



MARKETING YOURSELF



MERUELO FAMILY CENTER
FOR CAREER DEVELOPMENT

Objectives for Today

- Networking
- Informational Interviewing
- Professional Introduction
- Professional Social Presence: Handshake, IrishCompass and LinkedIn Profiles

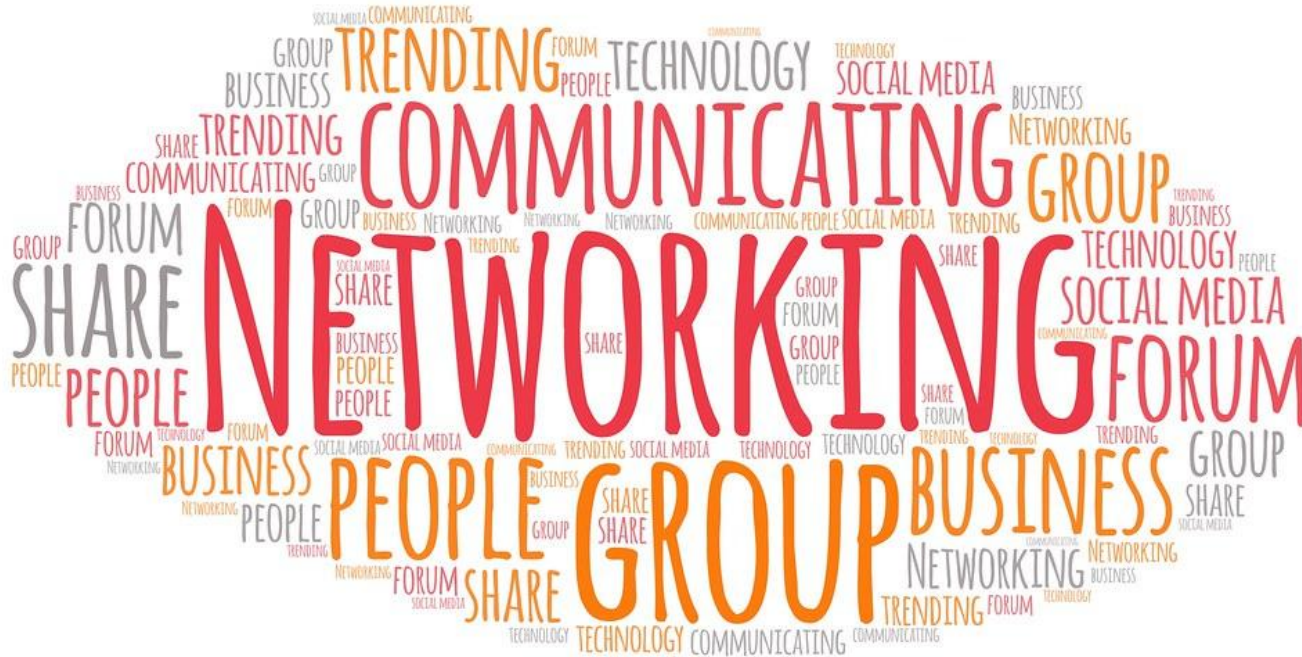
Networking

Networking: The action or process of interacting with others to exchange information and develop professional or social contacts.

Informational Interviewing

Informational interviewing - an informal conversation you can have with someone working in an area of interest to you. It is an effective research tool and is best done after preliminary online research. It is not a job interview, and the objective is not to find job openings.

Has anyone conducted an informational interview? Engaged in a networking?
Challenges? Benefits? Preparation? Regrets?



Your Professional Introduction

- Let's take 5 minutes and write a professional introduction, one you can use at one of the fairs, introducing yourself to an alum, or for these sessions in this class
 - This tool could help: bit.ly link: bit.ly/3jt96p3
 - This section of our website provides more food for thought

Alumni Research

Choose either or both of these resources to search for an alumnus of interest:

Linkedin: [linkedin.com](https://www.linkedin.com)

- Search: The University of Notre Dame
- Click Follow
- Click Alumni
- Use the filters to find someone of interest

IrishCompass - irishcompass.nd.edu

- Log in with NetID
- Click on ND Networks
- Use the filters to find an alumnus of interest - Location, Field of Work, More Filters: Major, Dorm, etc.

Creating Insightful Questions

- Read through your chosen alumni's profile and create 3 insightful questions to ask them.
- Questions can be about
 - Their career path
 - Their current or previous employers
 - Their current or previous role
 - Their educational experience
 - Any experiences they have listed
 - Any posts they have written
 - Their professional statement

Practice Time!

- Now let's put it all together
- Pair up with a classmate. We will each take turns one time to be the you and your classmate to be the alum, then vice versa. Tell your classmate who you want them to pretend to be. Carry on a conversation for 2-3 minutes. After the first practice, switch roles.
- As a group, let's discuss the challenges, hiccups, stumbling blocks you ran into

Relate this to a Career Fair Setting

What is the Operations Leadership Development Program?

This is a 12 to 24-week program that offers hands-on experience in a manufacturing plant. The Operations Leadership Development Program (OLDP) places you in dynamic areas of Siemens' business operations. There are two unique options for the OLDIP Intern – Manufacturing or Materials.

The Manufacturing Program provides you exposure to the skills and process of Manufacturing Engineer, Production Supervisor, or Planner. The Materials Program prepares you to work in Materials Management, Warehouse Management or a Procurement/Planning.

Manufacturing Program Track:

- Supervision of production process
- Process improvement using LEAN and Six Sigma
- Project Management
- Potential exposure to Quality Assurance

Materials Program Track:

- Materials management
- Purchasing
- Manufacturing resource planning
- Global procurement
- Distribution center supervision

Requirements

We are looking for people who are resourceful — true problem solvers who challenge themselves to find the most effective and efficient solutions to complex challenges. We provide a platform for those who want to have an impact on the future and contribute to the successes of the company, our customers and the world. The internship is a feeder into the fulltime OLDIP program.

To apply for the internship, candidates must meet the following requirements:

- Pursuing a bachelor's degree in Industrial Engineering, Mechanical Engineering, Operations Management, or Supply Chain Management
- Preferred GPA: 3.0
- Relocation and Travel: Candidates must be willing to relocate and travel as required by program during the summer internship
- Work Authorization: Applicants must be legally authorized for employment in the United States without need for current or future employer-sponsored work authorization.

WHAT QUESTION WOULD YOU ASK?

General Informational Interviewing Questions

- Informational Interviewing
 - What is it like a day in the life of your job?
 - Why did you choose this career
 - What background do I need to be successful in this field?
 - Is it what you expected?
 - What do you wish you would have known before entering this career field?
 - What advice do you have for me as I consider this career?

HANDSHAKE

[Nd.joinhandshake.com](https://nd.joinhandshake.com) - also on every page of
undergradcareers.nd.edu

<https://undergradcareers.nd.edu/opportunities/handshake/>

Handshake's AI

- The more times you search and the more complete your profile the better your suggested opportunities through HS's AI
- Professional headshot photo - Get one taken in the CCD Friday afternoons - sign up on Handshake
- Update your Interests: Job type, cities, roles
- Update work experience & extracurriculars
- Add your GPA - some companies put GPA requirements and if you don't have a GPA you won't see them
- Add a viewable resume
- Visibility - viewable by employers? Open to the Community?


The screenshot shows a user profile on Handshake. At the top is a profile picture of a woman and a blue pencil icon for editing. Below the photo is the name 'TestLoriAnn TestEdinburgh', the university 'University of Notre Dame', the program 'Bachelors, Program of Liberal Studies', the graduation date 'Graduates May 2022', and the current status 'Sophomore'. A blue bar indicates 'Your profile is 100% complete'. Below this is a green checkmark stating 'Your profile is visible to employers, students and alumni across all Handshake universities.' and a note that the user can message students and alumni with similar interests. A link to 'See Employer View' is provided. The 'Your Interests' section at the bottom shows 'Only visible to employers'. The 'My Journey' section contains the text 'I have a passion to help students develop and market themselves for career success.' The 'Education' section lists 'University of Notre Dame' as primary education, 'Bachelors, College of Arts & Letters' ending May 2022, a 'Major in Program of Liberal Studies', and a 'Minor in Digital Marketing'. It also lists 'Clay High School' as a high school with an 'Add' button. The 'Work & Volunteer Experience' section lists 'Lululemon Athletica' as a 'Visual Merchandiser' from Jun 2018 to Aug 2018 (3 months) in Los Angeles, CA, and 'Camp Wilderness' as a 'Counselor' from Aug 2008 to Aug 2020 (12 years, 1 month) in Summer 20XX. It describes planned and organized daily activities for 40 new campers each week, ages 8-12, for 8 weeks, and enforced rules, improvised activities, and problem-solving of difficult situations.

IRISHCOMPASS

irishcompass.nd.edu



- Professional Photo
- About
- Career Goals
- Demographics
- Join Groups
- No one can search for you or see your profile until you connect with someone

Admin View - Off




Amanda Ayriss '19

Rotational Engineer at Gates Corporation

 2019  Centennial, CO

Message Amanda


Professional Experience



Rotational Engineer

Gates Corporation
Greater Denver Area


July 2019 - Present



Rotational Engineer

Gates Corporation


I support process development of industrial belts and hoses.



Engineer Intern

KIK Custom Products
Elkhart, Indiana, United States


March 2019 - May 2019



Student Manager

University of Notre Dame Volleyball


August 2017 - April 2019



LOLI Intern


May 2018 - August 2018

Others Similar to Amanda




Christopher Hume

Staff Engineer, Booz Allen
Hamilton




Sean Eichenlaub



Nicholas Pettegrew

Manufacturing Innovation
Manager, Ruggable®



James O'Leary

Vice President of Product
Management and User
Experience, TE2, The
Experience Engine, Inc.



LinkedIn Profile Checklist

LinkedIn resources

<https://undergradcareers.nd.edu/preparation/professional-documents/online-profiles/>

☐ **PHOTO:** It doesn't have to be fancy - just use your cellphone camera in front of a plain background. Wear a nice shirt and don't forget to smile!

☐ **HEADLINE:** Tell people what you're excited about now and the cool things you want to do in the future.

☐ **SUMMARY:** Describe what motivates you, what you're skilled at, and what's next.

☐ **EXPERIENCE:** List the jobs you held, even if they were part-time, along with what you accomplished at each. Even include photos and videos from your work.

☐ **ORGANIZATIONS:** Have you joined any clubs at school or outside? Be sure to describe what you did with each organization.

David Xiao
Econ Major and Aspiring Financial Analyst
San Francisco Bay Area | Financial Services

Previous Education
Berkeley Ventures
University of California, Berkeley

[Improve your profile](#) [Edit Profile](#) 153 connections

[www.linkedin.com/in/davidxiao/](#) [Contact Info](#)

Background

Summary

I'm a senior at Berkeley, starting to look for roles in the financial industry. As an economics major, I'm fascinated by the invisible forces that shape our world. Why does one company succeed and another fail? Is it possible to predict which idea will be the next big thing?

As such, I've taken lots of microeconomics coursework and have interned with a local venture capital firm. And now I'd like to put that experience to good use, analyzing tomorrow's up-and-coming companies.

Experience

Venture Capital Internship [Berkeley Ventures](#)

May 2010 – September 2013 (5 months) | Berkeley, CA

Conducted research on 20 startup companies and presented my findings to the fund's board, leading to a new \$1.5 million investment.

Organizations

Berkeley A Capella
Lead Singer
March 2012 – Present

Schedule and perform at events for one of Berkeley's oldest a cappella groups, including last year's Cal-Stanford game.

LINKEDIN

EDUCATION: Starting with college, list all the educational experiences you've had - including summer programs.

VOLUNTEER EXPERIENCE & CAUSES: Even if you weren't paid for a job, be sure to list it. Admissions officers and employers often see volunteer experience as just as valuable as paid work.


SKILLS & EXPERTISE: Add at least 5 key skills, and then your connections can endorse you for the things you're best at.

HONORS & AWARDS: If you earned a prize in or out of school, don't be shy. Let the world know about it!


COURSES: List the classes that show off the skills and interests you're most excited about.

PROJECTS: Whether you led a team, assigned an in-school or built an app on your own, talk about what you did and how you did it.


RECOMMENDATIONS: Ask managers, professors, or classmates who've worked with you closely to write a recommendation. This gives extra credibility to your strengths and skills.

 Education

University of California, Berkeley
Economics, B.A.
2010 - 2014 (expected)

 Volunteer Experience & Causes

Big Buddy
Skyline High School
September 2012 - July 2013 (9 months) | Education
Mentored an Oakland high school student through the college, his dream school.

 Skills & Expertise

Most endorsed for...


Economics


Start-ups

Due Diligence


Venture Capital

Management




 Honors & Awards



The Achievement Award Program
UC Berkeley
Four-year scholarship awarded to community-minded students' success.

 Courses


University of California, Berkeley

- Microeconomic Theory (Econ 101A)
- International Monetary Economics (182)
- Public Economics (230A)

 Projects

Venture Capital Financing in India
May 2013
For our International Monetary Economics course, Paul and I did capital industry in India. By looking at data from the World Bank, we identified challenges and opportunities facing this nascent sector. And we developed a business plan to overcome these challenges, which we delivered to our professor.
5 team members
 David Xiao
Econ Major and Aspiring Financial Analyst


Recommendations

Venture Capital Internship
Berkeley Ventures
 Tim Lee
Partner
David spent the summer with us at Berkeley VC. He showed us a brand new technique for firm analysis that came through with recommendations that opened up new opportunities.
We don't normally hire undergrads as interns but after his recommendation, we hired him.
November 13, 2013, Tim managed

Questions?

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careerdevelopment@nd.edu
574-631-5200



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