

Job Search Strategies

- To “Get to the One” -



Be specific, but open minded: Apply to roles that truly interest you and that you’ve fully re-searcher. **Hone in** on top 10 companies, but still apply to other roles that are similar. **Look everyday** for 20-30 minutes to keep up-to-date on new roles and be the first to apply. **Follow 75% Rule:** If you meet 2/3 of the qualifications, apply– it’s worth a shot.

Start early: Two semesters before graduation start focusing on your top 10 companies: dates they are on campus, hiring cycles, and types roles available.



Acquire relevant skills: Research Qualifications for several companies hiring similar positions and learn those technical or soft skills. **Lynda.com** is a great resource for students.

Invest in tangibles: Name tag, business cards, pad-folio, and a suite all tangible items every interviewee should have. **Get creative!**





Prepare references and recommendation letters: Think of 3-4 professional references that would be able to speak to your work ethic and character best. Ask them for their updated contact details and if they are comfortable being a reference. Gather recommendation letters that speak to your general char-

Build a portfolio: Especially for numbers driven environments or creative roles, managers want to see your past work and accomplishments. Gather printouts and an online PDF version of your best work that details you're creatively, sales accomplishments, etc.



Rank well on Google & clean up social media: Add your name to URL on LinkedIn and other professional networking sites so that you place at the top of google search results when employers are looking for you. Update or add a professional profile picture, tagline, and contact details to your LinkedIn profile. Make sure all personal social media is cleaned up and set to private.

Research pay rates: Utilize Glassdoor and payscale.com to research pay rates based on your location, job title, and years of experience. Bring this information to a job interview and/or keep in mind when an employer makes a job offer.

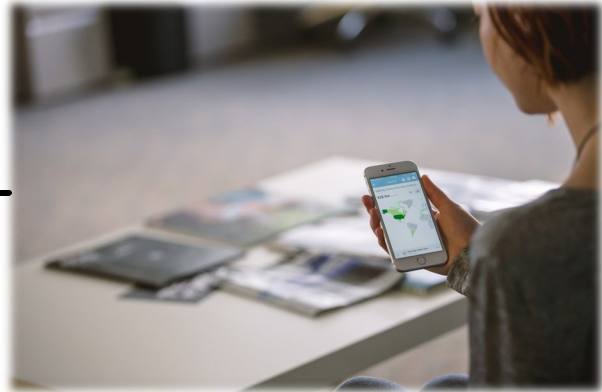


Customize your resume and cover letter: Add keywords found in company job description to your resume and cover letter so that you show up in recruiter search results and make an impression with the hiring manager. If you have many interests, multiple versions of resume is preferred (this is especially true for double majors). Submit PDF versions of all documents to avoid distortion and title documents as your first and last name (ex. Ima Knight_Resume).



Use your network & go the extra mile: LinkedIn message alumni that work for the companies that interest you and start building rapport. **Speak with peers** in affiliated clubs, professors, and Employer Relations Team to see if they have a connection they can introduce you to. **Continue to engage** with networking groups that have a similar interest to build your credibility. **Even after you apply for a specific role**, continue to network and make an impression so that you stand out!

Go mobile: Download apps on your phone that will keep you connected like LinkedIn, Indeed, Zip Recruiter, Glassdoor, CareerBuilder, etc. Keep **your resume stored** in your email, Dropbox, or Google Drive so that you can easily attach through a mobile application. **PDF documents** are preferred.



Be ready for the call: Make sure you have a professional voicemail and delete old message to avoid a full voice mailbox. **While you are applying** to several jobs, assume all unrecognized numbers are an employer trying to get in touch with you. **If an employer calls and you are busy**, express your gratitude and ask what time is best to call back. **Have a few bullet points of company specific information** with you at all times; this way you are always ready for a phone call and can elaborate about what you know!

Follow-up: On an application - call or email the employer and express your interest, introduce yourself, why you would be a fit, and inquire about next steps. **After interviewing**— Within 24-48 hours send thank you email; follow-up should only be sent after the companies specified hiring deadline and if you haven't heard back. Email all interviewers separately expressing your gratitude & thanks for the interview, explain again why you feel you'd be a good match for the role and company, and reference something that was discussed during the interview that stood out to you. Thank you notes are a nice touch after you've sent a thank you email.