An aerial view of the Syracuse University campus during autumn. The foreground is dominated by a large green lawn with several trees showing vibrant yellow and orange foliage. In the middle ground, there are more trees and a paved walkway. In the background, the iconic Gothic-style architecture of Syracuse University is visible, including a prominent brick tower with a spire. The sky is clear and blue.

# CAREER GUIDE 2016-2017

**JUNIOR-SENIOR**

**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

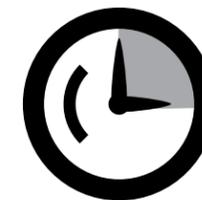
-  Career Counseling
-  Graduate School Planning
-  Professional Social Media Building
-  Interview Prep
-  Internship & Job Search
-  Resume & Cover Letter Writing
-  Alumni & Employer Connections
-  Career Fairs, Workshops and “How To” sessions

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## 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](http://careerservices.syr.edu)

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

SUCareerServices1 

CareerSU1 

# TAKING CHARGE OF YOUR CAREER

The process of finding a job can be a full-time job in itself. With so many resources, it can become a confusing and overwhelming process. The earlier you take charge of your career search and develop a plan, the easier it will be when you begin applying for jobs.

## ASK YOURSELF

- What classes do I most enjoy?
- What kinds of activities do I prefer?
- Do I consider myself a leader?
- How do I best communicate? In writing or face to face?
- Do I prefer a regular routine (structure) or flexibility?
- What do I prefer in a work environment? Indoors? Outdoors? Urban or rural?

Talk it out with your advisor, family members, professor, or us. This can be the first step towards developing your plan.

## 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;
- 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, grad school, or job offers; and
- navigate networking resources to expand your knowledge about your career possibilities.

## WHERE TO BEGIN

A few resources you can begin exploring today are:

- “What can I do with this major?” on [careerservices.syr.edu](http://careerservices.syr.edu).
- The Syracuse University Placement Report for 2015 and 2016 found on [careerservices.syr.edu](http://careerservices.syr.edu).
- The Intern & Jobs section on [careerservices.syr.edu](http://careerservices.syr.edu).
- O\*Net, WetFeet, Vault, NACE, and Glassdoor.
- Social media resources such as—
  - LinkedIn (page 23), @WorkingOrange and #HireOrange on Twitter (page 24).
- Our events, workshops, and speaker series.
- Career fairs, Diversity in the Workplace, and more.

\* Take advantage of all the resources, workshops, speakers, and programs hosted by our office and your home school or college.



# 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](http://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](mailto: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 6 and 7 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 X 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 X and X 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

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.

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

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 5 for ideas.

If you're skills are specific, list them based on your proficiency and comfort level.

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

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.

**ALBERTO J. TORINO**  
(315) 555-1234 | linkedin.com/in/albertotorino | @atorino | ajtorino@syr.edu

**EDUCATION**  
**Syracuse University**, The College of Arts and Sciences, Syracuse, NY  
B.A., Economics and Political Science, May 2017  
*Minor:* Advocacy and Public Rhetoric

- GPA: 3.66
- Work 10 hours a week
- Renee Crown Honors

**Maxwell in DC**, Washington, DC  
Washington Semester Program, Spring 2016

**University of Chile**, Santiago, Chile  
Environmental Policy Study Abroad, Fall 2015

**POLICY AND RESEARCH EXPERIENCE**  
**United States Environmental Protection Agency**, Washington, D.C.  
*Policy Intern* (Spring 2016)

- Compiled contamination and regulation statistics pertaining to drinking wells
- Prepared public self-help information for safe drinking water and source water protection
- Evaluated and provided feedback to redesign USEPA Groundwater website

**Economic Commission for Latin America & the Caribbean**, Santiago, Chile  
*Environmental Research Intern* (Fall 2015)

- Collaborated on research on the relationship between economics and the environment in the Latin American and Caribbean region
- Researched legislation relating to environmental regulation across Latin America and the Caribbean region
- Analyzed environmental models to determine trends, patterns, and relationships across the region
- Identified and analyzed policy proposals in regards to economic environmental goals

**LEADERSHIP EXPERIENCE**

**Student Association**, Syracuse University, Syracuse, NY  
*Board of Elections and Membership Chairperson* (Fall 2014 to Spring 2015)

- Organized and coordinated campus-wide election for student body president
- Presided at hearings related to election code violations
- Recruited and retained new assembly members

**Learning Communities Advisory Board**, Syracuse University, Syracuse, NY  
*Chief Finance Officer* (Fall 2014 to Spring 2015)

- Oversaw a \$12,000 program budget
- Organized and planned campus-wide activities for learning communities

**ACADEMIC PROJECTS**  
**Honors Thesis:** Onondaga Lake Clean Up and It's Economic Impact on Central New York  
September 2015 - Present

- Research the economic cleaning costs and efforts of the Onondaga Lake Project and how it will impact the Syracuse and Central New York economies, policies, ecosystem, and future outlook

**SKILLS**  
*Language:* Spanish  
*Software:* Microsoft Excel, Microsoft Publisher

Use a professional e-mail address, either your syr.edu or one that uses your name.

Include your social media channels to demonstrate your online presence. See page 22 for more on how to develop your online brand.

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

Be specific with your section headings.

Use them to highlight related experience.

Quantify impact when possible.

No periods at the end of your descriptions.

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

## RYAN LOPEZ

546 Lancaster Avenue, Syracuse, NY 13210  
(202) 439 - 5000 | atlopez@syr.edu

### EDUCATION

*Syracuse University*, The College of Arts and Science and David B. Falk College of Sport and Human Dynamics, Syracuse, NY  
B.S. Double Major: Psychology, Child & Family Studies  
May 2018

- *Relevant Coursework:* Developmental, Social, and Abnormal Psychology, Child Development

### YOUTH EXPERIENCE

*Hutchings Psychiatric Hospital* | Syracuse, NY  
Student Intern | Summer 2016

- Worked closely for 15 weeks in a mental health day treatment facility with children ages 9 to 11 diagnosed with emotionally disturbed behavior
- Assisted with the therapeutic and socialization objectives set forth by the IEPs and Psychological support team
- Conducted individual research and comparison of case files to better develop understanding of mental health treatment

*Bernice M. Wright Child Development Lab* | Syracuse, NY  
Student Intern | Spring 2016

- Worked closely with 15 children, ages 3 to 5, in inclusive pre-school laboratory classroom
- Produced comprehensive new programming to be implemented in the lab classroom
- Attended weekly classroom sessions to discuss new strategies to implement
- Completed in-depth developmental portfolio for three children, highlighting their progress in the cognitive, social-emotional, motor, and language areas

### LEADERSHIP AND COMMUNITY ENGAGEMENT

*Syracuse University Ambulance* | Syracuse, NY  
Assistant Field Supervisor | Fall 2016 to Present

- Progressed through the ranks, serving as observing attendant, ambulance driver, and ambulance crew chief to serve as assistant field supervisor
- Currently responsible for the safe operation and training of the active 70+ ambulance volunteers
- Volunteer over 30 hours each week, developing extensive training program and supervising the overall operation and safety of an organization that receives over 1,200 calls annually

## Margaret Liu

mliu10@syr.edu 315.555.1234

@liumorgan linkedin.com/in/morgansliu

### EDUCATION

**Syracuse University**, School of Information Studies, Syracuse, NY  
B.S., Information Management and Technology, May 2017

*Concentration:* Project Management

- Work 10 - 15 hours a week
- Dean's List two semesters
- GPA: 3.2/4.0

### SELECTED COURSEWORK

- Information Management Consultation
- Information Policies and Decision Making
- Risk Management
- Social Media for the Enterprise
- Design and Management of Internet Services

### PROJECT MANAGEMENT EXPERIENCE

Information Technology Intern, J.P. Morgan Chase  
New York, NY (Summer 2016)

- Supported development and software quality assurance to ensure optimal progress and stability for users
- Coordinated with departments to understand their IT needs and provide efficient service
- Isolated problems from symptoms and recommended solutions to supervisors and team

### ACADEMIC AND INDEPENDENT IT PROJECTS

**Website:** Developed wire frame and mock website for a telecommunications company using C++ (Spring 2016)

**Secure Server:** Consulted on the Syracuse University server to find ways to improve the server's security and connectivity (Spring 2016)

**Consulting Field Project:** Collaborated with three team members on website consultation to a local technology start-up (Fall 2015)

**Social Media Consulting Project:** Consulting for SU Admissions social media strategy for @GoSyracuseU (Fall 2014)

### CAMPUS INVOLVEMENT

**Teaching Assistant Manager**, Information Technologies  
Syracuse, NY (Spring 2016)

- Manage three Teaching Assistants with lectures of 80 students
- Organize team meetings with TA's and professor to prepare upcoming lectures and discuss grading procedures
- Hold weekly office hours to help students with class assignments and resolve grading issues

**Tour Guide**, University 100 (U100), Syracuse University  
Syracuse, NY (Spring 2013 - Present)

- Assist the Office of Admissions as an ambassador of Syracuse University
- Communicate with prospective students and their families about the University through panels and tours

### TECHNICAL SKILLS

**SAP** (Systems, Applications and Products in Data Processing)

**Programming Languages:** JAVA, Web Page Design, C++, C

**Software:** Adobe Photoshop, Dreamweaver

# Kerry Zhong

@kzhong@syr.edu | @kz | #315.657.9871 | linkedin.com/kzhong

## COMMUNICATIONS EXPERIENCE EDUCATION

**NBC Universal**, New York, NY  
*Custom Content Intern*, 6/16-8/16

- Provided promotional materials for NBC shows to media outlets
- Escorted talent and assisted on the production of video shoots
- Produced, stage-manage and schedule national Satellite Media Tours
- Created shoot reports for behind-the-scenes footage
- Helped compile footage for Electronic Press Kits
- Retrieved footage and episode tapes from the NBC archives
- Created labels and rundowns for mailing purposes

**CBS Broadcasting Inc.**, New York, NY  
*Public Relations Intern*, 6/15-8/15

- Searched daily newspapers, magazines, and publications for mentions of CBS
- Monitored online content and research competition throughout the day
- Tracked breaking entertainment stories through social media and the web
- Selected and summarized episode clips
- Distributed sneak-peek clips to media outlets
- Typed, scanned, and organized daily clips to be used in launch packets
- Created press lists for upcoming series by researching relevant websites, blogs, and publications

**Jerk Magazine**, Syracuse, NY  
*Staff Writer*, 01/15-Present

- Conduct interviews with up and coming talent
- Update weekly blogs relating to the target audience for Jerk
- Research article information through the web, past interviews, and social media

## CAMPUS INVOLVEMENT

**Habitat for Humanity**, Syracuse, NY,  
*Member*, Spring 2016

- Assisted in fundraising for the campus-wide organization
- Traveled with 10 peers to Jonestown, MS, for a week-long excursion to assist in house construction on the Mississippi Delta

**Syracuse University**  
**S.I. Newhouse School of Public Communications**  
 B.A. Advertising  
 May 2017  
 Minors: Marketing, Psychology  
 Dean's List all semesters  
 GPA: 3.87

**Bahçeşehir University**,  
 Istanbul, Turkey  
 01/16-05/16

- Study Abroad

## SKILLS

### Social Media

- Facebook
- Twitter
- Tumblr
- YouTube
- LinkedIn
- Google+
- Instagram

### Design

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator

### Microsoft Office

- PowerPoint
- Excel
- Outlook
- Word

# Anita Job

abnest@syr.edu | 134 Dell St., Syracuse, NY 13210  
 646.713.9000 | linkedin.com/in/abnest

## EDUCATION

**Syracuse University**, the College of Arts & Sciences, Syracuse, NY  
 B.A., Chemistry, *Concentration: Biological Chemistry*, May 2018  
*Minor: Economics*  
 GPA: 3.0

**Utica College**, School of Arts and Sciences, Utica, NY  
 B.S., Chemistry

## TECHNICAL SKILLS

*BioChem Techniques:* DNA Extraction, Plasmid DNA Preparation, Restriction Enzyme Digests, PCR, Agarose Gel Electrophoresis  
*Chemistry Techniques:* Solution Preparation, Titrations, Extractions  
 Filtrations, Separations, Solubility Tests  
*Software:* Minitab, Microsoft Excel, Access

## SELECTED COURSES

- Genetics
- Cell Biology
- Chemical and Biochemical Analysis with Lab
- Organic Chemistry I with Lab
- Biochemistry with Lab

## TEACHING & RESEARCH EXPERIENCE

**Research Assistant**, Syracuse University, Syracuse, NY  
*"Platinum Antitumor Agents"* July 2016 - Present

- Prepare solutions, monitor, and report on progress of experiments
- Record and analyze data from platinum drugs and cancer cells experiments
- Collaborate with research assistants on findings report

**Teaching Assistant**, Syracuse University, Syracuse, NY  
*General Chemistry Lab*, January 2016 - May 2016

- Assisted Professor with lectures and programs
- Taught two help review sessions a week providing additional examples, strategies, and techniques for class work and projects

**Tutor**, Syracuse University, Syracuse, NY  
*General Chemistry*, January 2016 - Present

- Assist three chemistry students increase comprehension of material and test preparation

## RESEARCH INTERESTS

- Evolutionary genetics and genomics of reproductive systems
- Aging
- Cell signaling and communication

## PROFESSIONAL ASSOCIATIONS

**American Institute of Biological Sciences**, Summer 2015  
**American Society for Cell Biology**, Spring 2015

# 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.

# THE JOB SEARCH

There are many ways to go about an internship or job search. The more you diversify your approach, the higher chance you will have of success. Below are a few of the ways alumni have approached their search.

## INTERNSHIPS

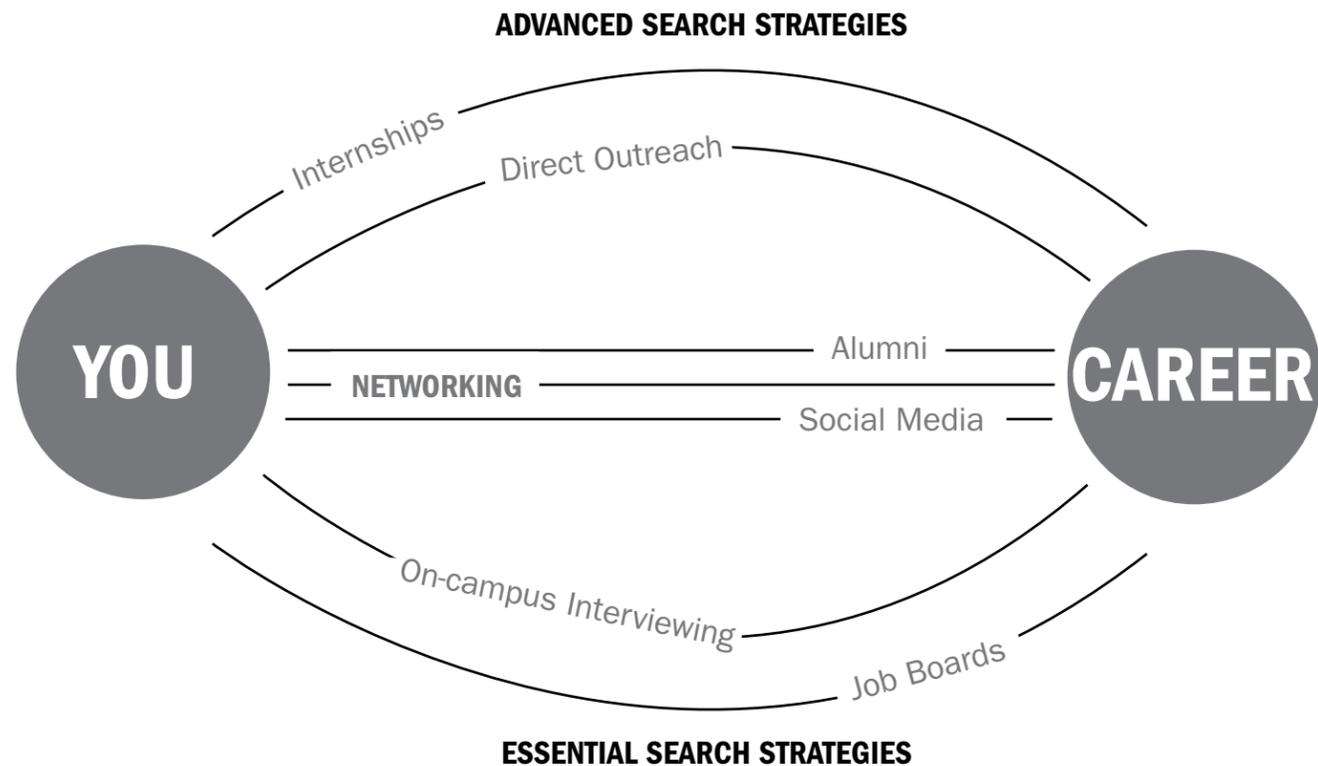
A great way to explore career fields, learn new skills, build connections, and gain hands-on experience. Completing one or more is always a good strategy.

## DIRECT OUTREACH

Directly identify, research, and build connections with employers hiring in your field. Alumni in these companies are good starting points.

## NETWORKING

Build relationships with employers, faculty, staff, and alumni. The more people you connect with, the more likely you'll hear about potential opportunities.



## ON-CAMPUS INTERVIEWING

Engaging with recruiters who come to campus for fairs, events, meet & greets, and more can help them connect your face with your name when you apply to their open positions.

## JOB BOARDS

A fast way to see what is open; however, only 5 percent of open positions are shown to you. For a starting list, visit <http://tinyurl.com/jobengines>. Don't solely rely on these in your hunt.

## TEMP AGENCIES

Another way to get extra experience in your industry of choice. Sometimes these opportunities end in permanent roles.

## HOW STUDENTS FIND THEIR JOBS

*\*Class of 2015*



# CONSIDERING GRAD SCHOOL

Graduate school is a big investment of your time and money. As such, it's important to make sure you invest wisely in your future. It's important to consider your reasons for going to grad school, what degree you will pursue, and how to begin your search.

## ASK YOURSELF

What are my reasons for going?  
 Will my career path require a master's or Ph.D.?  
 What degree will I pursue? A master's or a Ph.D.?  
 Am I ready to pursue this degree?

Talk it out with your advisor, family members, professor, or us.

## RESEARCHING SCHOOLS AND PROGRAMS

Not all schools and programs in a given field are the same. To find your fit, you'll want to research your area of interest and explore what each school and/or program has to offer. Do your research and don't forget to use your network to help in your decision.

A few factors to consider are whether you want a master's or Ph.D.: accreditation of the school and the program you're looking into, its ranking, and the faculty teaching in the program. Resources that can help in your research include: U.S. Accreditation, U.S. News & World Report, the Peterson Guide, LinkedIn, alumni, current professors, and us.

## APPLYING AND TESTING

The graduate application process is similar to the process you went through for college. In general, you will need to submit:

- an application
- a statement of purpose
- a resume
- letters of recommendation
- a nonrefundable fee
- test scores (depending on program)
- official college transcripts; and
- a financial aid application

There are a number of graduate tests: the GRE, GMAT, LSAT, MCAT, and MAT. The test you prepare for depends on the program of study you pursue.

## FINANCING YOUR DEGREE

An advanced degree can be expensive. Being aware of the costs and developing a plan to help mitigate them is important. Some resources to keep in mind are:

- financial aid options
- scholarships, grants, and fellowships
- graduate, teaching, or research assistantships

\* We host Graduate and Law School information fairs during the fall semester. Connect with representatives from a number of schools in one place.

## ALUMNI HAVE GONE TO\*

- Boston University
- Columbia University
- Cornell University
- Drexel University
- Duke University
- Harvard University
- John Hopkins University
- New York Medical College
- New York University
- Syracuse University

\*selected from Placement Report

## DEGREES PURSUED\*

- 140 Master's of Arts/Sciences
- 32 M.S./Accounting
- 29 Juris Doctor
- 16 Ph.D.
- 44 Health Professions
- 15 Arts
- 08 M.B.A.
- 07 Master of Social Work

\*Class of 2015

# 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

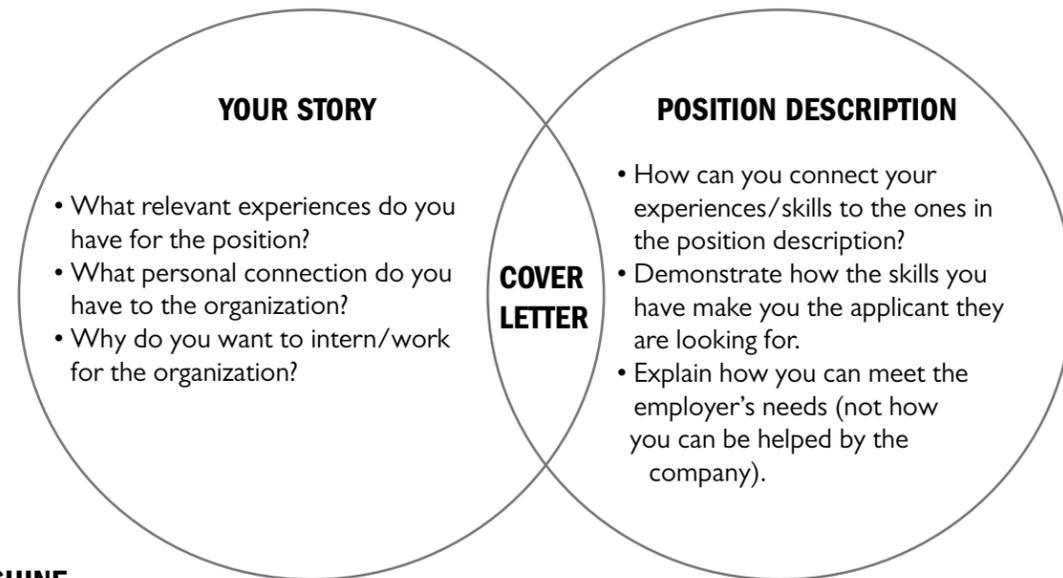
Use the job description to write your cover letter. Print out the posting and go through it with a highlighter. Mark any **skills, experience, qualifications, and key features** that resonate with you. Write your cover letter emphasizing those key skills. The cover letter is a chance to show how you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

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**GENERAL RESUME**

**EXPERIENCE**  
 United States Environmental Protection Agency  
 Intern (Spring 2016)  
 Compiled statistics pertaining to drinking wells  
 Redesigned website

ECLAC, Santiago, Chile  
 Intern, (Fall 2015)  
 Research on the relationship between economics & the environment in the Latin American and Caribbean region

**TARGETED RESUME**

**POLICY AND RESEARCH EXPERIENCE**  
**United States Environmental Protection Agency**, Washington, D.C.  
*Policy Intern* (Spring 2016)

- Compiled contamination and regulation statistics pertaining to drinking wells
- Prepared public self-help information for safe drinking water and source water protection
- Evaluated and provided feedback to redesign USEPA Groundwater website

**Economic Commission for Latin America & the Caribbean**, Santiago, Chile  
*Environmental Research Intern*, (Fall 2015)

- Collaborated on research on the relationship between economics and the environment in the Latin American and Caribbean region
- Researched legislation relating to environmental regulation across Latin America and the Caribbean region
- Analyzed environmental models to determine trends, patterns and relationships across the region
- Identified and analyzed policy proposals in regards to economic environmental goals

**JOB DESCRIPTION**

Research Intern at Sustainability Roundtable Inc.  
 Interns contribute to multiple aspects of SR Inc.’s business from database management to content delivery to client process research on topics within the Sustainable Business & Enterprise Roundtable (SBER) research agenda. SBER Research and Executive Guidance is based on Member-Client interviews, case studies, secondary resources, and discussions with sector experts and vendors. Research reports always include actionable guidance for executives who manage real estate portfolios.

**RESPONSIBILITIES**

- Perform secondary research and analysis on an array of topics relating to management best practices in greater sustainability in real estate portfolios.
- Contribute to written reports, briefings, and advisories for Members-Clients.
- Track existing and anticipated government policies and regulations related to sustainability, including financial incentives.

**QUALIFICATIONS**

- Junior, senior, or recent college graduate.
- Individuals with course work in architecture, building science, mechanical engineering, real estate, environmental science, energy, or urban planning, with a focus on sustainability preferred.

**REQUIREMENTS**

- Experience in business or academic research, preferably in a field related to sustainability.
- A developed interest in the key global sustainability issues and major sustainability initiatives by the private, nonprofit, and public sectors both in the U.S. and abroad.
- Excellent research, verbal and written communication skills.
- The ability to efficiently contribute to publication quality documents.
- Strong teamwork and interpersonal skills.

**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](http://tagcrowd.com))—what are the top skills, key words, or qualities they are looking for?

**SAMPLE COVER LETTER**

100 Oak Street  
 Syracuse, NY 13244

← Your address

April 25, 2016

← Today’s date

Ms. Eloise Richards  
 Sustainability Roundtable Inc.  
 1 Broadway Floor 14  
 Cambridge, MA 02142

← 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. Richards:

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

I have investigated sustainability, best practices related to groundwater protection, and their potential economic impact, both in my independent research at Syracuse University and in my internships for the U.S. Environmental Protection Agency (EPA) and in Chile. For this reason, I was excited to learn of the opportunity to support your client advisory services. I am both interested and highly motivated to contribute to research reports that include actionable guidance for executives. I have the research, writing, and interpersonal skills necessary to successfully carry out the Research Intern’s responsibilities.

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

Researching and writing about environmentally related legislation at state, federal and international levels has broadened my knowledge and analytical skills and has specifically introduced me to databases and other sources of information pertinent to the drive for sustainability. My internship at ECLC in Chile expanded my research skills to include international sources. My experience composing written reports and summaries for international audiences and preparing self-help materials for the general public should help me meet SR Ins.’s needs for reports and briefings for member-clients. I would be happy to submit samples of my writing upon request.

My teamwork and interpersonal skills have been developed as a leader in student activities. From planning events for groups of students and recruiting new members for our student government organization, to presiding over sensitive hearings on possible election code violations, I have led and motivated peers while acting in accordance with the Student Association regulations. I would bring useful interpersonal skills to the teamwork effort at SR Inc.

**Closing Paragraph: Reiterate your message and offer thanks.**

I would be pleased to expand on my experience, skills, and personal commitment in an interview and am available by phone, Skype, or in person. You can contact me by phone at 315-555.1234 or email me at [ajtorino@syr.edu](mailto:ajtorino@syr.edu). Thank you for your time and consideration.

Sincerely,  
 Alberto Torino

**PROCESS FOR SHOWING THE MATCH**

4. Look through your resume. Do you have experience or skills that match what is being looked for? Expand and emphasize on 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

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.

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 (page X) 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.

## INTERVIEWING (CONT'D)

Although you can't anticipate every question your interviewer will ask, there are a few answers you can have prepared beforehand.

### Tell me about yourself.

This is your chance to capture the interviewer's attention right off the bat. Talk about your passion for the field and tie in a relevant experience that demonstrates your interest.



*Since my first year, I've immersed myself in public policy courses and extracurriculars, with a focus on literacy initiatives. Last summer, while interning with Congressman Smith in Washington, I developed strong research skills. Now, as I look toward graduation, I'm searching for a job in which I can apply my research skills and pursue my passion for increasing literacy in low-income neighborhoods.*

### Why are you interested in working for us?

Show that you have done your homework and have a solid understanding of the organization's culture and work. Call out certain aspects of the organization that appeal to you.



*Having followed your company over the past two years, I recognize that you're a leader in using social media to promote your clients. I was particularly impressed by your Twitter campaign for Pepsi. I'm drawn to your company's forward thinking and think I would be a good fit because I am an innovative person.*

### Tell me about a time when... (you worked with a team.)

When a question starts with "tell me about a time," break out your storytelling skills. Use the "STAR Formula" (Situation, Task, Action, Result) to share your story and illustrate key skills related to the job.



*Last semester, I worked with three brothers in my fraternity to raise money for our philanthropy. Our goal was to raise \$2,000. We used each other's strengths to divide up the work—Sean developed a fundraising website, Jim did door-to-door collecting, Mark set-up events, and I handled cold-calling. The four of us communicated effectively throughout the process, and in the end we raised \$2,800. As part of this project, I single-handedly raised \$1,100.*

### What is your favorite course at Syracuse?

Use a question like this to reiterate your key interests and passions that are relevant to the position.



*Forensic science was my favorite course because it involved a lot of hands-on work, analysis, and calculations—the type of work experience I'd like to get out of this internship. I also enjoyed the course because many of the assignments were team oriented, which sounds like a component of this internship. Teamwork is crucial to solving problems related to forensic science.*

### Do you have any questions for me?

Yes you do! This shows the interviewer you're interested in the job and invested in the interview process. Keep the questions open ended, allowing the interviewer to provide expanded answers.



*What are the day-to-day responsibilities of this job?  
What are the most important elements of this job?  
What skills/traits are you seeking in candidates?  
What are the biggest challenges of this position?  
How will my performance in this role be evaluated?  
What is your favorite part about working here?  
What kinds of opportunities for growth exist here?  
What is the next step in the hiring process?*

\* Use the STAR formula (Situation, Task, Action, Result) to walk the interviewer through your story—from the situation you were presented with, the task you had to complete, the actions you took, and the end result. Leaving out one of these stages (especially the result) can lessen the impact of your story.

## EMAIL FOLLOW-UP

Subject Line: Thank you for the interview

Dear Mr. Goodman:

Thank you for taking the time to interview me for the Fundraising and Outreach Intern position on Tuesday, July 12. I am excited about the possibility of working with you at the Hands Helping Paws Center. I know that my background as a veterinary student and marketing minor, along with my passion for animals, and my experience as the head of fundraising for the local ASPCA has prepared me for success in this position.

After learning more about your organization throughout the interview, and seeing the animals I will be helping, I have become even more excited about the possibility of joining the team! Through my undergraduate work and volunteer experiences, I have developed my organizational and communication skills, along with the ability to work within a team or independently. I believe these assets will add to your organization.

I am genuinely interested in this position and believe I would be a great addition to your team. If there is any further information you would find helpful in making a decision regarding my employment, please contact me.

I look forward to hearing from you.

Sincerely,  
Amanda Student

Address the letter to a specific person and provide individualized information from the interview.

Thank the interviewer for their time and remind them of the position you applied for.

Provide examples of skills developed that are relevant to the position.

Restate your interest and excitement for the position.

### BEST PRACTICE TIPS ...

**Send the thank you note within 24-48 hours after your interview.** A formal thank you note sent in a timely manner can set you apart from other candidates, since many don't send one.

**Send through email or snail mail.** Either option works; just remember to keep them formal. For an extra boost you can send the email the next day and post a handwritten/typed note so the interviewer gets it within a few days.

**Keep it short!** Like your cover letter, keep this one short and to the point, two–three brief paragraphs reinstating your interest in the position and your main selling points.

**More than one interviewer.** Write a note thanking each person individually and make sure each is tailored to the individual conversation held.

Wondering how to follow up after a networking event through social media?  
We can help you in a 15-Minute Drop-In or in a one-on-one meeting.

# EVALUATING YOUR OFFER

You did it! The interview is done, the wait is over, and now you have a job offer! Give yourself a pat on the back **BUT** don't sign on the dotted line just yet. Read this section to help decide whether or not this is the offer you want to accept.

## ASK YOURSELF

- Does it fit my requirements and my career goals?
- Is it work that allows me to apply my skills?
- Is the work environment right for me?
- Do I believe in their mission and vision?
- Do their expectations fit with my lifestyle?
- Does the compensation package meet my needs?
- Is the salary level appropriate for the level of responsibility, the industry, and the location?
- Is the job located in a city I want to live in?
- Is there travel involved? If so, how much?

Salaries, benefits, compensation packages—this stuff can be tough to navigate! Discuss your job offer with parents, advisors, or with us so that you can make the most informed decision possible. Using resources such as *Glassdoor.com* or *Salary.com* can also help you decide.

## HOW TO RESPOND

Give yourself some time. After receiving the offer, ask for it in writing, as well as for some time to consider your decision. Establish a deadline with your point of contact at the organization. Although these time lines vary by the circumstances, one to two weeks is a reasonable guideline.

Negotiate terms of the offer. Salary is not the only factor to consider; health/dental/other benefits, time off, and scheduling are also appropriate to negotiate. To do this effectively, read about negotiating, and have evidence to back up your request.

## ACCEPTING OR DECLINING

### Accepting the offer:

When you are comfortable with the offer, accept both verbally and in writing. After you accept an offer, withdraw your application from any other positions you are being considered for and **do not continue to interview.**

### Rejecting the offer:

Call the employer by phone to let them know that you are not accepting the offer. Express appreciation for the offer and in case they ask, have a basic response as to why you're not taking the position.

\* *Glassdoor.com* is a good resource for salary information, interview prep, jobs, and more! By going through *careerservices.syr.edu* you will have full access without creating an account.

## COMMON FRINGE BENEFITS

These are not guaranteed, but companies offer some or most of these to employees:

- health insurance
- prescription coverage
- dental insurance
- life and accidental death insurance
- vision insurance
- disability insurance
- educational assistance
- retirement
- paid time off/sick days
- extended illness benefit
- company paid holidays
- health savings account
- profit sharing

Other Fringe Benefits: discounts for car loans, free/reduced rate to a health club, child care or elderly care, parking reimbursement, travel or meals for business-related work, relocation, other insurance, and computers and equipment necessary for the job

# 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 24).

## 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* 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!

# HOW ALUMNI CAN HELP

One of the most valuable aspects of your Syracuse experience is the extensive and orange-bleeding alumni network. They are eager to help you throughout your career journey and long after graduation.

## CURIOUS ABOUT THE BEST WAYS TO CONNECT WITH ALUMNI? HERE'S HOW!



Join the **'CuseConnect** group on LinkedIn. 'CuseConnect is made up of alumni who love Syracuse as much as you do. Join the group and take part in relevant career discussions, message fellow members directly (but never ask for a job outright!), and keep an eye on the "Jobs" tab for job opportunities that other members want you to know about.



Follow **@WorkingOrange** on Twitter. @WorkingOrange allows you to learn about a career path from your timeline. Follow along as alumni tweet about their jobs. Join the conversation by asking questions.

Check out **#HireOrange** on Twitter. When our alumni want to hire a Syracuse student or fellow grad, they tell us...and we tell you using #HireOrange on Twitter! Keep an eye on that hashtag for opportunities within the "Orange Family." Alumni: have a job to share? Email it to [hireorange@syr.edu](mailto:hireorange@syr.edu)

Watch the career profiles on our YouTube channel, **SU Career Services**, for dozens of video profiles with our alumni. Perhaps you'll discover a career path you never knew existed!



Join an **SU Alumni Club** where you live. Chances are there's an alumni club within driving distance. Club events offer great networking opportunities. Gather to watch a Syracuse game—and you may leave with a new job prospect! For a full list of alumni club locations, visit: [syr.edu/alumni/wherelive/](http://syr.edu/alumni/wherelive/)

Watch the **Alumni Webinar Series**, a professional and personal development series delivered by alumni, staff, faculty, parents, and industry experts. The series provides lifelong learning and continuous personal and professional development for students and alumni. Look on our website for dates of upcoming sessions.

\* Alumni want to connect with you—reach out in person, via email, Twitter or LinkedIn.



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