A high-angle photograph of the Syracuse University campus during autumn. The scene is dominated by lush green lawns and numerous trees with vibrant yellow and orange foliage. In the background, several large, historic brick buildings with Gothic-style architecture are visible, including a prominent tall tower with a spire. The sky is clear and blue. A large, semi-transparent orange rounded rectangle is overlaid on the upper portion of the image, containing the title text in white.

CAREER GUIDE 2016-2017

FIRST-YEAR-SOPHOMORE

**SYRACUSE UNIVERSITY
CAREER SERVICES**

YOUR RIGHTS AND RESPONSIBILITIES AS A JOB SEEKER

SYRACUSE UNIVERSITY CAREER SERVICES RESPONSIBILITIES TO YOU

Provide Services: Offer services and resources to assist students and alumni with career decisions, internships and employment opportunities.

Non-Discrimination: Provide students and alumni access to resources and prospective employers without regard to race, color, national origin, ethnicity, religion, age, gender, sexual orientation, or disability and provide students and alumni reasonable accommodations upon request.

Protect Confidentiality: Exercise sound judgement and fairness in maintaining confidentiality. Any disclosure of student information outside of the educational institution will be with prior consent of the student unless health and/or safety considerations necessitate the dissemination of such information.

Student Advocacy: Discuss Equal Employment Opportunity noncompliance and unethical behavior exhibited by an employer and take appropriate action when needed.

YOUR RESPONSIBILITIES AS A JOB SEEKER

Professional Behavior: Conduct yourself in an ethical and professional manner throughout your job search.

Accurate Information: Provide accurate information on your resume, at interviews, on social media and in online profiles. Conduct your job search with honesty and integrity.

Honor Commitments: Arrive on time for interviews and appointments with prospective employers. Attend the events that you register for. If you accept a job offer, honor that commitment. Once a job offer has been accepted, withdraw from the recruiting process.

Exercise Caution: Syracuse University does not endorse or recommend employers and their services. Never give a potential employer a credit card, social security, or bank account number. Interview in public places and never spend your own money on an employment “opportunity” unless very certain it is for a legitimate reason.

CAREER SERVICES IS HERE TO HELP YOU

Need to update your resume? Exploring a new major? Searching for an internship or job? We've got you covered.

Stop by 235 Schine for 15-Minute Drop-Ins or a one-on-one meeting with us about your career interests and goals.

We'll help you connect your dots.

OUR SERVICES

-  Career Counseling
-  Graduate School Planning
-  Professional Social Media Building
-  Interview Prep
-  Internship & Job Search
-  Resume & Cover Letter Writing
-  Alumni & Employer Connections
-  Career Fairs, Workshops and “How To” sessions

TABLE OF CONTENTS

Major Decision	2
Explore & Experience	3
Orange Bucket List	4
OrangeLink	5
Resume Writing	6
Power Verbs	7
Resume Anatomy	8
Sample Resumes	9
Internships	10
Cover Letters	11
Interviewing	14
Networking	16
Social Media	17
LinkedIn	18

NEED MORE TIME?

Schedule an individual hour-long session by calling 315.443.3616, stopping by 235 Schine, or using OrangeLink.



QUICK QUESTION?

Monday: Noon–2:30 p.m.
 Tuesday: Noon–2:30 p.m.
 Wednesday: 2–4:30 p.m.
 Thursday: 2–4:30 p.m.

* Not in 'Cuse? No matter where you are, we're available via phone and Skype.

 @CareerSU
 @WorkingOrange

 Syracuse University
 Career Services

Schine Student Center, Suite 235
 315.443.3616 | careerservices.syr.edu

Connect with us to learn about workshops, events, career tips, job/internship opportunities, and more!

SUCareerServices1 

CareerSU1 

MAJOR DECISION

Choosing a major or exploring a career path can be one of the most challenging aspects of your early college years. Never fear; you have time and plenty of resources to help you decide your major.

ASK YOURSELF

- What interests me? What am I good at?
- What do I do for fun?
- What experiences do I already have? What did I enjoy about them?
- What are my goals? How does this major fit with them?
- What classes do I enjoy the most?
- Is there any subject I know I don't want to consider?

Talk it out with your advisor, family members, professor, or us. This can be the first step to discovering your skills, interests, and values.

COME IN FOR A ONE-ON-ONE

During an hour-long appointment or a 15-Minute Drop-In, we can help you:

- establish a sense of direction;
- explore majors if you're questioning your current one;
- navigate circumstances such as future debt and geographical preferences that might impact your future career choice;
- brainstorm options and further explore your skills, interests, values, and concerns;
- make decisions about majors, internships, or job offers; and
- navigate networking resources to expand your knowledge about your career possibilities.

CONSIDERING MANY MAJORS? TRY THIS ACTIVITY

- Check out the "Academic Offerings" at coursecatalog.syr.edu and print it out.
- Highlight all of the majors that you are considering.
- Cross out majors that don't interest you.
- Highlight in a different color all of the majors that sound interesting but you don't know much about.
- Now that the list is narrowed down, check out major descriptions and courses at coursecatalog.syr.edu.

MAJOR ADVANTAGE: MINORS

If you don't want to commit to a major, consider a minor. A minor can expand on your major or allow you to explore a different field.

* Want to discuss your major? Come see us right away!

EXPLORE & EXPERIENCE

Oh the places you'll go and things you'll see while at Syracuse University! This is a great time to explore your interests and strengths by getting involved on campus, finding an internship, or volunteering. Exploration can help you decide if a field is right for you, while helping you build your resume.

EXPLORE CLASSES, MAJORS, AND MINORS

Syracuse offers hundreds of classes covering a variety of topics. Browse the course catalogue to see if a particular subject or class catches your interest. If so, speak with your academic advisor about registering for the class—even if it has nothing to do with your major. You never know where it could take you.

Starting point: Advisor or coursecatalog.syr.edu



200+
Majors
100+
Minors

JOIN CAMPUS CLUBS AND ORGANIZATIONS

There is an organization for everyone on campus (and if there isn't one for you, start one!). Joining a club related to your academic interests or hobbies will not only better your experience here but enhance your resume too. Joining organizations is also a way to gain leadership experience and meet new people.

Starting Point: Student Activities or tinyurl.com/studentorgs



300+
Student Organizations

VOLUNTEER ON CAMPUS OR IN THE COMMUNITY

Community service or volunteering your time is a way to add to your experiences and give back. Visit the Mary Ann Shaw Center for Public Engagement for a list of service-based clubs and organizations.

Starting Point: Mary Ann Shaw Center or shawcenter.syr.edu



CONSIDER A PART-TIME JOB

Earn money and gain experience with an on- or off-campus job.

Starting Point: Steele Hall or sujobopps.com



* Paid experience is not the only experience that counts. Projects, organizations, volunteering, and unpaid internships do too!

Major Myths

Everyone else is sure of their major.

up to 50% of entering students are undeclared.

Everyone already has their major and career path planned out.

60% - 80% of students who declare, change their majors at least once.

My major will determine my career.

Not necessarily! Some alumni pursue jobs related to a major, others may go in another direction. Here are some of their paths: tiny.cc/majordilemma.

Liberal arts education = unemployed.



Critical thinking, composition, problem solving, and communication skills are learned in liberal arts; all are skills employers value and seek.

I'm going to graduate school, so I need to major in the field I will ultimately pursue.

You can major in what interests you and still pursue these careers. In addition to stated requirements, graduate schools look for applicants who think critically, write well, and are well rounded.



ORANGE BUCKET LIST

VISIT US

Stop in for a 15-Minute Drop-In or schedule an hour-long appointment with us (see more on page 1).

ORANGELINK

Access your OrangeLink account without leaving the couch (see more on page 5).

ATTEND EVENTS

Look for fliers, emails, and posts on social media about upcoming workshops, events, and fairs; attend the session that interests you.

GET SOCIAL

Build your online brand and create a LinkedIn profile (see more on pages 19 and 20).

EXPLORE

Join a club or student organization that you will enjoy and add to your skills (see more on page 3).

FIND A MENTOR

Find role models or mentors and connect with them (tip: LinkedIn is a great tool for this!).

REFLECT

Do you like what you're studying? Did you enjoy your internship last summer? Have your interests changed? Reflect and follow your passion.

NETWORK

Reach out to alumni, recruiters, family, friends, faculty, and staff to build your network (see more on page 18).

GET INSIGHTS

Develop a strong perspective and insight into the industry, company, or career path that interests you (tip: a career conversation with a professional is one way to do this).

REVIEW DOCUMENTS

Have your resume and cover letter reviewed by us.

THINK AHEAD

Where would you like to intern/work someday? What's your dream position or organization to work for? What short-term and long-term goals do you have?

ORANGE *link* SYRACUSE UNIVERSITY

All Syracuse University students have accounts. If you have never accessed OrangeLink, your @syr.edu email is your username. Click "forgot password" to set one.

orangelink.syr.edu

WHY USE ORANGELINK?

- It's a campus resource where employers share internship and job opportunities.
- It includes 6,000+ national and international internship and job postings annually.
- Learn about employer presentations, information sessions, and on-campus interviewing opportunities.
- Apply to internship and job opportunities.
- Gain information about career fairs, workshops, and other career-related events.
- Access "Going Global," a resource for applying and working abroad.
- Use Career Explorer to research a career or industry's outlook and projected growth.

TIPS FOR USING ORANGELINK

Use Advanced Search under the **Jobs/Internships** tab to find specific positions. This will help you narrow down your search results and find the opportunities most relevant to your interests.

Keep your search simple. The more fields into which you enter data, the fewer results you will yield.

Set up a Saved Search to automatically email you about jobs or internships in your desired industry or location.

Click **Add to Favorites** to save an employer or internship posting. It will be viewable on the left-hand side.

Check your email for the **OrangeLink Weekly Update**, featuring internship/job opportunities and upcoming events.

* Having problems accessing your OrangeLink account? Call us at 315.443.3616 or email careers@syr.edu.

Quick Guide to OrangeLink

On-Campus Interviewing (OCI)

- Employers come on campus to interview for internship and full-time positions.
- Check OrangeLink frequently—new opportunities can be entered at any time.
- October and February are peak interviewing times. Be sure you don't miss your dream employer's deadlines.

Going Global

- Helps international students identify potential H1B sponsors.
- Alerts you to jobs, internships, and hiring practices abroad.
- Highlights major employers in 40 countries.

Career Explorer

- Learn more about various careers and which ones might be a good fit for you by clicking **More Options**.
- Take a quick test to find careers that match your interests by using the Career Finder.

RESUME WRITING

On average, a recruiter spends 10 seconds (or less) reading a resume. How can you make yours stand out and not end up in the *no* pile? Read below for tips on creating a stellar resume!

WHERE TO BEGIN



- Make a list of **ALL** that you've done. All experience counts, whether it is paid, unpaid, on or off campus, volunteering, or other.
- Do not rely on a template; employers are used to these. Come up with your own resume format.
- Take the "I" out of your resume. Instead of "I assisted staff with database management," say, "Assisted with database management."
- Clearly present your contact information.

Starting Point: Take a look at pages 8 and 9 to see the anatomy of a resume.

WHAT TO INCLUDE

- You decide what you want to include based on the position you are applying for. Sections could be Education, Summary, Skills, Involvement, Awards, Volunteer, Research, Projects—include what is relevant to your target.
- Keep descriptions succinct and emphasize your role using strong adjectives.
- Quantify when possible. Numbers stand out on a resume.
- Always include: name of organization, your title, dates worked, and locations for every position.
- Start each description with an action verb. See page 7 for a starting list.



Starting Point:

MAKE IT SHINE



- Customize your section headings. Instead of "*Experience*," create custom headings to emphasize what you have done; for example: "*Biotech Research Experience*."
- Include the most relevant information to the internship or job on the top half of the resume; that is where recruiters mainly focus.
- Rank your experience based on the internship or job description as well.
- Write clear and concise descriptions: What did you do? What were the outcomes? What skills did you use?
- Each industry (and country) has different standards and characteristics. We can help you identify how best to show off your experiences.
- Have experience with Adobe InDesign? Consider using it to design your resume.
- Be consistent throughout your document with formatting, font, and spacing.
- Proofread, proofread, proofread.

Starting Point: See the resume examples on pages 10 and 11 for more ideas.

Need extra help?

Stop in with a printed copy of your resume during 15-Minute Drop-Ins to discuss it.

POWER VERBS

Here is a list of strong, action-oriented verbs to help you increase the impact of your resume, cover letter, personal statement, or other professional writing.

Remember, on your resume, start each bullet point with a verb!

ANALYTICAL

analyzed
assessed
adapted
cataloged
coded
compiled
consolidated
critiqued
defined
diagnosed
diversified
evaluated
examined
identified
investigated
judged
researched
sorted
strategized

COMMUNICATION

answered
authored
clarified
communicated
composed
conveyed
drafted
edited
emphasized
illustrated
informed
instructed
marketed
persuaded
presented
promoted
publicized
reported
responded
summarized
translated
verbalized
wrote

CREATIVITY

conceived
conceptualized
innovated
invented
pioneered
proposed

EFFECTIVENESS

accomplished
completed
created
developed
devised
engineered
established
exceeded
generated
influenced
instituted
launched
reached
resolved
solidified
solved
structured
strengthened
succeeded

IMPROVEMENT

enhanced
expanded
expedited
improved
increased
perfected
recommended
redesigned
reorganized
repositioned
restored
restructured
revised
revitalized
simplified
transformed
updated
upgraded

LEADERSHIP

administered
advised
challenged
coached
coordinated
created
delegated
directed
eliminated
encouraged
founded
guided
headed
hired
hosted
initiated
led
managed
mentored
officiated
orchestrated
oversaw
presided
supervised

INTERPERSONAL

advocated
collaborated
connected
consulted
counseled
demonstrated
educated
energized
engaged
enlisted
facilitated
greeted
interviewed
mediated
motivated
negotiated
partnered
recruited
rehabilitated
represented
taught
trained
tutored
united
welcomed

ORGANIZATIONAL

organized
planned
prepared
processed
recorded
scheduled
standardized
systematized

HANDS-ON

assembled
built
constructed
delivered
designed
distributed
fixed
operated
rebuilt

SAVINGS

eliminated
reduced
modified
monitored
obtained
performed
received
recognized
regulated
retrieved

RESUME DESCRIPTION WRITING

Need help getting started? Try the APR (Action, Project, Result) formula:

A	ction verb	“Collaborated “
P	roject	“with club members on spring play”
R	esult	“to raise more than \$2,000 for new costumes and scenery”

= “Collaborated with club members on spring play to raise more than \$2,000 for new costumes and scenery”

ANATOMY OF A RESUME

Harper Cameron
117 Comstock Avenue, Syracuse, NY 13210
(315) 123-4567 hbcameron@syr.edu
linkedin.com/in/hcameron

EDUCATION
Syracuse University, the College of Arts and Sciences, Syracuse, NY
Bachelor of Arts, Anthropology, Expected May 2019

- GPA: 3.2
- Work up to 10 hours a week

Cleveland Central High, Cleveland, OH
High School Diploma, 2015

LEADERSHIP EXPERIENCE
Residence Hall Council (RHC), Syracuse University, Syracuse, NY
Flint Hall Floor Representative, September 2015–May 2016

- Voiced the interests and concerns of floor mates at Flint Hall and Universitywide Residence Hall Council meetings
- Collaborated on educational and community-building activities with other RHC members
- Organized two Flint Hall Movie and Popcorn Nights

Student Government, Cleveland Central School, Woodsville, OH
Secretary, September 2013–June 2015

- Maintained accurate written-records of the proceedings and made them available online to all members, non-members, and teachers
- Oversaw club and committee correspondence, including the agenda for meetings and reminders of meetings and events

VOLUNTEER EXPERIENCE
Cleveland Museum of Natural History, Cleveland, OH
Interaction Volunteer, Summers 2013, 2014, 2015, 2016

- Interacted with museum visitors to explain scientific principles demonstrated in exhibits
- Enriched the museum experience for visitors by answering questions, offering directions, and providing other general information
- Assisted in presenting tours, science demonstrations, and hands-on activities

ADDITIONAL EXPERIENCE
E.S. Bird Library, Syracuse University, Syracuse, NY
Library Assistant, September 2015–Present

- Answer student, staff, and faculty questions in person and via phone
- Check out, check in, and restock books throughout shift

Applebee's Neighborhood Grill, Cleveland, OH
Waitstaff, June 2013–August 2015

- Served approximately 40 patrons per dinner shift with courtesy and a smile
- Demonstrated ability to interact with customers from diverse cultures and backgrounds

INVOLVEMENT
Syracuse University Student Association, January 2016–Present
Claws and Paws Veterinary Hospital, July 2013–August 2015
Cleveland Central High Glee Club, January 2012–June 2015

AWARDS AND HONORS
Harold T. Smith Anthropology Scholarship, 2015

Your name should be the largest item on your resume—you want it to stand out.

Use your legal name on your resume and keep it consistent with the rest of your brand. If you have a different preferred name—or nickname—talk to a career counselor.

Be sure to have an appropriate voicemail set up.

- Include:
- University name
 - Individual college or school's proper name
 - City, State
 - Type of Degree
 - Major
 - Graduation Date
 - Minor
 - Select courses (if relevant)
 - G.P.A. (if over 3.0)

For position descriptions, you'll need:

- Organization
- Your Title (be as descriptive as possible—e.g., discuss with your supervisor to adjust "Intern" to "Marketing Intern").
 - Geographic Location (City, State or City, Country)
 - Dates (month, year or semester, year).

Start your descriptions with verbs. Check out page 7 for ideas.

In general, use 11- or 12-point font in your document. An easy-to-read font is also recommended, such as Calibri or Times New Roman.

Your positions should be in reverse chronological order within sections (start with the most recent position first).

No periods at the end of your descriptions.

Use a professional email address, either your syr.edu or one that uses your name.

Include your social media channels to demonstrate your online presence. See page 19 for more on how to develop your online brand.

Have many skills? Divide them into categories. List them based on your proficiency and comfort level.

Be specific with your section headings. Use them to highlight related experience.

Emphasize different types of information in your 'header' with bolding or italics.

Quantify impact when possible.

- Separate your sections with bold or capitalized headings that stand out.
- Keep your tenses consistent.
- Make use of white space. Keep margins balanced and no less than 0.5", don't overcrowd the page. Margins can be adjusted under "Page Layout" if using Microsoft Word. You want your resume to be easy for the recruiter to read.

SAMPLE RESUMES

GRETA BECKS
315.456.7899 | gbbecks@syr.edu | @gbbecks

EDUCATION

Syracuse University, College of Visual & Performing Arts, Syracuse, NY
B.A., Jewelry & Metalsmithing, May 2020
Minors: Entrepreneurship & Emerging Enterprise

Adah High School, Adah, PA, June 2015

RETAIL EXPERIENCE

Target DeWitt, NY
Sales Associate April 2013–Present

- Greet customers and provide excellent customer service through rectifying complaints, exchanging merchandise, and answering questions
- Maintain friendly, professional behavior at all times with customers, supervisors, and co-worker
- Ensure store cleanliness and visual presentation

GB Jewel Designs DeWitt, NY
Founder/Designer June 2012–Present

- Sketch 30 designs by hand and in CAD weekly
- Craft new designs into jewelry using hand tools
- Developed clientele across U.S. through personal connections and Etsy storefront

PROJECTS

Real Estate Industry Analysis: Collaborate with team members to write 50-page SWOT and industry analysis on the real estate industry

CAMPUS & COMMUNITY ENGAGEMENT

Salt Makerspace Syracuse, NY
Volunteer Sept. 2015–Present
Assist with workshops, events, front desk

- Co-teach jewelry-making class

Traditions Commission Syracuse, NY
Member Sept. 2016–Present

- Assist in preparation and promotion of several Tradition events throughout the year

SKILLS

Design Software: CAD software, Adobe Creative Suite
Design Technique: Acrylic Ornamental Techniques, Stonesetting, Mold Making, Wax Carving
Web/Social: Google Analytics, SEO, Instagram, Tumblr

JORDAN OSBOURNE
100 Mount Olympus Street, Syracuse, NY 13210
315.555.1234 | jhjohns@syr.edu

EDUCATION

Syracuse University, College of Visual and Performing Arts, Syracuse, NY
B.S., Communication and Rhetorical Studies
Expected May 2019

James Madison High School, Los Angeles, CA
Advanced Regents Diploma, June 2015

LEADERSHIP EXPERIENCE

Office of Residence Life, Resident Advisor
Syracuse University (*Fall 2016–Present*)

- Develop programs and activities to build a solid community of diverse students
- Utilize group meetings, posters, and individual encounters to promote floor, residence hall, and university programs and resources
- Build relationships with support staff in offices across campus

Office of Multicultural Affairs, WellsLink Peer Leader
Syracuse University (*Fall 2016–Present*)

- Peer mentor to three freshmen students; discuss acclimating to campus, classes, and other topics
- Organize group social activities to help students develop a sense of belonging at Syracuse University
- Facilitate professional development workshops on volunteering in Syracuse, NY

Drama Club, President
James Madison High School (*Fall 2014–Spring 2015*)

- Ran weekly meetings, acted as liaison to school administration
- Oversaw production of annual performance showcase to audiences of 250+ people
- Collaborated with club officers to raise more than \$2,000 for new costumes and scenery

CAMPUS INVOLVEMENT

Black Box Players, Member
Syracuse University (*Fall 2016–Present*)

- Collaborated with members to produce two plays throughout school year

Raices Dance Troupe, Member
Syracuse University (*Spring 2016–Present*)

- Led and choreographed dance for final show of the season

COMMUNITY SERVICE

Westcott Community Center; Tutor
Syracuse, NY (*Spring 2015*)

- Provide ESL tutoring to members of the community
- Assist in tutoring five middle school students

SKILLS

Software: Adobe Photoshop, Adobe Illustrator
Language: Spanish (fluent)

Raj Patel

100 Mount Olympus Street, Syracuse, NY 13210
rjpatel@syr.edu | 646.567.8790

EDUCATION

Syracuse University, David B. Falk College of Sport and Human Dynamics, Syracuse, NY
Bachelor of Science, *Food Studies*, May 2019
• GPA: 3.2

Queensborough Community College, Queens, NY
• Completed courses in science, math, and English

Hillcrest High School, Queens, NY, June 2015

SCHOLARSHIPS

- American Hotel & Lodging Educational Foundation Incoming Freshman Scholarship, 2015
- National Restaurant Association Educational Foundation Academic Scholarship for Undergraduate Students, 2015

FOOD INDUSTRY EXPERIENCE

SU Food Services, Syracuse, NY
Cashier, August 2015–Present
• Emphasize positive customer service experience
• Supervise \$300 in cash drawer
• Conduct store inventories of food, financial supplies, and materials in stock.

Starbucks, Queens, NY
Barista, March 2013–August 2015
• Strengthened communication, interpersonal, and organizational skills by interfacing with customers during peak traffic times
• Developed and followed customer custom coffee orders
• Maintained awareness of all promotions and advertisements

LEADERSHIP EXPERIENCE

Hillcrest Yearbook Committee, Queens, NY
Editor-in-Chief, August 2014–June 2015
• Coordinated design and publication teams from initial layout through finished product
Staff Member, August 2012–June 2014
• Designed layout and wrote captions and sidebars

CAMPUS INVOLVEMENT

BAKED Magazine, member, Fall 2015
Groovestand, member, Fall 2015

VOLUNTEER EXPERIENCE

American Red Cross, *Blood Drive Volunteer*, 2013–2015
YMCA, *Life Guard*, Summers, 2013, 2014, 2015

Sofia Oliver

315.567.8901 | skoliver@syr.edu | linkedin.com/in/skoliver

EDUCATION

Syracuse University, The College of Arts & Sciences, Syracuse, NY
Intended Major: Sociology, December 2020
• Renee Crown Honors Program
• Work 10 hours a week

Woodsville Central High School, Woodsville, NM, June 2016

CAMPUS INVOLVEMENT

First-Year Players drama group, *Crew*, member since Fall 2016
Orange Seeds leadership group, member since Fall 2016

LEADERSHIP EXPERIENCE

Student Government, Woodsville High School, Woodsville, NM
Vice-President, Fall 2015–Spring 2016
• Coordinated three committees and reported to president on their progress
Treasurer, Fall 2014–Spring 2013
• Established and managed annual budget of \$2,000
• Improved event budget application process

Camp Star, *Camp Counselor*, Lyons, NM, Summers 2014–2016
• Co-led arts, crafts, sports, games, camping, and hobby workshops for campers 8–10 years old
• Assisted camp leaders to plan Camp Star's Annual Olympics and theater show

COMMUNITY SERVICE

YMCA, *Volunteer*, Woodsville, NM, Fall 2015–Spring 2016
• Interacted and socialized with middle school students to plant a butterfly garden
• Helped the children with projects related to animals and plant science

ADDITIONAL EXPERIENCE

SU Admissions, *Work Study*, Syracuse, NY, Fall 2016–Present
• Answer basic admissions questions for student applicants in person or by telephone
• Organize student files for quick and easy access
• Prepare admitted student packages

Jones Restaurant, *Cashier*, Woodsville, NM, Summers 2014–2016
• Provided excellent customer service in a fast-paced, high-volume restaurant

CERTIFICATIONS

- First Aid Certification, Fall 2014
- CPR/AED Certification, Fall 2014
- American Red Cross Lifeguard Training, Summer 2014

INTERNSHIPS

Internships are important to your academic success and professional development. They're a great way to bring together what you've learned in the classroom and apply it in a professional setting. Internships can also help you decide whether you like (or dislike) your major and/or future career path. They make you more competitive when seeking a full-time position, too.

BEFORE YOU APPLY

Do Your Research

Make a list of what YOU want. Experience? Location? Paid? Credit?

Work on your resume and develop a search strategy.

A focused search will increase your likelihood of finding the ideal internship.

Begin Early

Learn when your industry recruits and prepare accordingly.

Be mindful of application deadlines, which may be several months before the internship starts.

Organize & Communicate

Let your friends, family, professors, and other professional connections know you're searching. They could be helpful!

Keep track of internships applied to, including date and any contacts you may have. Using Excel or Word can keep you organized.

AFTER YOU APPLY

Follow Up

If you don't hear back within a few weeks (assuming no date has been established), follow up with recruiters or contacts via phone.

*One phone call to inquire about the status of your application is not pushy—it's proactive!

Monitor

Continue to keep track of and update your list of contacts and deadlines.

Plan

Look into alternate housing and transportation accommodations if your desired internship is in a location other than where you live.

DURING THE INTERNSHIP

Before Starting

Contact your supervisor to discuss the projects you will be working on.

Develop a plan for your internship—what do you want to get out of it?

Establish the goals you and your supervisor hope to achieve.

Take Initiative

Observe office culture and get to know standard practices and procedures.

Dress and act professionally at all times.

Become involved in projects that interest you.

Ask how you can help!

Make Connections

Use this experience to expand your professional network.

Connect with other interns and coworkers on LinkedIn.

Have an out-of-the-box internship idea?

Ask about the **Mark & Pearle Clements Internship Award**. Monetary awards are given to students who wish to pursue unique or nontraditional internships aligned with their future goals.

COVER LETTERS

A cover letter accompanies the resume when submitting an internship or job application. It is an opportunity to infuse some voice and personality, providing an opportunity to convince an employer that you're a good fit for a position.

WHERE TO BEGIN

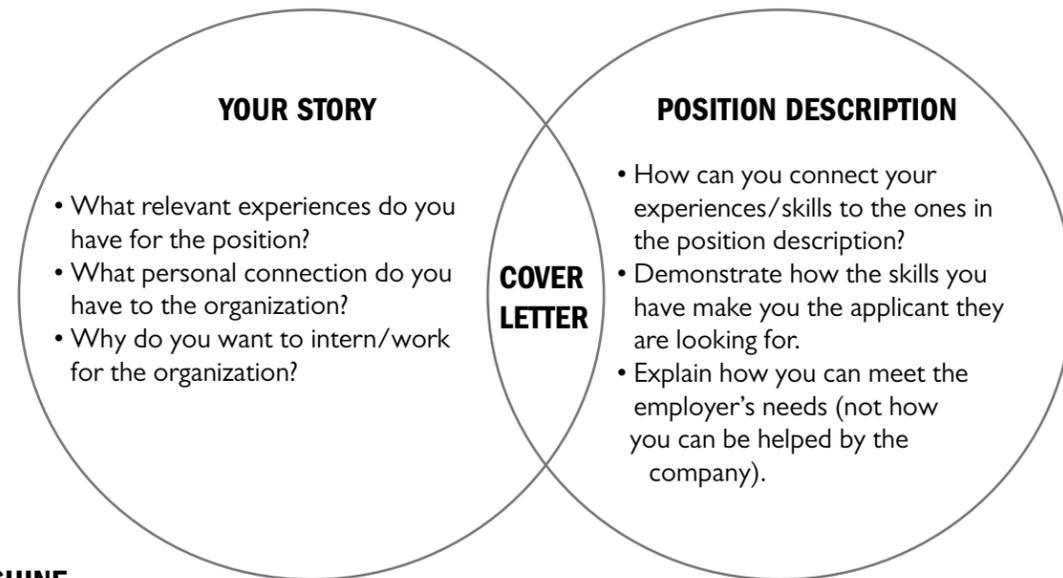
Use the job description to write your cover letter. Print out the posting and go through it with a highlighter. Mark any **skills, experience, qualifications, and key features** that resonate with you. Write your cover letter emphasizing those key skills. The cover letter is a chance to show how you match (fit) the opportunity.

The cover letter should be less than one page and easy to read. Avoid large blocks of text.

WHAT TO WRITE

Your cover letter should combine two elements: your story and the position description.

- Draw upon **previous internships, jobs, academic work, volunteering, and personal projects** to identify three to four skills that you bring to the position.
- Bridge the experience on your resume with the needs of the employer.
- Incorporate some of the key words from the job posting into your resume and cover letter as well, where you have relevant experience.



MAKE IT SHINE

Now that you have the basics of your cover letter down, really make it shine with these extra details:

- **Grab the reader's attention from the beginning** with a relevant accomplishment or detail that will differentiate you from other applicants.
- **Have a connection inside the organization?** Or, if someone directly referred you to the position, include their name (after asking them!).
- **Talk achievements, not duties.** "Recruited 85 new members for my student organization" sounds more impressive than "Responsible for the recruitment of new members."
- **How can you help the organization?** Focus on what you can contribute.
- **Every cover letter should be tailored** to reflect the needs of the position and the unique qualities that make you a good fit for the role.
- **Consistency matters!** Use the same font, size, and header in your cover letter as you used in your resume.

We can review your cover letter during 15-Minute Drop-Ins! Stop in with printed copies of your resume, cover letter, and the job description.

JOB DESCRIPTION

GENERAL RESUME

Activities
 Floor Representative, Residence Hall Council, Flint Hall (Sept. 2015–now)
 Student Association (January 2014–present)
 Secretary, Student Government, (Sept. 2013–June 2015)
 Glee Club (January 2013–June 2015)
 Claws & Paws Veterinary Hospital, Volunteer (July 2012–August 2015)

TARGETED RESUME

LEADERSHIP EXPERIENCE

Residence Hall Council (RHC), Syracuse University, Syracuse, NY
Flint Hall Floor Representative, September 2015–May 2016

- Voiced the interests and concerns of floor mates at Flint Hall and Universitywide Residence Hall Council meetings
- Collaborated on educational and community-building activities with other RHC members
- Organized two Flint Hall Movie and Popcorn Nights

Student Government, Woodsville Central School, Woodsville, OH
Secretary, September 2013–June 2015

- Maintained accurate written records of the proceedings and made them available online to all members, non-members, and teachers
- Oversaw club and committee correspondence, including the agenda for meetings and reminders of meetings, and events

A Resident Advisor facilitates the development of a residential community in the living unit and helps strengthen students' communication and confrontation skills. A Resident Advisor intentionally facilitates dialogue with individual students and groups of students in a residence hall. Staff and students work cooperatively to identify student needs and respond to those needs through a variety of activities and programs. Specific responsibilities will depend on the needs of the particular hall to which the Resident Advisor has been assigned. A Resident Advisor is a member of the Residence Life Staff and is directly responsible to the Residence Director and Assistant Residence Director (Senior Residence Staff).*

EDUCATOR

- A. Demonstrate effective listening and reflection skills
- B. Show sensitivity towards other lifestyles
- C. Celebrate and encourage others to celebrate issues of diversity
- E. Engage in open dialogue and share in perspective taking
- F. Be aware of, and represent the rationale for, University policies and procedures

COMMUNITY FACILITATOR

- A. Know and recognize all members of the floor community
- B. Work to create a set of floor agreements among residents
- C. Meet the needs and interests of residents through intentional floor programming
- D. Maintain and update a physical environment consistent with staff and departmental standards

CRISIS MANAGER/ADMINISTRATOR

- A. Understand and utilize emergency procedures appropriately
- B. Remain calm and effective in emergency situations
- C. Complete paperwork in a timely and effective manner
- D. Be on time for all meetings, programs, and "on duty" responsibilities

TEAM MEMBER/ROLE MODEL

- A. Demonstrate behavior consistent with departmental and staff expectations
- B. Respect and maintain confidentiality
- C. Act as an appropriate referral agent for students
- D. Give and receive feedback from others
- E. Support and recognize other staff
- F. Act as an appropriate role model for others
- G. Handle stress appropriately
- H. Balance academics, personal relationships and extracurricular activities with the Resident Advisor position

* Excerpts from the Office of Residence Life RA Job Description

SAMPLE COVER LETTER

117 Comstock Avenue
 Syracuse, NY 13220

← Your address

February 1, 2016

← Today's date

Ms. Terra Peckskamp, Director
 Office of Residence Life
 111 Waverly Avenue, Suite 200
 Syracuse, NY 13244

← Employer's name and title (if available), followed by the company's name and address

* Not sure who is to receive the letter? Use To Whom It May Concern, To the Hiring Manager, or Recruiter, in the salutation.

Dear Ms. Peckskamp:

First Paragraph: Get the reader's attention. Establish a connection with the job.

Being a Floor Representative at Flint Hall for the 2012-2013 school year, I was excited to hear about the position of Resident Advisor (RA) posted through the Office of Residential Life. I believe I possess the skills and personal qualities that would make me an excellent candidate for the position. My RA helped make my first year memorable, and I hope to be able to do the same for incoming students as well.

Middle Paragraph(s): Persuade the reader and include examples related to opportunity.

As a floor representative, my floor mates discussed concerns with me both formally and informally. I supported the University's mission and allowed open dialogue through up to 20 organized gatherings per semester. Besides my direct experience in res life, I have developed my ability to communicate professionally through involvement as Secretary in my high school's Student Government. In my role, I successfully maintained meeting minutes for 10 consecutive monthly meetings and distributed the minutes by email to all student government constituents. I anticipate professional communication will be required in the position and I look forward to using and growing my skills.

My field of study, anthropology, relates directly to engaging people from different cultural backgrounds. I believe that my academic major will aid me in creating intentional and culture-conscious floor programming that will be well-received by the residents. For example, in one of my class projects, I developed a plan to engage the Jewish student population at Syracuse University. I worked with the Hillel Jewish Student Union and discussed meaningful activities with my Jewish classmates. As a result, my class project encouraged Hillel to intentionally survey student interests upon matriculation.

Closing Paragraph: Reiterate your message and offer thanks.

With my communication and cultural competence, I believe I would make a successful Resident Advisor. I look forward to future contact via email or phone regarding my suitability for the position.

Sincerely,
 Harper Cameron

PROCESS FOR SHOWING THE MATCH

1. Print out the internship/job/opportunity description.
2. Highlight skills, qualifications, experiences that resonate with you.
3. Enter job description into a word cloud (example: tagcrowd.com)—what are the top skills, key words, or qualities they are looking for?
4. Look through your resume. Do you have experience or skills that match what is being looked for? Expand on and emphasize them by including key words from description.
5. Identify 3-4 skills from job description to highlight and provide examples in your cover letter.
6. Proofread, proofread, proofread!

INTERVIEWING

Congratulations! Getting an interview means that the employer saw something on your resume and wants to get to know you better through an interview. It has been said that your cover letter and resume get you in the door but the interview gets you the job. The more you know about interviewing, and the better you prepare, the better you will do.

BEFORE THE INTERVIEW

What to Expect

Keep in mind throughout the interview that employers want to know four things:

- why you want the opportunity?
- can you do the job?
- will you do the job?
- will you fit the company culture?

Do Your Research

You want to be well prepared for your interview; research:

- the company;
- the opportunity; and
- how your experience and skills align with the opportunity.

Prepare & Practice

Pre-interview preparation also includes:

- preparing questions to ask in advance;
- your apparel and grooming; and,
- going through a practice interview to understand your strengths and weaknesses.

DURING THE INTERVIEW

Incorporate Your Research

Don't wait until the interviewer asks about your knowledge of the company. Incorporate your knowledge throughout the interview as you answer questions and ask your questions of the interviewer.

Questions for Interviewer

You are interviewing the employer as much as the interviewer is assessing you!

Asking strategic questions about the job, its training, advancement opportunities, its priorities, and the culture could all help you determine your fit in the organization.

Closing the Interview

Use this opportunity to reinforce your interest, your skills and qualifications, and your sense of fit in their organization.

In addition, ask what happens next in their process.

AFTER THE INTERVIEW

Follow Up

As you wrap up the interview, ask your interviewer(s) for their business card(s) to send them a follow-up thank-you email or handwritten note within 24-48 hours.

Not many people do, so it will help you stand out among the other candidates!

References

Make sure to let your references know to expect a call or email after your interview.

Provide details of the position, names of interviewer(s), and any other information that may be helpful to your references.

Interviewing takes practice! We can help you plan your approach, prepare for questions, understand interview etiquette, and help you practice interviewing to simulate the actual experience.

Interviews take on several different forms, and it is important to be prepared for all types. There are different strategies applied to in-person interviews, phone interviews, and Skype interviews. Check out the tips below:

GENERAL INTERVIEWING TIPS

- Understand the position for which you are interviewing. Study the job description and connect your experiences to the skills the employer is looking for.
- Know your resume inside and out. Be able to draw upon your experiences and have relevant examples to answer the interviewer's questions.
- Research the company. Check out the company's website, social media accounts, database of articles, and talk to professionals in the industry.
- Answer the interviewer's question and pause. Keep responses as brief as possible. Ask if more detail is desired.
- Formulate questions to ask at the end of the interview. The interviewer will ask you if you have any questions, so come prepared with at least 10 questions to ask.
- Keep your materials handy. Have your resume, the job description, and any other documents in front of you.



IN-PERSON INTERVIEWING TIPS



- Dress for success. Wear clean, neat, business-appropriate attire. Make sure your shirt, pants, and/or dress are ironed and your shoes are clean. Maintain a groomed appearance.
- Make eye contact and shake hands confidently with your interviewer. This makes a good first impression.
- Power off your mobile devices. Answering a call or text mid-interview is never okay. Avoid any distractions.

PHONE INTERVIEWING TIPS

- Choose a distraction-free, quiet location.
- Get dressed. Although sweatpants seem relaxing, you'll be in the mind-set to have a better interview if you dress the part.
- Remember the three S's: Speak, Sit, Smile. Speak clearly, sit up straight, and smile when you're speaking. This will help project confidence to your interviewer.



SKYPE INTERVIEWING TIPS



- Choose a background that's clean and neat, like a clean blank wall.
- Practice makes perfect! Familiarize yourself with Skype beforehand; make some practice calls to family and friends.
- Keep the webcam at eye level. This ensures that the camera is at a flattering angle.
- Look at the webcam—not yourself. Yes, you look great, but keep your eyes on the camera.

CONNECTING WITH YOUR NETWORK

Many internships and jobs are found—directly and indirectly—through proactive networking. It’s a valuable way to meet and connect with people in your field, gaining different perspectives along the way.

WHAT DOES “NETWORKING” LOOK LIKE?

Networking can come in many different shapes and sizes. No matter how you network, all networking has one thing in common: it is about **strategically reaching out and growing mutually beneficial relationships over time.**

Effective networking includes attending guest lectures on campus, reaching out on LinkedIn, or placing a call to a former supervisor.

WHO’S IN MY CURRENT NETWORK?

You have more connections than you realize. Your family members, friends, neighbors, professors, fraternity brothers and sorority sisters, coworkers, supervisors, and acquaintances are all part of your network. When conducting your internship or job search, reach out to them. You also never know who is in their network!

HOW CAN I BUILD MY NETWORK?

Join campus student organizations and professional organizations in your industry. Attend events relevant to your career field or in the geographic location where you want to live. Don’t be afraid to strike up a conversation!

Join LinkedIn! Build a strong profile, complete with your experiences, then join ‘CuseConnect and other groups relevant to your skills and interests. Connect with people and companies that you find interesting and send them a message to get the conversation started (page 20).

WILL NETWORKING GET ME A JOB?

Networking helps you get a job eventually. It requires effort and appropriateness; it is never okay to ask networking contacts for a job. Instead, use networking as a tool to gather advice and make an impression on someone. In due time, your networking will pay off and everything will fall into place.

CAREER CONVERSATIONS

A one-on-one meeting with a professional in the field you’re interested in pursuing. Unlike a job interview, you must request the meeting and set the agenda.

Tips:

- Once you’ve found a person you’re interested in talking to, ask them to have a 20-minute phone call or in-person meeting.
- Keep an open mind. Remember—you’re trying to gather insights.
- Prepare thoroughly! Research the person’s background and their organization.
- Compile a list of at least 10 questions you’d like to ask.
- Never ask for an internship or job—that is not the purpose of a career conversation.
- Feel free to find out if this person has any other contacts who you could speak with.
- Follow up with a thank-you note—preferably handwritten.

ANATOMY OF A 30-SECOND PITCH (AKA ELEVATOR PITCH)

Do you believe in making a good first impression?

What you say in your 30-second pitch is part of making that good first impression. The truth is this: The person you are pitching to is deciding how much time to spend together. You need to tell this person as much about yourself in as few words as possible **AND** pique their interest in continuing the conversation.

Tips:

- Write out your pitch—include something interesting about yourself—not just facts.
- Practice saying it out loud.
- Practice some more until it is pitch perfect.

MAKING THE MOST OF SOCIAL MEDIA

Social media have impacted the way we approach the internship search and job hunt. When used properly, Twitter and LinkedIn can expand your network and ability to connect with employers.

STAY PROFESSIONAL

More than 70 percent of employers do an online search of candidates during the application process. When a hiring manager Googles your name, make sure the content that pops up is professional. Here’s a good tip: if you wouldn’t want your grandparents seeing it, don’t post it.



Google yourself every once in a while to see what shows up about you in the results. Keep an eye on your security settings on LinkedIn, Facebook, Twitter, and other social media.

Starting Point: *BrandYourself.com*—an online reputation tool, created by alumni, pushes your positive content up to the top of Google.

DEVELOP YOUR BRAND

Your brand is your reputation. It’s how you want to be known. It’s combining who you are, what you do, and how you do it. As you develop your brand, think about your passions, values, strengths, skills, and attributes. What industry and professional contacts do you want to develop? How do you want to convey yourself and what tools will you use?

Developing your brand is an ongoing process, and it’s important to keep it consistent on paper, in person, and online. Include blog, site, or portfolio links on your LinkedIn profile and resume, if social media is relevant to the position.

Starting Point: Develop a robust LinkedIn profile, build a presence on Twitter, start blogging, build an online portfolio (you don’t have to do it all). We can help you develop tools work that best for your industry and career.



REACH OUT

Social media have removed the access barriers to companies, professionals, and alumni, allowing you to reach countless people in a more informal, direct, yet still professional way. Use this to your advantage!



On Twitter, follow companies, industry professionals, and chats. On LinkedIn, follow companies you’ll want to work for to stay on top of their updates and any job openings. Join your industry groups and engage in the discussions to learn from and connect with professionals in your field.

Starting Point: Determine which platforms your industry is using. If you feel comfortable using them, begin engaging.

Meet with us to discuss your online presence, fine tune your LinkedIn profile, or brainstorm ways to expand your network using social media.

LINKEDIN

Are **YOU** LinkedIn? It's an incredible networking tool that can connect you to more than 120,000 Syracuse University alumni and current students. These quick tips will help you to use the tool to your full advantage.

NEW TO LINKEDIN?

Get started by going to [linkedin.com](https://www.linkedin.com) and creating a profile. Make sure to add a profile picture and make your headline something more descriptive than "Student at Syracuse University." Perhaps you can say "Aspiring Financial Planner at Syracuse University" or "Studying Public Relations at Syracuse University."

Visit students.linkedin.com for help on filling out your profile and making it stand out.

JOIN GROUPS TO NETWORK SMARTER

Start by joining Syracuse University groups such as the Syracuse University Alumni Network, 'CuseConnect, and the group associated with your home college(s). You can start discussions and look for job opportunities. In a group, you can also search through the members and directly message alumni and other professionals who may be able to help you navigate your career path.

Ask for advice. Say you're curious to hear how they got their first job out of college. **Just be sure to never ask for a job outright.**

MAXIMIZING THE ALUMNI TOOL

The alumni tool offers amazing insight into the career paths of Syracuse University alumni. You can access it by clicking the Network tab, then Find Alumni. From there, you can narrow your search results by years attended, where alumni live, where they work, what industry they're in, what they studied at Syracuse University, what they're skilled at, and more. It's a powerful way to do your research!

SAMPLE CONNECTION REQUEST

When you connect with someone on LinkedIn, make sure to personalize your request! Don't send the generic "I'd like to add you to my professional network on LinkedIn." Here's a sample:

*Hi Jessica, I met you when you spoke at Syracuse University last night and I was so inspired by your career path and advice you shared. I really appreciate your offer to look over my resume. I'd love to be part of your LinkedIn network.
Thank you! Juan*

* Whenever you want to connect with someone on LinkedIn, make sure you personalize all your requests!

CONNECT WITH ALUMNI ON



Our LinkedIn group connects you with more than 14,000 members—both students and alumni.

The alumni in 'CuseConnect want to connect with you to offer you career advice, help you through the internship and job process, and keep the Orange spirit alive. Once you decide to join, follow the advice on this page and you'll be making great connections before you know it!

'CuseConnect gives you the opportunity to:

- Start or join discussions about all sorts of career-related topics.
- Find **#HireOrange** opps! Alumni post open positions at their companies under the Jobs tab.

And so much more.

See you in
'CuseConnect!

SYRACUSE UNIVERSITY CAREER SERVICES

235 Schine Student Center
careerservices.syr.edu
315.443.3616
@CareerSU