CAREER GUIDE

2015-2016

explore careers internship
grad school interviewing
thank you notes resumes
build cover letters

LinkedIn majors discover
job searching networking
alumni connect negotiating
social media

junior - senior
Developing your network? Need to update your resume? 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 resume, cover letters, networking, or internship/job hunt.

We’ll help you connect your dots.

OUR SERVICES

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

ONE-ON-ONE?
Schedule an individual hour-long confidential appointment by calling (315) 443-3616, stopping by 235 Schine, or schedule it online using OrangeLink.

QUICK QUESTION?
Monday: 12:00 p.m. – 2:30 p.m.
Tuesday: 12:00 p.m. – 2:30 p.m.
Wednesday: 2:00 p.m. – 4:30 p.m.
Thursday: 2:00 p.m. – 4:30 p.m.

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

All links and advertisements are linked in guide. Ads lead to company career pages.
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 attending? 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 member, 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.
• The Syracuse University Placement Report for 2013 and 2014 found on careerservices.syr.edu.
• The Intern & Jobs section on careerservices.syr.edu.
• O*Net, WetFeet, Vault, NACE, and Glassdoor.
• Social media resources such as—
  • LinkedIn (page 27), @WorkingOrange and #HireOrange on Twitter (page 28).
  • Our events, workshops, and speaker series.
  • Career fairs, Diversity in the Workplace, and more.
  • SUccess in the City networking events in the summer.

DEVELOPING A PLAN

1 Discover Your Passions
Begin by thinking about what is important to you, what skills you have, your values, and what industry and company culture you'll enjoy working in.

This involves a lot of self-reflection and analysis.

2 Explore Your Options
Grad school or the workforce? With so many options, carefully consider what you most want to pursue post-graduation.

Research your opportunities by:
• Talking to professors, advisors, mentors, and alumni.
• Using online tools like LinkedIn and Vault.com.
• Attending workshops, panels, and networking events.

3 Build Your Brand
Your brand is who you are, what you do, and how you do it. Illustrate these through:
• Your resume and cover letter.
• Social media.
• Your interviewing skills.

4 Make Connections
While applying for graduate programs, internships, and jobs, express your interests to your network. Continue building your network by attending:
• Career fairs and workshops.
• Employer/graduate school information sessions.

YOUR BRAND IS WHO YOU ARE,
WHAT YOU DO, AND HOW YOU DO IT.

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

Our online database is available to help you connect with employers, internships, and jobs.

Log onto MySlice > Scroll to Career Services > Click OrangeLink

WHY USE ORANGELINK?
• Main resource for employers to share internship and job opportunities.
• There are 6,000+ national and international internship and job postings annually.
• Learn about on-campus interviewing announcements and online resume application processes coordinated through our office.
• Register for employer presentations and information sessions.
• 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 you enter data into, the fewer results you will yield.

Set up a Search Agent 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.

Attend OrangeLink 101 Workshops, offered weekly. Check careerservices.syr.edu or OrangeLink for dates and times.

Check your email for the OrangeLink Weekly Update, featuring what's new in OrangeLink, upcoming events, deadlines, and internship and job leads.

Having problems accessing your OrangeLink account? Call us at (315) 443-9093 or email careers@syr.edu.
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.”
- Remember there is no one right way to write a resume. Your experiences are as unique as you are.
- 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.
- Rank your experience based on the internship or job description as well.
- Always include: name of organization, your title, dates worked, and locations for every position.
- Start each description with an action verb. See page 5 for a starting list.

Starting Point: Work from an internship or job description.

**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.
- 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 8 and 9 for more ideas.

**NEED HELP GETTING STARTED?** Try the APR (Action, Project, Result) formula:

<table>
<thead>
<tr>
<th>Action verb</th>
<th>Project</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Collaborated”</td>
<td>“with club members on spring play”</td>
<td>“to raise more than $2,000 for new costumes and scenery”</td>
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= “Collaborated with club members on spring play to raise more than $2,000 for new costumes and scenery”

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

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**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

**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
- repositioned
- restored
- restructured
- revised
- revitalized
- simplified
- transformed
- updated
- upgraded

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

**INTERPERSONAL**
- advocated
- collaborated
- connected
- consulted
- counseled
- demonstrated
- educated
- energized
- engaged
- enlisted
- facilitated
- greated
- interviewed
- mediated
- motivated
- negotiated
- recruited
- repositioned
- 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

**COMMUNICATION**
- answered
- authored
- clarified
- communicated
- composed
- conveyed
- drafted
- edited
- emphasized
- illustrated
- informed
- instructed
- marketed
- persuaded
- presented
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- publicized
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- responded
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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.

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 2016  
*Minor: Advocacy and Public Rhetoric*  
- GPA: 3.66  
- Work 10 hours a week  
- Renee Crown Honors

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

**POLICY AND RESEARCH EXPERIENCE**

**United States Environmental Protection Agency**, Washington, D.C.  
*Policy Intern (Summer 2015)*  
- 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 (Spring 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 2013 to Spring 2014)*  
- 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 2014 - Present  
- Researched 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*
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

YOUTH EXPERIENCE
Hutchings Psychiatric Hospital | Syracuse, NY
Student Intern | Spring 2015
Worked closely for 15 weeks in a mental health day treatment facility with children ages 9 to 11 diagnosed with emotionally disturbed behavior

Syracuse, NY (Spring 2015)

Margaret Liu
mliu2@syr.edu | 315-355-1234
@huminorg

EDUCATION
Syracuse University, School of Information Studies, Syracuse, NY
B.S. Information Management and Technology, May 2016

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.R. Morgan Chase
New York, NY (Summer 2015)
Supported development and software quality assurance to ensure optimal progress and stability for users
Coordinated with departments to understand their IT needs and provide efficent service
Isolated problems from symptoms and recommended solutions to supervisors and team

ACADEMIC AND INDEPENDENT IT PROJECTS
Website: Developed wireframe and mock website for a telecommunications company using C++ (Spring 2015)
Secure Server: Consulted on the Syracuse University server to find ways to improve the server’s security and connectivity (Spring 2015)
Consulting Field Project: Collaborated with three team members on website consultation to a local technology start-up (Fall 2014)
Social Media Consulting Project: Consulting for SU Admissions social media strategy for @GoSyracuseU (Fall 2013)

CAMPUS INVOLVEMENT
Teaching Assistant Manager, Information Technologies, Syracuse, NY (Spring 2015)
Manage three Teaching Assistants with 80 students
Organize team meetings with TAs 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 2012—Present)
Assist the Office of Admissions as an ambassador of Syracuse University

Syracuse University, Syracuse, NY
Teaching Assistant, January 2015 - Present
Assist three chemistry students increase comprehension of the active 70+ lab 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

LEADERSHIP AND COMMUNITY ENGAGEMENT
Syracuse University Ambulance | Syracuse, NY
Field Supervisor | Fall 2015 to Present

PROFESSIONAL EXPERIENCE
Syracuse University, School of Information Studies, Syracuse, NY
Field Supervisor | Fall 2015 to Present

TECHNICAL SKILLS
Visit Macy’s @ Syracuse University!

Learn more about our exciting career opportunities, network with Macy’s, Inc. Executives and learn how you can become a part of the Macy’s, Inc. family!

Visit OrangeLink to find out about the opportunities to network with us including the career fair and information session!

Learn more at www.macyscollege.com or www.bloomingdalescollege.com

Connect with us through social media! 

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**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 if 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.

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Have an out-of-the-box internship idea?
Ask about the Mark & Pearle Clements Internship Award. Monetary awards given to students who wish to pursue unique or non-traditional internships aligned with their future goals.
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.

**PROACTIVE**

- **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.

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**REACTIVE**

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

- **Job Boards**
  - A fast way to see what is open; however, only 5% of open positions are shown to you. For a starting list, visit http://tiny.cc/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.

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**THE JOB SEARCH**

**HOW STUDENTS FIND THEIR JOBS**

- **Class of 2014**
  - **Campus Connection**
    - 24%
  - **Internship/Previous Position**
    - 20%
  - **Networking/Alumni Contact**
    - 26%
  - **Applied Directly to Organization**
    - 12%
  - **Internet Listing/Employment Agency**
    - 13%
  - **Other**
    - 5%
CONSIDERING GRAD SCHOOL

Grad 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 masters or PhD?
What degree will I pursue? A masters or a PhD?
Am I ready to pursue this degree?
Talk it out with your advisor, family member, 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 masters or PhD: 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 and 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
• 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 the costs is important. Some resources to keep in mind are:

• Financial Aid Options
• Scholarships, Grants & Fellowships
• Graduate, Teaching, or Research Assistantships

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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 the costs is important. Some resources to keep in mind are:

• Financial Aid Options
• Scholarships, Grants & Fellowships
• Graduate, Teaching, or Research Assistantships

ASK YOURSELF
What are my reasons for going?
Will my career path require a masters or PhD?
What degree will I pursue? A masters or a PhD?
Am I ready to pursue this degree?
Talk it out with your advisor, family member, 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 masters or PhD: 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 and 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
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Talk it out with your advisor, family member, professor, or us.
Plenty of people work to give the world what they think it wants; some shiny new distraction.

But who’s working on what the world needs?

Think beyond limits and deliver beyond expectations. Define your future and make it happen.

At Cognizant, you can do everything you’ve wanted to do – and more.

I CAN, AND I DO

Cognizant

www.cognizant.com

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. *Any skills, experience, qualifications, and key features* that resonate with you, *highlight!* Write your cover letter emphasizing those key skills. The cover letter is an example of how you can 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.

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.
**GENERAL RESUME**

**EXPERIENCE**
United States Environmental Protection Agency
Intern (Summer 2014)
Compiled statistics pertaining to drinking wells
Redesigned website

ECLAC, Santiago, Chile
Intern, (Spring 2014)
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 (Summer 2014)
- 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, (Spring 2014)
- 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)—what are the top skills, key words, or qualities they are looking for?

**SAMPLE COVER LETTER**

100 Oak Street
Syracuse, NY 13244

October 25, 2015

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

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 US 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 believe 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 both 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. 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!
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

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.

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.

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 23) or handwritten note within 24-48 hours.
*Not many people do, so it will help you stand out amongst 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.

IN-PERSON 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 ten questions to ask.
• Keep your materials handy. Have your resume, the job description, and any other documents in front of you.

PHONE INTERVIEWING TIPS
• Choose a distraction-free, quiet location.
• Get dressed. Although sweatpants seem relaxing, you’ll be in the mindset 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.
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.

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. Richards,**

Thank you for taking the time to interview me for the Research Intern position on Tuesday, July 14th. I am excited about the possibility of working with you at SR Inc. I know that my studies in economics, public policy, and advocacy, along with my passion for sustainability, and my experiences at the US EPA and ECLC have prepared me for success in this position.

After learning more about your organization and the research I will be undertaking throughout the interview, 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,

Alberto Torino

**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, 2-3 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 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 environment right for me?
- Do I believe in their mission and vision?
- Do their expectations fit with my lifestyle?
- Is the salary appropriate for the level of responsibility, the industry, and the location?
- Is the job located in a city I want to live in?
- Is the salary level appropriate for the level of responsibility, the industry, and the location?
- Does the compensation package meet my needs?
- Do I believe in their mission and vision?
- Does it fit my requirements and my career goals?

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. 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.

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 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.

CONNECTING WITH YOUR NETWORK

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?

Join LinkedIn! Build a strong profile, complete with your experiences, education, and interests. Connect with people and companies that you find interesting.

How can I build my network?

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!

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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 ten questions you’d like to ask.
- Never ask for an internship or a 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 peak 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.
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% 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 that work 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! Alberto

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

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!

Attend a SUccess in the City event. Every summer, the Office of Alumni Engagement hosts events in several different U.S. cities. Established alumni welcome new grads and current students and provide lots of great career advice.

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: http://www.syr.edu/alumni/whereyoulive/

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

Attend 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.

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: http://www.syr.edu/alumni/whereyoulive/

Attended to connect with you—reach out in person, via email, Twitter or LinkedIn.

Alumni want to connect with you—reach out in person, via email, Twitter or LinkedIn.
BY DAY,
YOU WORK FOR YOUR
NYC INTERNSHIP

BY NIGHT,
EHS HOUSING
WILL WORK FOR YOU

EHS—the perfect place to live as you move to the top.

Your internship happened because you are motivated, dedicated, and passionate. So when it comes to finding housing, why would you settle for "just a bed."

With Educational Housing Services (EHS), you’ll get a clean, spacious room that includes amenities like 24-hour security, private bathrooms, air conditioners, fitness facilities and more. Give us a call or visit us online for more information.

studenthousing.org
888-466-8056