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How to better market yourself

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#SUCCESSTHATOLIMIT

Tips for Job Search

- Clarify your career goals
- Identify and research potential employers
- Establish a network
- Develop a professional resume
- Arrange and prepare for job interviews
- Follow up as necessary
- Seek help as needed
- Be organized, self-motivated, and assertive
- Searching for a job is a full-time job.
- Don't take rejection personally
- If your search is not producing the results you would like, try a new strategy.
- Do not hesitate to send your resume to an employer more than once.
- Be Persistent and Persevere

The Hidden Job Market



Typical Job Search Process in the US



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Resume Writing

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What is a Resume?

- ✓ Provides an overview of your experience.
- ✓ Helps you create a winning first impression.
- ✓ Establishes qualifications and credentials.
- ✓ Highlights specific, relevant background.
- ✓ Must be a dynamic, changeable document.
- ✓ Should be updated on a regular basis.

Resume Formats

CHRONOLOGICAL FORMAT

- Easy to read, **most commonly used and preferred by employers.**
- Presents education and work experience in reverse chronological order (most recent to oldest)
- Very effective if majority of education and work experience is related to objective
- **Samples on Career Center website:**
 - <http://careers.ucr.edu/essentialjobsearch/resumes.html>

Resume Formats

FUNCTIONAL FORMAT

- Focuses on skills and abilities, not dates of employment
- Lists skills you've demonstrated which are required for a particular job
- Allows you to emphasize skills gained through volunteer work and co-curricular activities
- **Often used by career changers, graduate students and postdoctoral scholars**

Main Components

CONTACT INFORMATION

Name, address, phone, email address, & LinkedIn URL

OBJECTIVE

Clear, concise statement of your immediate objective

EDUCATION

Current school information
Relevant courses and GPA only if required by employer

EXPERIENCE

(Paid, Non-Paid, Volunteer, School Organizations, Leadership Roles, Research)
Most recent first with title, organization, location and dates
Describe responsibilities with action verbs

ACTIVITIES & HONORS

Volunteer, community work, student organizations, scholarships, academic awards

SKILLS

Technology, language & "special skills"

Contact Information

Sally Career

900 University Avenue, Riverside, CA 92521
555-555-5555
sallycareer@gmail.com
www.linkedin.com/sallycareer

Tips:

- Professional email address
- Name should be bigger than contact info

Objective

OBJECTIVE

Seeking summer marketing internship position at Decker's Outdoor Corporation.

Or...

Recent history graduate with experience in administrative operations, seeking position with ABC Widgets as manager trainee.

A [position] using [specific skills] at [specific company]

Tips:

- Clear, concise statement of your immediate objective
- Avoid stating what *you* want to gain from the position
- Objectives are **optional**

Education

EDUCATION

Bachelor of Arts, Business Administration, Concentration in Marketing June 2015
University of California, Riverside

Relevant Coursework: Financial Evaluation, Marketing Management, Strategic Analysis

Tips:

- Current information
- Only list schools from which you receive a degree
- List GPA if requested and/or impressive
- **Relevant** courses or study abroad

Experience

MARKETING EXPERIENCE

The Highlander Newspaper, UC Riverside October 2013-Present

Advertising Account Executive

- Manage more than 100 clients and their advertising needs.
- Design advertising campaigns and marketing related plans utilizing AdPro software.
- Create and work with designers using Adobe software to develop effective advertisements.
- Raise approximately \$3,000 in advertising revenue each month.

Young & Rubicam, Irvine, CA June 2014-September 2014

Advertising Intern

- Provided customer support for accounts including Hilton, Jenny Craig and Southern California Edison.
- Collaborated with a variety of departments including Account Management, Public Relations and Finance.
- Prepared briefs, PowerPoint presentations, competitive reports and presentation boards.
- Delivered critical support during production of Jenny Craig commercials and Toshiba online media videos.

Strategic Analysis course, UC Riverside

Global Challenge Business Simulation Project

January 2014-March 2014

- Forecasted markets, implemented new technology initiatives, maintained budget and managed production.
- Achieved the Warren Buffet Award denoting the highest cumulative shareholder return and stock price.

Tips:

- Most recent first with title, organization, location, and dates
- Describe responsibilities with action verbs in the proper tense
- Use industry language, numbers and describe accomplishments
- Avoid personal pronouns (I, my, or me)

Honors & Activities

HONORS & ACTIVITIES

American Marketing Association, Member, UC Riverside January 2013 – Present

Students for the Environment, Ambassador, UC Riverside September 2012 – Present

University Honors, Member, UC Riverside September 2011 – Present

Chancellor's List, Recipient, UC Riverside September 2012- June 2013



What's the difference between an Experience & an Activity?

An **experience** is described with bullet points that describe the relevant skills & experience acquired in a role. An **activity** lists a membership or volunteer activity that is less relevant and/or less of a time commitment.

Tips:

- Include campus and off-campus involvement in student organizations & volunteer organizations
- Highlight scholarships and university honors

Skills

SKILLS

TECHNOLOGY SKILLS

Computer: Microsoft Office, Adobe Photoshop, AutoCAD, Matlab/Simulink, Microsoft Office: Word, Excel, PowerPoint, Access, Computer Data Analysis

Programming: Java, C++, Python, JavaScript, Microscopy

Language: Bilingual in Spanish and English

Social Media: Facebook, Twitter, LinkedIn, Instagram, YouTube

Operating Systems: Windows XP/NT, Unix (BSD, Solaris, Linux)

Tips:

- Technology, languages, & "special skills"
- Soft skills such as great communicator, team player, etc. should be highlighted in the bullet points that describe your experiences
- The 1st skill set listed should reflect the skills most relevant to the position applying to

Formatting Tips

- 10 - 12 point size, standard font
- Avoid shading, graphics ♥
- Use **bolding** sparingly to draw attention to important pieces of information
- White or off-white, 8 1/2 x 11 paper
- Bullet Points
 - Action verbs start off your bullets (i.e. Analyzed, Trained, Tutored)
 - Focus on transferrable skills, specify accomplishments, use numbers
- 1 page MAX
- Be consistent!

Formatting Tips ... Continued

- Margins are 1/2 inch to 1 inch
- Make sure it is error free (both spelling and grammar)
- Save as a PDF when emailing
- References do not get included

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Interview Skills

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PURPOSE OF AN INTERVIEW

- Sell Yourself
- Find out more about the organization
- Determine good fit for you and the employer

Why do they interview you, anyway?

**...BEFORE
THE INTERVIEW**

INTERVIEW LOGISTICS



Time

Type

Interviewer(s)

Location

INTERVIEW ATTIRE



RESEARCH THE COMPANY

- Review the position description
(Be prepared to explain how your experience and skills fit!)
- Research the company
 - Company Website
 - Employee LinkedIn Profiles
 - Career Insider, Glassdoor.com
 - CNN money, Google Finance, Business Week
- Prepare 3-5 questions for your interviewer

PRACTICE

Mock Interview Tool in Your SCOTLink Account



BEHAVIORAL QUESTIONS

Be A STAR



Situation or Task	Describe a specific event or situation. Give enough detail for the interviewer to understand. Draw from campus, work, or community experiences.
Action	Describe the action you took. If you are describing a group project, focus on your role.
Results	What did you accomplish? What did you learn?

- Tell about a time you were in a leadership position, worked in a group, made a mistake, etc.
- Prepare 3-5 STAR examples

...on to **DURING THE INTERVIEW**

ARRIVING AT THE INTERVIEW

- **ARRIVE EARLY!** (10-15 minutes)
- Leave cell phone in the car
- Interview begins in the parking lot—be courteous
- Bring extra copies of resume
- Take cues from interviewer



DURING THE INTERVIEW

- Firm handshake
- Sit, taking cue from interviewer
- Make effective eye contact – smile!
- Express confidence in your abilities
-What would you bring to the organization?
- Tie your background to the position
- Speak clearly with enthusiasm

BE HONEST
THINK POSITIVE
PRACTICE ACTIVE LISTENING
BE CAREFUL NOT TO CRITICIZE

CLOSING THE INTERVIEW

- Your time to ask questions
- Ask about the next step (if not already mentioned)
- Ask for business cards if not offered
- Shake everyone's hand, call them by name if possible and thank them for their time
- RELAX...you're done!

Any Questions?

...on to **AFTER THE INTERVIEW**

AFTER THE INTERVIEW

- **DO** send a thank you note (email, card)
- **DO** follow-up if the date that they said they would get back to you has passed
- How often depends on the industry
- Always be professional

Exception:

If the employer stated to not contact them, do not contact them

WHAT TO SAY WHEN YOU DON'T GET THE JOB

- Many companies do not inform you of their decision if they are not hiring you
- *Remain professional*
- Situational: ask them what could have made you a stronger candidate
- Don't burn any bridges!

...MOST COMMONLY ASKED INTERVIEW QUESTIONS

Q & A...No. 1

“Tell us a little bit about yourself?”

- *What makes you different from others?*
- *How organized and concise are you?*
- *What brought you to this career?*
- *Why do you want to work with this organization?*

The wrong answers:
Anything that is overlong.
Sentimental, idealistic responses.

Q & A... No. 2

“Why do you want to work for our organization?”

- *Where you work should be important to you*
- *Remember your homework here*
- *Let them know that you know about their achievements and challenges*
- *Don't overdo it*

The wrong answer:
“Well, I have all these student loans...”

Q & A...No. 3

“What is your greatest weakness?”

Approach:

Identify a weakness that does not contradict a core competency needed for the job. Then, explain at least 2 specific ways you have overcome/managed the weakness and provide evidence of effectiveness.

The wrong approach:

•Don't state a “strength” and spin it to sound like a weakness (interviewers get annoyed with this old strategy)

•Don't NOT have a weakness (because you do!)

LET'S TALK: Interview Experiences

What are some tough questions you have been asked during an interview?

WHERE CAN YOU FIND US?

Veitch Student Center

Career Center!

Materials Science & Engineering

Bourns College of Engineering

HUB

Drop-Ins
 M-Th: 10am-3pm
 F: 10am-12pm
Appointments:
 951-827-3631

GET CONNECTED

GET CONNECTED: Be in the know, keep up to date with the latest happenings and join discussions with alumni, company and career professionals. No spam, just career info you want, when you want it.

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