and how they relate directly to the internship or position you are seeking.
- ♣ Highlight your most current and relevant experiences.
- ♣ Tailor your résumé specifically to the needs of the organization.
- ♣ Make sure your résumé is error-free and professional looking.
- ♣ If you have questions, make an appointment with a career advisor at the Career Services office in GSU 309 by calling 860-768-4287, emailing us at career@hartford.edu or come in during walk-in hours Monday - Thursday from 1:00 - 3:45 pm.

Keywords

Use keywords found in the job description within your résumé and cover letter. Employers scan résumés looking for keywords related to their specific position.

Action Verbs

Communication	Publicized		Educated	Headed	Inspected	Measured
	Reconciled	Data / Financial	Encouraged	Hired	Logged	Organized
Addressed	Recruited		Ensured	Hosted	Maintained	Researched
Advertised	Referred	Administered	Expedited	Improved	Monitored	Reviewed
Arbitrated	Reinforced	Adjusted	Facilitated	Incorporated	Obtained	Searched
Arranged	Reported	Allocated	Familiarized	Increased	Operated	Solved
Articulated	Resolved	Analyzed	Furthered	Initiated	Ordered	Summarized
Authored	Responded	Appraised	Guided	Inspected	Organized	Surveyed
Clarified	Solicited	Assessed	Helped	Instituted	Prepared	Systematized
Collaborated	Specified	Audited	Insured	Led	Processed	Tested
Communicated	Spoke	Balanced	Intervened	Managed	Provided	Trained
Composed	Suggested	Budgeted	Motivated	Merged	Purchased	Transmitted
Condensed	Summarized	Calculated	Prevented	Motivated	Recorded	Tutored
Conferred	Synthesized	Computed	Provided	Navigated	Registered	
Consulted	Translated	Conserved	Referred	Organized	Reserved	Technical
Contacted	Wrote	Controlled	Rehabilitated	Originated	Responded	
Conveyed		Corrected	Represented	Overhauled	Reviewed	Adapted
Convinced	Creative	Decreased	Resolved	Oversaw	Routed	Applied
Corresponded		Determined	Simplified	Planned	Scheduled	Assembled
Debated	Acted	Developed	Supplied	Presided	Screened	Built
Defined	Adapted	Estimated	Supported	Prioritized	Submitted	Calculated
Developed	Combined	Forecasted	Volunteered	Produced	Supplied	Computed
Directed	Composed	Managed		Recommended	Standardized	Conserved
Discussed	Conceptualized	Marketed	Management	Reorganized	Systematized	Constructed
Drafted	Condensed	Measured		Replaced	Updated	Converted
Edited	Created	Netted	Accomplished	Restored	Validated	Debugged
Elicited	Customized	Planned	Administered	Reviewed	Verified	Designed
Enlisted	Designed	Prepared	Advanced	Scheduled		Determined
Explained	Developed	Programmed	Analyzed	Secured	Research	Developed
Expressed	Devised	Projected	Appointed	Selected		Engineered
Formulated	Directed	Qualified	Approved	Streamlined	Analyzed	Fabricated
Furnished	Displayed	Reconciled	Assigned	Strengthened	Clarified	Fortified
Incorporated	Entertained	Reduced	Attained	Supervised	Collected	Installed
Influenced	Established	Researched	Authorized	Terminated	Compared	Maintained
Interacted	Fashioned	Retrieved	Chaired		Conducted	Operated
Interpreted	Formulated		Considered	Organizational	Critiqued	Overhauled
Interviewed	Founded	Helping	Consolidated		Detected	Printed
Involved	Illustrated		Contracted	Approved	Determined	Programmed
Joined	Initiated	Adapted	Controlled	Arranged	Diagnosed	Rectified
Judged	Instituted	Advocated	Converted	Catalogued	Evaluated	Regulated
Lectured	Integrated	Aided	Coordinated	Categorized	Examined	Remodeled
Listened	Introduced	Answered	Decided	Charted	Experimented	Repaired
Marketed	Invented	Arranged	Delegated	Classified	Explored	Replaced
Mediated	Modeled	Assessed	Developed	Coded	Extracted	Restored
Moderated	Modified	Assisted	Directed	Collected	Formulated	Solved
Negotiated	Originated	Clarified	Eliminated	Compiled	Gathered	Specialized
Observed	Performed	Coached	Emphasized	Corrected	Identified	Standardized
Outlined	Photographed	Collaborated	Enforced	Corresponded	Inspected	Studied
Participated	Planned	Contributed	Enhanced	Distributed	Interpreted	Upgraded
Persuaded	Revised	Cooperated	Established	Executed	Interviewed	Utilized
Presented	Revitalized	Counseled	Executed	Filed	Invented	
Promoted	Shaped	Demonstrated	Generated	Generated	Investigated	
Proposed	Solved	Diagnosed	Handled	Incorporated	Located	

Taylor L. Gallivan

200 Bloomfield Ave Box #123 • West Hartford, CT 06117 • (860) 562-5632 • xxxx_xxx@aol.com

EDUCATION

University of Hartford, West Hartford, CT May 20XX

Bachelor of Science in Business Administration, Major in Marketing

GPA: 3.5, Dean's List

Senior Project: Currently completing comprehensive marketing campaign for nonprofit organization - member of five-person student team developing communication plan, press packet, marketing collateral, web pages, special event fundraiser coordination, and direct-mail strategy.

Related Courses:

Advertising

PR Campaign Management

Direct Marketing

Journalism

Desktop Publishing/Graphic Design

Creative Writing

EXPERIENCE

University of Hartford, West Hartford, CT 9/20XX—Present

Marketing Intern/Office of Marketing and Communication

Conduct research and interview faculty, administrators and students to write feature articles for *The Observer*, an alumni magazine distributed internationally. Assist in coordinating media events including orientation weekends, Hawktober Weekend, and Martin Luther King Day.

American Red Cross, Farmington, CT 5/20XX—9/20XX

Marketing/Public Relations Intern

Assisted in organizing and planning a charity golf tournament that included over 300 participants. Effectively communicated with local business owners to obtain raffle prizes. Wrote press releases and publicity releases for upcoming events. Assisted in creating and distributing marketing materials to highlight enhanced services throughout the local community. Answered questions regarding the materials and surveyed community members about their perceptions of the materials.

The Gap/Knollridge Mall, Tuscaloosa, AL 20Xx—Present

Brand Representative

Design displays. Develop new marketing approaches to increase sales. Work closely with department managers in maintaining adequate inventory levels for best-selling merchandise. Coordinated customer feedback with buyers in upgrading quality of merchandise – improving customer service that resulted in 25% increase in annual sales.

COMPUTER SKILLS

Microsoft Word, Excel, Photoshop, QuarkXPress, FreeHand, PowerPoint, Access, PageMaker, Illustrator

ACTIVITIES & COMMUNITY INVOLVEMENT

Actor, University and Community Theater Productions, 20xx to Present

Member, American Marketing Association, 20xx to Present

JEFFERY M. ADAMS

623 Niles Road
Niantic, CT 06357
(860) 716-4802
jadams@hartford.edu

EDUCATION

University of Hartford, West Hartford, CT Expected May 20XX
Bachelor of Arts in Communication
Major: Advertising Minor: Photography

COMPUTER/TECHNICAL SKILLS

Adobe Photoshop, Illustrator and Premiere. Microsoft Word, Excel and PowerPoint. Macromedia Dreamweaver and Flash. FinalCut Pro. Media 100. Production Boards Operation.

ADVERTISING EXPERIENCE

96.5 WTIC-FM, Hartford, CT Jan. 20XX—May 20XX
Promotion Intern

- Organized and produced promotional events for such organizations as Fidelco Dog Foundation, We Are The Children, and Wishing Well Foundation
- Supervised prize give-aways and movie sneak-previews on location. Effectively communicated with listeners to promote the radio station

Cronin & Company, Glastonbury, CT May 20XX—Aug. 20XX
Advertising/Media Intern

- Utilized SRDS to gather information for media planning
- Developed print plans to itemize advertising expenditures and insertion dates for client approval
- Corresponded with regional and international media to update BPA analysis and relay traffic instructions for media buying

IKON Yearbook, University of Hartford Sept. 20XX—May 20XX
Photography Production Intern

- Proposed directors, editors and directors of photography for future shoots
- Handled session reports for individual shoots and assisted in organizing commercial shoots

WORK EXPERIENCE

Joseloff Gallery, University of Hartford Feb. 20XX—July 20XX
Gallery Assistant (mm/yy - mm/yy)

- Assisted director to effectively display and market works of sale
- Provided knowledgeable background of the art to the clientele

ACTIVITIES

Director of Photography, STN Channel 2 News (20xx – present)
Member, Alpha Sigma Phi/University of Hartford (20xx – present)
Member, Intramural Sports/University of Hartford (20xx – present)
Peer Counselor for Educational Main Street (20xx)

Tracy Q. Graduate

tqgraduate@att.net

Campus Address

University of Hartford
200 Bloomfield Avenue, Box # 2205
West Hartford, CT 06117

Permanent Address

123 Main Street
Anytown, NY 12345
(914) 888-9999

- Objective** Electrical engineering position in the Research Triangle Park area. Strong interest in RF design. Experienced with wireless, broadband, PBX, and DMS networks through internship and education training. (*Note: the objective section is optional.*)
- Education** **Bachelor of Science in Electrical Engineering,** May 20XX
University of Hartford, West Hartford, CT
Graduated magna cum laude with a GPA of 3.6/4.0
Eta Kappa Nu Electrical Engineering Honors Society 20XX-20XX
- Selected Coursework:*
- | | |
|-----------------------------|------------------------------------|
| Digital Integrated Circuits | Photovoltaics |
| A-C Power Systems | Electronic Properties of Materials |
| Digital Signal Processing | Modern Photonics |
| Neural Networks | Energy Analysis and Diagnostics |
- Project** **IEEE, University of Hartford Student Chapter**
Collaborated with seven engineering students to design and fabricate an electrically-powered vehicle, using state-of-the-art technology. Utilized microprocessors, programmed in C++, in basic control systems of car, including voltage regulation. ABS and hydraulics. Presented in IEEE design competition in Nashua, NH, placing 2nd in Region.
- Experience** **Electrical Engineering Internship** 8/XX - 12/XX
Nortel (Northern Telecom), Research Triangle Park, NY
- Supported Wireless Network Division, developing products and add-ons for digital radio and switching technology, including TDMA, CDMA, GSM, PCS, DCS and DCMA networks.
 - Tested new circuitry for ISO 9001 compliance.
 - Developed test pattern reference library for all R&D technicians accessible over the corporate Intranet.
 - Received Employee of the Month award twice—first intern ever to win the award.
- Department Assistant** 91XX—5/XX
Electrical Engineering Department
University of Hartford, West Hartford, CT
- Modified catalog course descriptions to reflect full technical content of course offerings.
 - Assisted professors in test preparation and grading.
 - Filled in as lecturer for professors in Intro to Electrical Engineering class.
- Activities** **IEEE Student Chapter, Treasurer** 20XX-20XX
- Manage and maintain a budget over \$2500.
 - Assist in planning workshops to bring presenters to campus to discuss careers in electrical Engineering.
- National Society of Black Engineers, Membership Director** 20XX—20XX
- Increased membership by 15%.
 - Attended national conference.

The Cover Letter

When applying for an internship or job, it is important to send a cover letter, especially in today's competitive economy. Sometimes referred to as a *Letter of Application* or *Letter of Intent*, a cover letter is an opportunity for you to highlight your skills according to the employer's needs and to describe the positive qualities you possess. Employers also look at your cover letter as an example of your writing skills.

There are three basic components of a cover letter:

Introduction — Describe why you have chosen this employer.

- What position are you applying for?
- How did you find out about the position?
- *WHY* are you interested in this specific company?

Body — Highlight how *your* skills meet the *employer's* needs. Give examples!

- Look at the internship/job posting. What skills does the employer want?
- Sell yourself. Highlight your skills and explain how you have demonstrated these skills in work, volunteer, or classroom experiences.

Closing — Next steps.

- Reiterate your interest in the position and company.
- Indicate that you would like to meet the employer.
- Thank the employer and list your contact information.

Email versus Hard Copy of Cover Letters

Carefully read how the employer wants you to apply and follow directions! However, most employers want you to apply on-line.

- Large companies will have fields in which to upload your cover letter and résumé. If there is only one field to post a résumé, copy and paste your cover letter to the bottom of your résumé and upload it as one document.
- Small to medium-sized companies may want you to email documents directly to a human resource professional or hiring manager. This may be done in one of three ways:
 1. The email is your cover letter and you attach a copy of your résumé, OR;
 2. You have two attachments; one is your cover letter, the other is your résumé. You would need a brief introduction in your email, "Attached is a cover letter and résumé for the name of position. OR;
 3. Email a brief introduction and attach the cover letter and résumé as one document.

Salutations

- Formal correspondence should start with Dear Mr. or Ms. Lastname:
- If you know someone is a doctor or attorney, it may be Dear Dr. Lastname: or Dear Attorney Lastname:
- If possible, obtain a direct person's name. If you can't, then Dear Hiring Manager: is acceptable.
- **Only** if it is a gender neutral name, you may state Dear First name Last name:

Closings

- Conclude the e-mail or letter with Sincerely, Respectfully, or Yours Truly.
- Sign your name (if hard copy) and type your full name below.
- If it is an e-mail, just type your full name.

Quick Tips

- Cover letters should not exceed one page.
- Use the same font as your resume.
- PROOFREAD!
- Only include salary requirements if it is requested.
- Research salaries to get comparable salaries and put in a range, i.e. \$50,000 - \$60,000 vs. \$53,000.
- www.salary.com or www.payscale.com to research

Sample Cover Letters

Sample **Hard Copy** Cover Letter

Jane Doe
200 Bloomfield Ave., Box #123
West Hartford, CT 06117
Jdoe@hartford.edu
860.768.0000

Mr. James Kinney
Boston Scientific
One Boston Scientific Place
Natick, MA 01760

Dear Mr. Kinney:

I am writing to apply for the position as an R&D Engineer posted on the Boston Scientific Careers website. As a senior in the Biomedical Engineering program at the University of Hartford, I am interested in becoming involved with a company that develops medical devices for a variety of tasks and environments. I feel that my professional background and educational training have prepared me to be a valuable asset to Boston Scientific due to completing several internships that have allowed me to develop the ability to analyze data, identify basic problematic issues, and create solutions.

During my internship at Hartford Hospital, I had the opportunity to integrate many different medical devices into the hospital network. Learning to communicate with the technical staff of the hospital and the medical staff is a skill that will be valuable to your operations at Boston Scientific. In addition, during a design project at the University, I had the opportunity to assist in the design and implementation of a lift that would assist hospitals to move individuals and equipment into and out of a rehabilitation pool.

I would be happy to further discuss my qualifications for the position during an interview. If any additional information is needed, please feel free to contact me. Attached you will find my résumé. Thank you for taking the time to review my application and I look forward to hearing from you soon.

Sincerely,

Jane Doe

Sample **Email** Cover Letter

To: sjones@companyxyz.com

Subject: Accounting Assistant Internship, Job Ref # 157BT

Dear Ms. Jones:

I am extremely interested in the Accounting Assistant internship that was posted on the University of Hartford's CareerBridge job posting system. Currently, I am a junior majoring in accounting and I am seeking a fall internship. CompanyXYZ has an outstanding reputation for providing quality customer service and upholding high ethical standards within the accounting field. I would very much like to join your team.

My course work includes financial and managerial accounting, finance, and business law. Currently, I am enrolled in Financial Reporting Theory and Cost Management. My work experience includes working at Macy's in which I provide excellent customer service and operate a cash register to accurately process cash and credit transactions. I work approximately 25 hours per week while attending school full-time and maintain a 3.4 GPA. My leadership activities include being a member of the Accounting Society and actively participating in fundraising for Relay-for-Life on campus. Due to my work and extracurricular activities, I have developed excellent time management, organizational and interpersonal skills that I am eager to bring to Company XYZ. Finally, I enjoy utilizing technology and am proficient in Microsoft Word, Excel, PowerPoint and have a solid knowledge of Quickbooks.

Attached is a copy of my résumé for your review. I welcome the opportunity to meet with you to discuss how my skills and enthusiasm may meet your needs. Thank you for your time and consideration. I look forward to hearing from you.

Sincerely,

Joseph R. Miles

Professional Thank You Notes

A thank you note should be sent within 24-48 hours of every interview. This includes telephone, group and career fair interviews.

Consider the thank you note as another chance to:

- Express your *gratitude*
- Express your *interest*
- Reiterate your unique *skills*
- Showcase your writing ability

Thank you notes can be delivered in three formats:

- A professional *e-mail*, using appropriate language and formatting (*most common method*.)
- Standard *business letter format* (typed on résumé quality paper and sent by mail)
- A Thank You card, preferably a plain note card, with a handwritten message. Note: be sure to make it legible.

Helpful Hints:

- Be sure you have the correct names and spellings for anyone to whom you are sending a Thank You Note.
- Proofread any Thank You Note as you would any professional communication sent to a prospective employer.
- Thank you notes are also appropriate for any faculty, staff or contacts who help you with your job search process. Expressing gratitude to someone for a letter of recommendation and/or serving as references is a good habit to develop and showcases your professionalism!
- Ideally, you should send a thank you note to each person you interviewed with, but if that is not possible, send one to the primary interviewer.

Sample Thank You Note

Jill Student
200 Bloomfield Avenue, Box 321
West Hartford, CT 06117
jstudent@hartford.edu • xxx-xxx-xxxx

Date (*month, day, year*)

Mr. John Doe
Vice President, Marketing
XYZ Company
123 Main Street
Hartford, CT 06123

Dear Mr. Doe:

Thank you for the opportunity to interview for the Marketing Research position on Monday, May 7th. I enjoyed meeting you and your staff in your office in Hartford.

As I mentioned during our meeting, I am particularly excited about the possibility of working with your new clients in the entertainment industry, and believe my experiences in theatre and music will benefit your planning project. In addition, I was also pleased to learn that the database and desk top publishing software you utilize are programs I previously have utilized. I believe this would allow me to make an immediate positive impact on both the company and its clients.

Please extend my gratitude to the entire marketing team for the hospitality extended to me during the interview. Thank you, again, for considering my candidacy. I look forward to speaking with you soon.

Respectfully,

Jill Student

Networking

Networking

Networking is about building and maintaining relationships with people who work in similar careers. If done correctly, networking is the number one way to obtain an internship or job.

Benefits of Networking

- Creates the potential to develop professional contacts in different companies to share ideas and learn about the latest industry trends.
- You may learn about job opportunities not yet advertised.
- If you are interviewing for a job, you may know some of the people who are conducting the interview rather than going in "cold".
- Networking can enhance your professional brand and reputation by making others aware of your enthusiasm, skills and expertise within a particular field.

Contacts for Your Network

- **Faculty** - within your field.
- **Family, friends, neighbors** - know people in different fields.
- **Alumni** – contact the Alumni Office or Career Services.
- **Professional Organizations** – join professional organizations and attend meetings or conferences.
- **Social Media** – utilize Twitter, Facebook or LinkedIn

Sample E-mail:

Dear Ms. Asbury:

It was a pleasure meeting you at the National Society of Women Engineers conference in Florida. I would like to speak with you about your career path as a mechanical engineer and to learn more about what it is like to work at such an innovative and prestigious company as Lockheed Martin.

My contact information is 860.555.5555 or EEdmunds@cox.net. I have attached a copy of my résumé for your review. Thank you for your kind consideration. I look forward to hearing from you.

Sincerely,

Elizabeth Edmunds

Networking DO's...

- Conduct research about your field of interest.
- Join professional organizations and attend conferences.
- Identify an organization, job title, or person of interest.
- Send an e-mail or call the person directly. Give a quick summary of who you are, how you received the person's name and what information you are seeking.
- Be flexible. You need to accommodate their schedule.
- Ask for information and advice, NOT A JOB.
- If meeting in person, dress professionally and prepare like you would for an interview.
- Listen attentively and do not interrupt.
- Respond with intelligent questions or comments.
- If appropriate, ask for referrals. Always ask, "May I use your name when I contact this person?"
- Be courteous – write thank you notes.

Networking DON'Ts...

- Don't push yourself on someone who is not interested in speaking with you.
- Don't ask personal questions.
- Don't expect the person to get you a job! If appropriate, you may ask about potential job opportunities.
- Don't overstep your time limits.
- Don't ask the person to circulate your resume for you (unless s/he offers).
- Don't forget to say Thank you! Send a personalized Thank You Note after you meet.
- Don't become a pest by repeatedly calling the contact for advice and/or referrals.

Your Online Presence & Social Media

Research has shown that 85% of recruiters and hiring managers search social media networks to learn more about potential candidates. Therefore, it is imperative to portray a positive presence for yourself online. Creating appropriate Twitter, Facebook, and LinkedIn accounts displays a strong sense of professionalism to recruiters and potential employers alike. You can quickly establish an online brand for yourself by combining the power of multiple social networking sites. When building your online presence, a good rule of thumb is to consider how a potential employer would view your online account. If you believe a picture or post may prevent someone from hiring you, then it has no business on your profile.

LinkedIn

LinkedIn is used for professional networking and recruiting. Through LinkedIn, you can search companies for alumni, join professional networking groups, post discussion topics and search for jobs on their job board. You may also present your résumé, skills, and experience for employers to view. Use this site to begin your search for contacts and companies of interest.

Twitter

Following important or influential people in your industry can often lead to opportunities for jobs and networking. In addition, more recruiters are tweeting positions. Have a professional account where you may post interesting articles or comment on happenings in your field. Posting current events in your field showcases your interest and knowledge in your field. In addition, the Office of Career Services maintains a Twitter account where upcoming events, career news articles, and exciting internships/job opportunities are posted.

Facebook

Facebook can be used as an effective tool to stay in touch with alumni, family, and personal acquaintances. However, keep in mind that posting controversial or inflammatory messages, joining inappropriate groups, or posting provocative pictures can sabotage your career hunt before it even begins. Keep your account clean and professional, and keep your privacy settings on high. Remember that nothing is totally protected once it is placed on the internet.

Blog

A blog is a great way to display your written communication skills to employers. Blog on current news issues, legal changes, or areas of interest to you in your field. The two

Additional Tips for Using Social Media

1. Google yourself to find out what's out on the web about you.
2. Be aware that perspective employers may search for you through the web and social media. This might be the first impression you make!
3. Assume that everything you post is permanent!
4. Be careful what you post about yourself—keep it upbeat, non-political, and do not post any questionable photos.
5. Social media is a good way to create your network for job searching. By connecting with people already employed, you may find out about jobs you would not have otherwise known.
6. Social media is a good way to research opportunities and connect with companies you want to work for. Follow your ideal companies on Twitter, Facebook or blogs to learn more about each company.

most widely used software centers for this are Blogger and WordPress, but there are other options as well.

Your On-line Reputation

Many recruiters will research or "screen" you online using Facebook, LinkedIn or Twitter before they call you for an interview. Make sure that your online presence promotes a positive image and is an image consistent with how you want to be perceived. Type your name in Google to see what appears. Additional free or low cost social media monitoring services designed to help users manage their online image across various social networks include reppler.com, trakur.com, and hootsuite.com.

For More Information

An excellent overall resource if you have questions about Web 2.0 or other professional and social networking sites is Mashable (<http://mashable.com/>).

It is important to maintain proper etiquette and professionalism whether you choose to network via Social Media or have direct contact with employers. Be careful - missteps and unprofessional information can cost you career opportunities. However, utilizing social media to create a positive professional identity can create many new possibilities.

Career Fair Tips

5 Things to Take to a Career Fair

1. **Copies of your résumé.** Be sure it represents your knowledge, skills, and abilities effectively. It needs to look professional--easy to read format on plain white or cream colored paper--and be free of typos.
2. **A smile, a strong handshake, and a positive attitude.** First impressions are important. Approach an employer, smile, and shake hands when you introduce yourself.
3. **Prepare a 30-second "sales pitch."** Share basic information about yourself and your career interests: "Hello, I'm Carrie Jones. I'm a senior at the University of Hartford and I'm majoring in English. I'm very interested in a _____ career. As you can see on my résumé, I just completed an internship in the _____ Division of the ABC Company in Hartford. I'm very interested in talking with you about marketing opportunities with your organization."
4. **Obtain information about the organizations which will be attending.** Don't just concentrate on the "big names." There are often great opportunities with companies with which you are not familiar. Research some of the companies. What are their services/products? Who are their customers?
5. **Energy!** Career fairs require you to be on your feet moving from table. Each time you meet someone, be at your best, - as refreshed as possible!

5 Things to Take Away From a Career Fair

1. **Business cards from the recruiters you have met.** Use the cards to write follow-up notes to those organizations in which you are most interested.
2. **Notes about contacts you made.** Take paper and pen with you to write down important details about particular organizations, including names of people who may not have had business cards. Take a few minutes after you leave each table to jot down these notes!
3. **Information about organizations you have contacted.** Most recruiters will have information for you to pick up, including company brochures, computer flash drives or CD's, position descriptions, and other data.

4. **A better sense of your career options.** If you have used the event correctly, you will have made contact with several organizations that hire people with your skills and interests. In thinking about their needs and your background, evaluate whether each company might be a match for you.

5. **Self-confidence in interacting with employer representatives.** A career fair gives you the opportunity to practice your interview skills in a less formidable environment than a formal interview. Use this experience to practice talking about what you have done, what you know, and what your interests are.

5 Things Not to Do at a Career Fair

1. **Don't cruise the booths with a group of friends.** Interact with the recruiters on your own. Make your own positive impression!
2. **Don't carry your backpack, large purse, or other bulky items.** Carry your résumé in a professional-looking portfolio. It will keep your résumé neat and handy, and gives you a place to file business cards from recruiters that you meet. Usually you can stow your coat, backpack, or other gear in a coatroom.
3. **Don't come dressed for rugby practice** (or any other extremely casual activity). A career fair is a professional activity--perhaps your first contact with a future employer.
4. **Don't "wing it" with employers.** Do your homework! Research the companies just as you would for an interview. You'll be able to focus on why you want to work for the organization and what you can do for them.

5. **Don't come during the last half hour of the event.** Many employers come a long distance to attend the fair and may need to leave early. If you come late, you may miss the organizations you wanted to contact!

Remember:

Dress professionally or in business casual attire. Go light on your perfume/aftershave, wear minimal amounts of jewelry and make-up, and cover visible tattoos.

Informational Interviewing

Informational Interviewing

Informational interviews are a widely accepted method of acquiring information about occupational areas of interest. It's simply having a conversation with a person in a career field of interest, in order to learn more about the industry and see if it is a good match for you.

Why Conduct an Informational Interview?

- Professionals can offer accurate and up-to-date information about their field of work, necessary qualifications, and the educational level required to enter it.
- The information provided can help you define your academic and/or career goals.
- To obtain advice concerning useful courses or technical skills to enter the field.
- It creates an opportunity to develop contacts within specific fields.
- To learn about internship and job opportunities.

Methods of Finding People

- Contact family, friends, and neighbors.
- Utilize faculty, Alumni Relations, and Career Services.
- Join University of Hartford Alumni LinkedIn groups.
- Check to see if your particular academic program has a LinkedIn or Facebook group.

The Process

- Identify an organization, job title, career path or person of interest.
- Conduct research on the field/occupation.
- Practice how you are going to introduce yourself – then e-mail or call your career advisor.
- The informational interview may be done in-person, via phone or by e-mail at the professional's convenience. Generally an informational interview lasts about 30 minutes, but it can vary.
- Be professional! Make sure your written correspondence has no errors, and if you meet in person, dress and act like you would on an interview.
- ALWAYS send a Thank You Note after the discussion.

Dear Mr. Oliver:

I am a sophomore at the Hartt School, pursuing a BA in Performing Arts Management. I am interested in learning about the non-profit side of the music industry. Barbara Smith, a professor at the school, recommended I contact you because of your diverse experience and success within the music industry.

I would welcome the opportunity to speak with you and learn about your career path. Any advice and information you may share about how to break into this competitive field would be much appreciated.

Thank you for your time and consideration. I may be reached at 860.555.5555 or by jawalt@cox.net. I look forward to hearing from you.

Sincerely,
Jamie Walters

Sample Questions to Ask:

- What do you like/dislike about your job?
- How did you get into this field?
- What are the qualifications and career paths for an entry-level or experienced position?
- Please describe a typical work day/week.
- What are specific duties or responsibilities related to your position?
- How is the economy affecting this industry?
- What type of person does well in this kind of work and why?
- What is the necessary education or training needed to do this job?
- What kind of technology do you use?
- Is professional training or development typically offered in this field?
- What other job titles or positions are related to this field?
- Can you refer me to any other contacts? May I have your permission to mention your name?

Interviewing Skills

Types of Interview

There are a variety of interview formats. The most common are:

- One-on-one or group/panel interviews
- Telephone interviews
- Video conferencing

You can find helpful guides and descriptions of these on the Career Services website in the "Student Resources" section under "Career Toolbox."

Before the interview:

- Understand yourself and identify your strengths and abilities. If you are unsure, ask a friend, parent or professor for assistance.
- Research the company. Know the products or services provided. Look at their social media sites for more information.
- Research salary ranges in your industry to be prepared for negotiations later in the process.
- Be prepared with several questions concerning the company, and the nature of the work for the position for which you are applying.
- Bring a portfolio (or professional looking folder), pen, and hard copies of your résumé, and references.
- Be able to clearly state your abilities and potential.
- Review the list of "Frequently asked Questions by Employers" found on the next page of this manual.
- Have a good breakfast (or lunch) and be well rested.
- Look professional on the day of the interview. First impressions are important!
- Visit the site the day before so you know how to get there. Wake up a little earlier than you think you should to ensure you arrive on time and energized.

During the interview:

- Offer a firm handshake and warm smile.
- Be yourself. Present yourself in an honest and sincere manner.
- Be self-confident, but not conceited.
- Maintain a pleasant, friendly, and courteous demeanor.
- Sit upright and maintain eye contact.
- Do not chew gum, eat, drink or smoke.
- Know the name of the interviewer. Don't be afraid to ask for clarification on the pronunciation of their name when introducing yourself.

- Express your thoughts clearly and give examples of your experience and skills. (Explain a specific instance that demonstrates your skills and abilities.)
- Highlight your abilities and accomplishments.
- Ask prepared questions concerning the company.
- Show enthusiasm to demonstrate that you are willing to work hard and are dedicated.
- Never ask about salary or vacation time! Let the employer initiate the conversation about benefits, salary and vacation. Your focus should be on how your skills meet the employer's needs.
- Tell the employer you are interested in the position and ask, "What is the next step in the hiring process?"

After the interview:

- Send a thank you note to each interviewer within 24-48 hours to emphasize your interest in the position.
- Keep a log of any and all future correspondence.
- Evaluate your reactions to the company.
- Follow-up with the company 7- 10 days after the interview by emailing or calling your interviewer.

What Should I Wear?

Women - Wear a suit that is in good taste and in a conservative color. Wear sensible, closed-toe shoes that are clean and polished. Be moderate with make-up, jewelry and perfume. If you are wearing a skirt, make sure it is knee length.

Men - Wear a conservative suit that is clean and pressed with a crisp, clean shirt. Wear a tie that compliments the shirt and suit. Wear dress shoes that are clean and polished. Wear dark socks with a dark suit. Avoid trendy looks, jewelry and overwhelming cologne.

Note - While not all industries require suits, you should still dress one or two levels above the standard apparel for the position for which you are interviewing. This shows you are seriously interested in this job!

IMPORTANT!

A general rule is to cover any tattoos you may have and take out your piercings for the interview!

Sample Interview Questions and Answer Strategies

Questions:

Tell me about yourself.

What is something you've done recently about which you feel particularly proud? Why?

Give an example of a challenge you encountered and how you overcame it.

When working in a team, what role do you usually take and why?

What are your greatest strengths and weaknesses?

What are some current trends you see impacting this field?

Answers:

This is not an invitation to give your life story to the interviewer. Employers want to know about your history as it relates to the job for which you are interviewing. Why are you interested in this field? Describe any clubs, research, or projects that sparked your passion for the field. Mention your skills and abilities that would be an asset in this field.

This is an opportunity for you to discuss a recent accomplishment and what skills you used to make it a success. Describe the situation or challenge, what skills were used to overcome the problem, and what the results.

This question can be tricky to answer. Do not criticize former employers, faculty members, colleagues, or other authority figures. Find a way to describe what was not working without assigning blame, what steps YOU took in order to make the situation manageable and the end result. Do not choose a situation that ended in ultimate failure.

Think of a recent group project that you worked on and what role you took. Be honest. Everyone has a tendency to think that saying you took the lead is always the safe answer, but it is not. Employers will want to know that you recognize your limitations just as much as you take initiative to take the lead. Of course, if you did lead the group, describe that process as well. Use specific examples.

Highlight whatever you feel is your strongest ability or trait. What has allowed you to be successful, and how will that continue to be of value in your career? Regarding weaknesses, refrain from naming something that is a key component of the job responsibilities. If you are an accountant, don't say you struggle to use spreadsheets. That would be a very obvious red flag. Select an honest weakness, but nothing that could eliminate you from job consideration. In addition, share how you have improved your weakness or learned to adapt.

Employers test your knowledge of the field. They will want to know that you've done research on news and trends in the industry. This could be anything from new legislation regulating the field, to an innovative new product, or technology changing the way people work.

NOTE: This is only a sample of questions that you may be asked during an interview. For more information, contact Career Services or visit our website to find a list of interviewing questions and styles. Career Services provides mock interviews if you'd like to practice and receive feedback.