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Know What’s Available From Your Career Services Office

Career Planning
If you’re trying to decide what your major should be, what job you should accept, or if you should go to graduate school, a Career Services staff member will be happy to connect you with one of several career assessment tools. We highly recommend you take the SIGI3 career assessment to help you find the answers you may have about your career interests. Career assessment programs consist of easy-to-take web-based interest tests. The assessment program will provide you with recommendations on careers that match your interests. To find out more, visit [www.tntech.edu/career/assessment/](http://www.tntech.edu/career/assessment/).

Once you have received the results of your assessment, make an appointment with a staff member, and they will be happy to review and discuss options with you.

Career Resources
Located within the Career Services office, you will find a number of resources to assist you in preparing for your career. The office contains materials on career planning, job search strategies, resume and cover letter preparation, interviewing techniques and questions, business etiquette, industry-related directories and more. We also have computers, printers, and a fax machine for your use in the job search process.

When to Visit the Career Services Office

When You’re a Freshman…
- Take a look at your career interests by using the career planning tools on our website.
  - Sigii3 will match up your interests to specific careers.
- Attend career fairs and workshop events as part of your career exploration.
- Start your resume.

When You’re a Sophomore…
- Update your resume and have a Career Services staff member review it.
- Time to upload your resume into our Experience database.
- Improve your interviewing skills by going on-line and taking the Perfect Interview.

When You’re a Junior…
- An excellent time to participate in an experiential education program. Get some experience in your major this year!
- Network – attend career fairs and start meeting potential employers.

When You’re a Senior…
- Finalize your resume.
- Participate in on-campus interviews.
- Attend ALL career fairs on and off campus.
- Attend workshops on interviewing topics.
- Create an account with Perfect Interview and practice your interviewing skills.
Self-Evaluation Worksheet

Understanding yourself is an important aspect of your job search. Self evaluation can help you to determine what you are looking for in a career and what you have to offer. Below are 20 questions developed by executive recruiters to help you better know yourself and your career aspirations. They are also questions that an aggressive recruiter may ask you during an unguarded moment in the interview. Try answering them yourself. Review these questions about once every three months. They will help you keep an inventory of your career assets and liabilities.

1. Would I work better in a large or small organization?
2. How important is geographic location to me?
3. Am I a loner, or do I work better as a member of a group?
4. Am I more comfortable following than leading?
5. Do I analyze better than I execute?
6. Do I prefer to work with people or things?
7. Do I work more successfully under pressure?
8. Am I a good planner or idea person?
9. Am I a good listener?
10. Do I think well on my feet? Make decisions well?
11. Do I express myself well orally? In writing?
12. What characteristics do I admire in others?
13. Which function of my job do I perform most effectively?
14. Which function of my job do I perform least effectively?
15. What do I enjoy doing most?
16. In the past six months, what accomplishment has most satisfied me?
17. What have I done to correct my shortcomings?
18. What level of responsibility do I aspire to in five years?
19. What should I be earning then?
20. How will I achieve these levels? What skills do I need?
Using Your Experience On-Line Account

Tennessee Tech University provides every student with on-line access to job opportunities and career event calendars through a software system called Experience. Students are encouraged to establish their on-line account, upload their resume and participate in campus recruiting events. If you don’t have an on-line account, simply visit the Career Services office at any time and we’ll set one up for you in less than five minutes.

To log-in to your account, follow these instructions:

**Log-in Instructions**
- Log into your Experience account at [http://www.tntech.edu/career](http://www.tntech.edu/career)
- Click on the Experience icon located at the bottom right on your screen
- Username: Your Tennessee Tech email address
- Password: Your T#

**Update Your Profile:**
- Select ‘View/Edit Profile Data’ under the Profile tab on the navigation bar
- Be sure that your profile is up-to-date, simply edit the appropriate view to make changes
- Click Save after updating your profile

**Upload Your Resume (Documents tab)**
- ‘Upload a Document’ under the documents navigation bar
- Choose the document type you will be uploading (resume or cover letter)
- Documents must be in Word or rich text format
- Click Browse to select your document, select open, select upload

**Publish Your Resume to a Resume Book**
- Employers will not be able to see your resume if you do not ‘publish’ your resume.
- Select the ‘Documents’ tab, then choose ‘Publish a Resume’
- The list of resume books will show in your window
- Select the appropriate resume book. Then, in the drop down window, select the appropriate resume for that book
- Be sure to scroll to the bottom of the screen and select ‘save’

Note: ‘See Qualifiers’ means that you do not meet the qualifications to publish your resume in the associated book. If you feel this is message is in error, review the qualifications of the job to your Profile. If there is still a problem, contact Career Services.

Note: You will receive confirmation of your published resumes.

Uploading your resume and publishing your resume for employers to view is essential in your job search!
Searching for Jobs, Internship and Co-op Positions is Easy:

- At your Experience homepage you have several options for searching for jobs
- The ‘One Click Searches’ work well, simply, select “Co-op Jobs Posted by TTU Career Services” and “Full-Time Jobs Posted by TTU Career Services” for a quick view of the opportunities.
- Use advanced search techniques through keyword search and selecting industry or job functions
- Under ‘Calendar’ on the left side of the screen, select “Interview Schedules”

Note: There are two sources of jobs: Tennessee Tech network and Experience network. Be sure to use both sources.

Applying for a Job is Also Easy

- In your search results, simply click on the job title to view the job and apply
- At the very bottom of the job description you will view a box that states ‘how to apply’
- Follow the directions to apply
- You may view your active applications under the ‘Applications’ tab in your account

Finding Employers is Easier Than Ever

- To find contact information for every Tennessee Tech employer, simply locate the ‘Employers’ tab on the top right hand side of your task bar
- Type the employers name or a key component of the employer name or select industry
- This will provide you with access to current job postings and recruiter contact information

“You’ve got to play to win!” Use the Experience system in your job search. Log-in several times a week so you won’t miss out on any opportunities.
Pursuing your career plan is a process which requires your full commitment. You have invested thousands of hours to get your degree. Taking “short cuts” and using a “hit or miss” approach to the job search process will only diminish your chances of getting the job you really want! Organizing an effective job search will assist you in achieving your career goals.

Self-Evaluation
Before you try to market yourself to potential employers, you need to know something about what you are looking for and what you have to offer. The more you know about your interests, skills, abilities, values, goals and personal qualities the greater your opportunities are for finding the most suitable position.

Networking
Networking is a job search technique which involves purposefully seeking out and interacting with selected individuals who can assist you in getting job interviews and offers.

Reseurching an Employer
Your task in the job search is to find the most suitable position for yourself. You will need to use your research and investigative skills to discover job openings and prepare for an interview.

Your Resume
A resume is a critical tool in your job search. It is a summary of your qualifications and experience that communicates enough information to an employer to elicit further interest.

Letter Writing
Letter-writing skills are vital to your job search. Excellent cover and thank-you letters often make a difference in whether or not you are considered for a position.

Interviewing Skills
For most fields, without an interview you will not get a job. It is in this stage of your job search that you convince an employer to hire you.

Evaluating Job Offers
This section outlines the factors you must consider when determining whether or not you will accept a position.

Making the Most of Your New Job
Learn tips that can help you excel in the workplace and avoid some of the common pitfalls of being the “new kid on the block.”
Experiential Education Programs

Many employers are looking for candidates with experience in their major. Your solution to meeting this requirement is to participate in a hands-on learning experience—an internship, clinical rotation, or co-op assignment while you're in college.

If you start early enough in your sophomore year, you have the opportunity to participate in two or three experience-building positions that will provide you with insight into your career field. You'll learn firsthand about the culture of your profession, including communication and interpersonal skills needed to succeed in your field. The great news about participating in experiential education programs is the end result – many students are offered full-time positions with their experiential education employer. Imagine graduating with a job waiting for you!

- Discover if your choice of major and your personal career goals are right for you by allowing you to work closely with professionals in your field;
- Develop hands-on experience related to your major and career goals—you'll gain skills and knowledge on-the-job that you cannot learn in a classroom;
- Earn the practical employment experience that employers want to see on your resume; and
- Establish your network of professional contacts. Think of this experience as a good way to find professional mentors, leads on jobs in your field, and references you can use to secure the job you want.

Even though an internship, clinical rotation, or co-op experience won't guarantee that you have a job when you graduate, this kind of experience can give you a leg-up on the competition for a job. Internships, clinical rotations, and cooperative education programs offer you the opportunity to learn how to:

In a recent survey, employers reported that, on average, they offer almost two-thirds of their co-op’s and fifty percent of their interns full-time job offers.

Employers say that graduates who have work experience are more likely to stay with an employer on a long term basis than those who have no prior experience.

If you haven't participated in an internship, clinical rotation or co-op program, it's time to visit Career Services and find out how you can participate in this experience. Professional experience will enhance your resume!  

Source: www.jobweb.com
Volunteering as Work Experience

One of America's top motivational speakers, Joe Martin, asks, "How important is it for students to get internships, volunteer, or co-op, before they graduate? Basically, I believe it's more important than graduating with honors or at the top of your class. So, my advice to you is, intern, volunteer, and/or co-op immediately." Joe's advice is to volunteer "smarter," not harder by using your skills to help solve real problems in your community.

You may find that the volunteer work available has hardly anything to do with your curriculum. Many general-skill volunteer projects offer little if no responsibility, and involve monotonous tasks like stuffing envelopes, picking up trash, organizing clothes or supplies, providing simple companionship, and making phone calls.

*Take, for example, Lori Soflarsky:* Lori was a sophomore and psychology major at Indiana University of Pennsylvania when she received formal training from a United Way sponsored suicide-hotline center. While manning the phones, she successfully counseled a suicide call-in and saved another person's life! At 19 years old, her individual contribution made a specific impact that will stay with her the rest of her life. She can draw upon her powerful experience for confidence during challenges throughout her life.

Moreover, even if Lori were not an honors student, her volunteer experience would still beat out any straight-A student without experience in a job interview. It is Lori's experience that gives her the edge.

Source: [www.jobweb.com](http://www.jobweb.com) written by Mark Stefanick author of *Smash Your Job Market Competition, Career Volunteering Strategies for Landing Your Dream Job and Eye-Opening Insights for Creating a Successful Future*, a guide to gaining real world experience while making a difference in the community.
Networking: The Hidden Job Market

Looking for a job? Many available jobs are never advertised on-line or in any print media. So how can you learn about these “hidden” jobs? The answer is networking.

What is Networking?
Networking means using personal and professional contacts to help you become aware of positions that may be open within a variety of organizations.

The Purpose of Networking
Through the process of networking you can let people know the following:

- You are actively looking for a job
- Your skills
- What type of career you are seeking

The people in your network may be able to refer you to organizations that are currently hiring or even help you to get interviews or actual job offers.

Who’s in Your Network?
As a college student, you may think that you have no contacts that can help, but everyone you know has the potential to be a useful contact in your job search. Be inclusive when you decide who is a member of your network!
Consider starting with:
- Relatives
- Friends, acquaintances, classmates, team-mates, and co-workers
- Supervisors
- Colleagues from professional organizations and religious groups
- Former teachers and faculty - Let these people know your needs and listen to their ideas and suggestions. Ask for names of others who might be helpful in your search.

Develop a Tracking System
Develop an Excel spreadsheet for keeping track of each phone call, letter, email, interview, follow-up, and promise. Without this, you may soon become quite confused.

Be Professional
Effective networking can be a tremendous boost to a job search, but employing inappropriate techniques can cause you to lose valuable opportunities. As long as you approach people to whom you are referred in a professional and courteous manner, most people will be willing to share information because they like to help others and/or they want to stay “well-connected.” When speaking to a contact to which you have been referred, mention the name of the person who referred you early in the conversation.

Return the Favor
Also remember that networking is a two-way street. You are developing a network of people to help you, and you should expect to return the favor. You might do the following:
- Send an article on a topic of mutual interest
- Offer to treat them to lunch
- Send a simple thank you note to individuals who have been particularly helpful. When your job search is concluded, let them know that you have obtained a position and thank them once again. Keep in touch with them periodically, as they may be vital to your future professional development.
Using Social Media for Networking

LinkedIn

Dubbed the ‘professional’ social networking site, LinkedIn lets users set up a profile that focuses on work experience and skills. Details include current employment, past jobs, special skills, and professional recommendations. The site fosters networking through ‘connections.’ Members link up by asking co-workers and friends to join their professional network. Once a connection is established, users can view their colleague’s profile and browse their connections to find other professional hook-ups.

If you’re looking for a job, it’s best to include as much detail in your profile as possible. LinkedIn can take much of the ‘grunt’ work out of networking as the network lets you know when you are closely connected with someone. The site also helps you stay in contact with colleagues and mentors. It’s also a great way to connect with recruiters as you look for job opportunities.

Facebook
Myspace

Designed to keep you connected with your friends, Facebook may not be the best platform for providing you with new job opportunities. You can bet that employers will be checking you out on Facebook to see what kind of on-line ‘face’ you present to others. Check your wall and photos for anything that might negatively impact a first impression.

Twitter

Sometimes it’s great to be a follower. Twitter is a system that allows you to receive quick information about a topic, issue, interest or what’s going on at a company. By visiting www.twitter.com, you can create an on-line account and select interest areas that you will follow. Search for topics or companies and follow their news feeds via email or text messaging.
Researching an Employer

Why Should I Research an Employer?

- To help gain some idea of the career potential that exists with a particular employer
- To locate employers I may not have been aware of who are in my targeted career field(s)
- To help prepare for an interview with an employer

What Do I Need to Know About an Employer?
At a minimum, make sure that you are familiar with the following aspects of an employer.

- Name, location(s), years in operation, year established
- Product lines and/or services
- Parent company and/or subsidiaries
- Financial picture of organization, assets, stock picture, recent mergers, etc.
- Major competitors
- Growth history
- Career possibilities
- Deadline for application

Where Can I Find Information About an Employer?

1. Your Career Guide!

This Career Guide is an excellent resource for you to reach organizations that are actively recruiting college graduates like yourself! Take time to review carefully the advertisements that these recruiters have placed in your Career Guide. These advertisements will typically include open positions and contact information. You can then contact the organization if you need or want additional information.

2. Newspapers (hard copy and on-line)

The business section of most newspapers contains multiple articles about local companies and their executives. The public library is a good place to find current newspapers and indexes of newspapers.

3. The Internet  There are numerous places on the Internet that contain employer information including the companies own website. Start with GOOGLE.

Researching Companies
The TTU library subscribes to the national database of businesses called ReferenceUSA, http://www.referenceusa.com/Home/Home
Your Career Services Office utilizes the Experience job posting website. Within Experience you can find relevant company data through direct links to the Hoovers database.

Chamber of Commerce websites – select the business directory on the chamber website. The business directory provides you with a listing of every business that belongs to the chamber of commerce. Included is a contact name, telephone number, address, and website address. This is a great resource for finding organizations within a specific business category in a particular geographic region.

4. **Researching Graduate Schools and Continuing Education Programs**

Gradschools.com is a comprehensive website that contains all of the graduate school information offered by all of the universities throughout the United States. In addition, Career Services has copies of the Southeastern United States catalog if you would like your own hard-copy of the information.

5. **On-line Directories**

These resources may provide information about an organization’s products or services, number of employees, principal executives, history, etc. Hard copy materials may be found at the Volpe Library or you may access the information on the directory website.

- Dun & Bradstreet Business Information Reports, [www.dnb.com](http://www.dnb.com)
- Standard & Poors, [www.standardandpoors.com](http://www.standardandpoors.com)
- Million Dollar Directory, [www.dnbmdd.com](http://www.dnbmdd.com)

6. **Trade Associations**

These organizations produce membership directories, journals and information briefs. Find associations that match your career interest. Remember, almost every type of field or industry that exists has a trade association affiliation.
Writing an Effective Resume

Your resume should be a well-organized profile of your qualifications for a career. Accentuate your most marketable skills and experiences. Use concrete (strong) verbs. Be honest. Your resume should also communicate enough information to an employer to elicit further interest. Omit personal pronouns, avoid wordiness, and don’t get bogged down in details. The following are the components of a resume.

Identifying Information
This should include your name, present and permanent addresses, and telephone numbers including area codes. You may want to include a separate email address strictly for employers to use.

Professional Objective
Prepare a brief, clearly defined statement indicating the field or position in which you are interested. Your career objective represents the theme of your resume, with the remaining information supporting your goal. If you are interested in more than one career field or position, you may need to have different resumes for each professional objective.

Education
- Your university (including city and state), followed by your degree (most recent first), major, and graduation date.
- Your GPA only if it is 3.0 or better. If your GPA is less than a 3.0, you may want to identify the GPA in your major, if it is over 3.0.
- If you have worked during college, consider including the percentage of the college expenses you earned.
- You do not need to list all of the colleges where you attended only those where you received a degree. Do not include high school information.

Qualifications or Skills
You may want to include a section which briefly summarizes any skills or qualifications you have gained from work experience and/or extracurricular activities that relate to your professional objective (this is especially helpful if your work experience is not career related). Examples of summary skill statements are:

- Excellent time management skills developed through working 25 hours per week while a full time student
- Developed leadership skills by serving as a community assistant responsible for the welfare of 40 residents
- Knowledge of Microsoft Word, Excel, PowerPoint, Access, Visual Basic, C++, SQL

Experience
In a consistent manner, list your work experiences in reverse chronological order (most recent first). Experiences may include full-time or part-time employment as well as summer jobs, volunteer work and internships. Follow these guidelines:
Give the names and locations of organizations for which you have worked. List position, title, and dates you were employed.

If your experience is career related i.e. (that is you did not include a "qualifications/skills" section), state the positive aspects of your work, i.e., accomplishments, acquired skills, and job growth. Quantify with numbers, e.g., “cash sales of $9,000” or “supervised four clerks.”

Honors and Activities
- Honors - List any honors which indicate your strong academic abilities, honorary societies, scholarships, awards and dean’s list. Also include any honors related to character and/or community service.
- Activities - Employers look for well rounded individuals who involve themselves with extracurricular activities. Include both college and community activities. List offices, committees and responsibilities.

References
If you have room on your resume, you may want to state, “References available upon request” at the bottom of your resume. Create a listing of three references with work addresses, phone numbers and email on a separate page. Be sure your name is listed at the top of your reference page. Always make sure that you have permission from individuals before listing them as references. Do not send your reference page with your resume and cover letter unless requested by the employer. Bring your reference page with you to the interview.
YOUR NAME
Email address

Current Address: Permanent Address:
Street Address Street Address
City, State Zip Code City, State Zip Code
(Area Code) Phone Number (Area Code) Phone Number

OBJECTIVE: To obtain an entry-level management position with a dynamic company.

EDUCATION:
Tennessee Technological University, Cookeville, TN
Bachelor of Science in Business Administration
Major: Marketing
Graduation: May 2011
GPA: 3.67

RELEVANT COURSEWORK: Marketing Strategy, Consumer Behavior, Market Research, Sales Management

SKILLS: Word, Excel, PowerPoint, Access, Visual Basic, Adobe Photoshop

EXPERIENCE:
Sunflower Boutique, Athens, GA
Sales Assistant. Dec. 2008 - May 2010
Trained all new employees. Processed customer payments. Ordered inventory and reconciled inventory to sales each month.

Billionaire Bookstore, Atlanta, GA
Recovery Specialist. June 2000-August 2001

HONORS: Phi Kappa Phi Honor Society
Alumni Scholarship
Dean’s List-5 Semesters
Community Service Award

ACTIVITIES: Gamma Phi Beta Sorority - Scholars
Habitat for Humanity Volunteer
Big Brother/Big Sister Program

REFERENCES: Available upon request

Sample Resumes

resume emphasizing
skills, honors & activities

YOUR NAME
Email Address

Temporary Address: Permanent Address:
Street Address Street Address
City, State Zip Code City, State Zip Code
(Area Code) Phone Number (Area Code) Phone Number

CAREER OBJECTIVE: To obtain a full-time civil engineering position.

EDUCATION:
Tennessee Technological University, Cookeville, TN
Bachelor of Science in Civil Engineering
Graduation: May 2011
Financed 50% of education through summer and part-time employment.

COMPUTER SKILLS: AutoCAD, C++, Matlab, Word, Excel, PowerPoint, Access

RELEVANT EXPERIENCE:
Co-op Engineer
Designs Unlimited, Wilkesburg, PA, May 2010 - Present
. Updated all 2-D AutoCAD drawings. Converted many drawings into 3-D.
. Established an Excel database for tracking all drawing changes.
. Assisted engineers with responding to building specification requests and bid requests.

Intern-Civil Engineer
. Input daily work-orders into customized computer files.
. Attended customer walk-through meetings, assisted engineers in updating incomplete project work designs.
. Verified that all customer requests were input into customer file and then routed to appropriate engineering group.

OTHER EXPERIENCE:
Carpenter
Collins Construction Company, Morrow, PA, September 2009 - May 2010
. Supervised and scheduled a crew of three laborers.
. Researched costs of materials and provided recommendations to employers

ACTIVITIES: Varsity Golf Team
Sigma Phi Epsilon Fraternity
Power Verbs for Your Resume

The following is a list of strong verbs that you may want to use in your resume. These words are action-oriented and represent skills areas that you may have that would be beneficial to the prospective employer.

accomplished  developed  implemented  participated
accelerated  directed  improved  performed
achieved  discovered  increased  planned
budgeted  distributed  initiated  presented
built  earned  instituted  processed
calculated  eliminated  launched  produced
charted  established  maintained  programmed
compiled  evaluated  managed  proposed
completed  exhibited  mastered  recommended
composed  expanded  mediated  reinforced
conducted  expedited  motivated  researched
consolidated  explained  negotiated  reviewed
created  facilitated  observed  scheduled
delegated  formulated  obtained  supervised
delivered  generated  operated  strengthened
demonstrated  handled  organized  updated
designated  identified  prepared  spearheaded
designed  illustrated  prioritized  spoke
determined  improved  procured  streamlined
devised  indexed  publicized  suggested
distributed  influenced  purchased  summarized
dispatched  informed  procured  tabulated
drafted  innovated  queried  tabulated
eased  inspired  realized  tailored
educated  integrated  realized  tabulated
elserted  interpreted  reconciled  tailored
employed  interviewed  recorded  traced
empowered  introduced  recruited  trained
enabled  invented  rectified  transacted
encouraged  investigated  reduced (losses)  transformed
endorsed  involved  refined  translated
enlarged  judged  regarded  updated
enlisted  justified  regulated  upgraded
enumerated  launched  reinforced  validated
envisioned  lectured  rejuvenated  valued
established  led  related  verified
estimated  licensed  relieved  visualized
evaluated  lightened  remedied  wrote
examined  linked  remodeled  communicated
Web-Ready Resumes

In addition to developing a traditional resume, today’s job seekers should prepare a resume that may be easily transferred to the web. You’ll find that many employers are only accepting resumes via their websites. The software conversion process that takes your resume into the employers’ recruiting system will wreak havoc on resume formats. Web resumes should not contain formatting such as tab space, bullet symbols, extra spacing and line separations. Web-ready resumes should incorporate and emphasize ‘keywords.’ Keywords are single or short word phrases that represent a skill or knowledge area that the employer is seeking in the candidate. Employers store the on-line resume and application in a database. When job vacancies occur, the employer queries their database, usually with a ‘keyword,’ to find candidates. Keyword searches are traditionally conducted using specific skills, experience, and/or education. Is your resume ready for the web?

Tips for Preparing A Web Transferable Resume

- Use key words to identify your specific skills in the language of your profession.
- Review job descriptions to determine key words and the specific skill employers seek.
- Use sans serif fonts (Arial or Helvetica) in size 10-14.
- Avoid italics, underlining, small print, script, condensed type, bullets, brackets, borders, shading, newspaper columns, vertical, horizontal or compressed lines, and other graphics.
- Do not use the tab key.
- Save a copy of the non-formatted resume so that you can cut and paste it onto an employer website.

JANE SMITH
Current Address:  Street Address, City, State  Zip Code, Phone
Email address:  jane.smith@aol.com
Permanent Address:  Street Address, City, State  Zip Code, Phone

EDUCATION
Tennessee Technological University, Cookeville, TN
Bachelor of Arts, Major: Journalism, May 2011
Overall GPA 3.4; Major GPA: 3.6
Relevant Projects:  Developed Marketing Strategy for local chapter of Public Relations Association

EXPERIENCE
Associate Manager, My Store, Lexington, KY, June 2009 –Present
Supervised staff of ten part-time employees. Increased sales by 25% in six months. Utilized teambuilding, goal setting, and business knowledge to improve employees’ skills. Maintained company web site. Opened and closed store in absence of owner. Created window and in-store displays.

President, Advertising Club, “Your University”, City, State, August 2009 - Present
Utilized leadership skills to increase membership and encourage active participation in the organization. Planned and conducted monthly meetings. Contacted guest speakers and organized fundraisers.

Salesperson, Moonlite Bar-B-Que, Owensboro, KY, January 2009 – June 2010
Interacted with customers and utilized suggestive selling techniques. Increased sales by 15%. Salesperson of the month twice. Created product displays. Conducted inventory. Assisted in training new sales staff.

HONORS AND ACTIVITIES
American Marketing Association, Treasurer: Managed $16,000 budget, Alpha Phi Omega National Service Fraternity, Membership Chair, 2004-present, Student Government President, 80% self supporting in college; work 25 hours per week as full-time student, Big Brothers/Big Sisters Volunteer
Public Relations Association – Attended National Conference

COMPUTER SKILLS
Excel, Word, PowerPoint, Access, C++, Visual Basic, Dreamweaver, Photoshop

LANGUAGE SKILLS
Speak fluent Spanish

KEY WORDS
Marketing, Communications, Planning, Sales, Advertising, Managing, Leadership

Note: When setting up your resume, the two most important things to consider are: is it easy to follow; and is your best and most relevant work featured on the top half of the first page.
Letter Writing: Cover Letters and Thank You Letters

During the job search process, there are many times when it is appropriate to write a letter to an employer. When writing a letter, be sure to carefully proofread for grammatical and typographical errors. The following are the basic types of letters that you will be sending to employers. Samples of the cover letter and thank you letter appear on the following pages. (Note: Communicating via email is not as effective as using the United States Postal Service. If you do use email to correspond to the employer, follow the same principles described below.)

Cover Letter

A cover letter (or letter of application) accompanies your resume. It should market your qualifications and communicate your skills, accomplishments and potential to the employer. It should also highlight experiences most relevant to the job/employer. It’s not a repeat of your resume...

Thank You Letter

A thank you letter should be sent to an employer immediately after an interview. Make sure you thank the employer for taking the time to interview you and reinforce your interest in the employer and in that position. Also, mention some key point that was mentioned during the interview. If you forgot to mention something important about yourself at the interview, you can mention it in the thank you letter. You may type or handwrite a thank you letter. An email may be sent but, a letter makes a bigger impact.

Application Status Letter

If an appropriate amount of time has passed after you have interviewed with an employer (approximately two weeks), you may send a letter to the employer inquiring about the status of your application. Reiterate your interest in the position and in the organization, remind the employer of your qualifications and recap the history of your personal contact with the employer. Be sure to thank the employer for their consideration.

Acceptance Letter

When an employer offers you a position and you accept it, send a letter of acceptance expressing your appreciation of joining the organization. Confirm your date of hire. Also, if you received an offer letter from the employer, you may briefly confirm the terms of employment.

Rejection Letter

If you decide to decline an offer of employment you should send the employer a letter letting them know that you are declining their offer. Express your appreciation for the offer, and above all, don’t burn any bridges!
Tips for preparing your cover letter:

- Leave a 1" margin on all sides.
- Be sure to proof the final version for typographical or grammatical errors and use SPELLCHECK.
- Always enclose a cover letter when mailing your resume.
- Cover letters should be individually typed and signed.
- Your cover letter should be brief, usually one page, and follow the general guidelines given above.
- Always address your cover letter to a ‘real’ person. Do not send to ‘Human Resources Manager’ and do not address as ‘Dear Sir.’

Your Address
City, State  Zip Code
Date

Contact’s Name
Title
Company Name
Address
City, State  Zip Code

Dear Mr./Ms. (Contact’s Last name):

Your opening paragraph should arouse interest on the part of the reader. Tell why you are writing the letter. Give information to show your specific interest in this company.

Your middle paragraph should create desire. Give details of your background that will show the reader why you should be considered as a candidate. Be as specific as possible about the kind of job you want. Don’t make the reader try to guess what you would be interested in.

Refer the reader to your general qualifications on your enclosed resume or other material. Use as much space as needed to tell your story, but keep it brief and to the point.

In your closing paragraph, ask for action. Ask for an appointment suggesting a time when you will be available. A positive request is harder to ignore than a vague hope.

Sincerely,

Your Handwritten Signature

Your Typed Name

Enclosure

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Mr. Michael Alexander
Director of Human Resources
ABC Retailing
123 Main Street
Townsville, IN  55555

Dear Mr. Alexander:

After reading the Career Guide I received from the Career Services Office at Tennessee Tech University, I would like to inquire about employment opportunities in your management training program. Working in retail management is my career goal and I am willing to relocate throughout the United States.

I will receive my Bachelor of Science degree in Management this May. My interest in business started in Junior Achievement while in high school and developed further through a variety of sales and retail positions during college. My internship with a large department store convinced me to pursue a career in retail. The enclosed resume summarizes my other qualifications. When I researched the top retailers in the east, ABC Retailing emerged as having a strong market position, an excellent training program, and a reputation for excellent customer service. In short, you provide the kind of professional retail environment I seek.

Realizing how busy you are, I would appreciate a few minutes of your time. I shall call you during the week of April 21 to discuss employment possibilities. In the meantime I may be reached at  555-555-5555, youremail@email.com.

I look forward to talking to you in the near future.

Sincerely,

Your Handwritten Signature

Your Typed Name

Enclosure
Sample
Thank You Letter

Dear Mr./Ms. (Interviewer’s last name):

In the first paragraph, state when and where you had your interview and thank the interviewer for his or her time. Reaffirm your interest in the organization.

In the second paragraph, mention something that particularly appeals to you about working for them, and reinforce a point or two in support of your application.

If after the interview you thought of something you wish you had said, the third paragraph of the letter is a good place to bring that up. You can also restate your understanding of the next steps in the hiring process.

In the last paragraph, thank the employer for considering your application and ask for further communication.

Sincerely,

Your Handwritten Signature

Your typed name

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Ms. Angela Chastain
Director of Human Resources
Modern Advertising
345 Center Drive
Centertown, PA  55555

Dear Ms Chastain:

Thank you for meeting with me last Thursday, August 8, to discuss the position of copywriter at Modern Advertising, Inc. I was quite impressed with the enthusiasm you displayed for your company’s future and the helpfulness of your office personnel. Learning about Modern’s present media campaign for the Pennsylvania Sausage Company was exciting and demonstrated your creative approach to advertising. Modern Advertising is a company with which I want to be associated.

Your description of the special qualifications needed for this position was especially interesting. My ability to work under pressure and meet tight deadlines has already been proven in the advertising position I held with the Slippery Rock Rocket. As I stated at our meeting, I enjoyed the challenge of a competitive environment in which success is based on achievement.

Since our meeting I have received the College Reporter’s Award for an article of mine published in the Rocket. This is my first national award, and I am quite encouraged by this approval of my work.

Again, thank you for considering me for the position of copywriter. I look forward to hearing from you soon.

Sincerely,

Your Handwritten Signature

Your Typed Name
Tips on Becoming a ‘Frugal’ Student

“Be studious in your profession, and you will be learned. Be industrious and frugal, and you will be rich.” - Benjamin Franklin

College students are always seeking ways to spend their dollars wisely. For Tennessee Tech students, here are a few tips to help you reach your goal.

Budget Wisely

Are you an impulse shopper? Does a bit of “retail therapy” lift your spirits but find you counting change to pay your bills at the end of the month? If you are one of many college students who find they have more “month than money,” then the perfect solution to that problem is available online at CashCourse (http://www.cashcourse.org/tennesseetech)

This online resource can provide you with the financial basics you need to know as a student and later on as you begin working in your profession. Topics include budget planning, overspending, dealing with debit and credit cards, protecting your credit and preventing identify theft. Do you know what budget killer can pose the greatest threat to your wallet? Log in to CashCourse and find the answer to that question and many others.

Transportation
CATS (Cookeville Area Transit System) - use your TTU ID as a bus ticket and you can ride free of charge to shopping centers, grocery stores, movies, restaurants and other popular locations. Buses arrive on campus approximately every 30-35 minutes. Schedules and maps of all available routes may be found at: www.uchra.com/cats/index.html. Questions? Call (931) 372-8000.

Dressing for Success

All students should endeavor to invest in that “perfect” interview outfit. However, budgetary constraints can make that difficult. Here are some ideas to help you stretch your dollar and still make an outstanding impression at an interview or career fair.

Look for name brand suits, shirts, ties, shoes and accessories at stores carrying overstocked items such as TJ Maxx or Marshalls.

- Visit local consignment shops or resale shops such as Goodwill, French’s Shoes, or Marti & Liz Shoes. Sittin’ Pretty Consignment Boutique located at 1680 S. Jefferson Avenue offers a 10% discount to students using their TTU ID. All items available are clean and in good repair. Many items donated have never been worn or have been gently worn and are very serviceable.

- The Upper Cumberland Career Center has a Clothes Closet providing clothing at no charge. The center is located at 580 Jefferson Avenue (on the CATS route). Questions? Call (931) 528-1127 or go to http://uccareercenter.com/

- If you’re a Business Major, you have access to the Business Professional Clothes Closet in Johnson Hall Room 107. To receive clothing from the closet, print and fill out the student recipient form available at http://www.tntech.edu/cob/bpc/. Complete the form and bring it JH 107 and make an appointment in the front office to utilize the closet

- Your TTU ID is a great budget-stretcher. Ask all local merchants if they provide a discount on products and services including dry cleaners or laundry to take care of your new apparel.
Interviewing Essentials

An interview is required for 99% of the job opportunities available. Therefore, effective interviewing skills are a must! Others will be competing with you to obtain the same position. So, it is critical to not only convince an employer that you can do the job, but that you can do the job better than the other candidates competing for the same position. Here are the steps you can take BEFORE, DURING AND AFTER an interview that will help place you ahead of the competition and ease your tension about interviewing.

Before the Interview

Preparing before the interview will be time well spent in your job search process. Following are tips on what you can do to successfully prepare yourself for an interview.

Understand What Employers Look For In Future Employees:

Interview Preparation/Knowledge of Employer:
- Are you knowledgeable about the employer and the industry?

Self-Confidence/Verbal Communication Skills:
- Do you have the ability to listen effectively, verbalize your thoughts clearly and express yourself confidently?

Goals/Motivation:
- Do you demonstrate an interest in the employer and a desire to work hard and succeed?
- Do you have the ability to identify and work toward specific goals?

Qualifications:
- Can you relate your academic program, skills gained through prior work or internship experience to the needs of an employer?

General Personality:
- Do you exhibit Poise? Enthusiasm? Ambition?

Work Ethic:
- Are you someone who is willing to accept responsibility and keep commitments?

Research the Employer
It is important that you research an employer so you can relate your abilities to the needs of the employer. Also, by having “done your homework,” it will show an employer that you are interested in the employer and the position. Refer to the section “Researching an Employer” for more information.

Be Prepared to Answer and Ask Questions

Review the lists of questions in this Career Guide.
Dressing for the Interview
The way you dress has an effect on the interviewer’s initial impression of you. Follow the guidelines below for dressing for an interview.

Women
- Suit or tailored dress in solid or subtle color, no extreme slits or short hemline.
- Polished and closed toe shoes, basic dark pumps with medium or low heels.
- Nails subtle if polished, clean and not chipped.
- Make-up should be minimal.
- Clutch or small shoulder bag, choose between an attaché case or handbag (not both)
- Simple and basic jewelry, one ring per hand with the exception of the wedding set.
- Always wear hosiery and keep color neutral.
- Light cologne, if any.

Men
- Navy, charcoal gray or pin-stripe suit.
- Shined shoes. Tassel loafers, wing tip or lace-up shoes preferred.
- Clean nails.
- Conservative red or navy striped solid tie, simple and neat.
- Solid white shirt.
- Avoid flashy cuff links, rings or neck chains.
- Dark socks.
- Light cologne, if any.

Have Your Documents Handy
You may wish to carry a briefcase or a professional looking notebook with your questions written in advance. It is a good idea to include additional copies of your resume, letters of reference, transcript and a quality pen.

Arrive At Least 10-15 Minutes Early
It is critical that you arrive on time to an interview. Arriving late to an interview not only wastes the interviewer’s time, but also sends the message that you are not serious about your job search or about keeping commitments.
The Perfect Interview …….. Practice Makes Perfect!

- You may THINK you are ready to interview, YET, employers tell us most students are not prepared.
- To prepare yourself for the interview, you must practice.
- The PERFECT INTERVIEW is the Perfect tool to help you interview - on-line, 24-7, you can practice your interview skills.
- Using your webcam, you have the ability to record your responses and replay them for personal reflection and critique.
- With the help of the virtual on-line ‘coach’, you will be provided with insight into what the employer is looking for in your answer to the interviewer’s question. Using the ‘alternate response’ feature, you have the opportunity to view other candidate’s answer the question with a good solid answer.
- www.perfectinterview.com/tntech/

During the Interview
During the interview it is your job to convince the interviewer that you are the most qualified applicant for the position. Remember, you only have one chance to make a good first impression! These tips that will help you learn what you should do and not do during an interview.

Do
- Give the interviewer a firm handshake.
- Be enthusiastic, confident, courteous and honest.
- Be aware of your non-verbal behavior such as eye contact, handshake and hand gestures.
- Convey interest and knowledge in the position and company.
- Stress willingness, ability and compatibility.
- Avoid the use of non-sentences such as umm, uh, ya know, well, and yeah.
- Always present the best of your background or qualifications such as your awards, accomplishments and results.
- Listen to the questions carefully and give clear, concise and thoughtful answers.
- At the close of the interview, establish a date for your next communication.
- Always remember to thank the interviewer for his/her time.

Don’t
- Address the interviewer by his/her first name unless invited to do so.
- Let the employer’s casual approach fool you—maintain a professional image.
- Dominate the interview or appear arrogant.
- Criticize yourself or discuss your personal problems.
- Speak or act in a nervous manner.
- Ask questions that the interviewer has already answered.
- Interrupt when the interviewer is talking.
- Bring up negative information about past jobs, co-workers or former employers.
- Smoke or chew gum.

After the Interview – Send a Thank You!
As stated earlier, it is a good policy to send the interviewer a thank you letter as soon as possible after the interview (see sample thank you letter). Be sure to reiterate your interest in the position and the organization. If you get no response from a thank you letter, or if a date has passed when an employer was to contact you, don’t hesitate to phone the organization. Above all, let them know of your continuing interest in them!
Questions to Ask the Interviewer

1. Please describe a typical day on the job.
2. What do you see as the greatest challenge in this position?
3. What personal qualities, skills or experience would help someone do well in this position?
4. What are the company’s plans for future growth?
5. How do you view this organization as a place to work?
6. What are the typical career paths? What are realistic time frames for advancement?
7. How are employees evaluated and promoted?
8. How much contact and exposure to management would I have?
9. What type of training program do you offer new employees?
10. How much freedom and responsibility is given to new employees?
11. Can you explain the performance review process?
12. What is the retention rate of people in this position?
13. What opportunities exist for professional growth and development?
14. What makes your organization different from your competitors?
15. Are co-op, internship or summer positions available?

Anticipate Answers to Questions an Interviewer May Ask You

1. Tell me about yourself?
2. What are your short-term and long term career goals, and how do you plan to achieve them?
3. What are the most important rewards you expect in your career?
4. What do you consider to be your greatest strengths and weaknesses?
5. How has your college experience prepared you for a career?
6. What motivates you to put forth your greatest effort?
7. In what ways do you think you can make a contribution to our organization?
8. What do you know about our organization?
9. Why do you want to obtain a position at our organization?
10. Why did you choose the career for which you are preparing?
11. Why should I hire you?
12. What qualifications do you have that make you think you will be successful?
13. What do you REALLY want to do in life?
14. What do you think it takes to be successful in an organization like ours?
15. How would you define the word, “success”?
16. What qualities should a successful manager possess?
17. Do you have a geographical preference? Are you willing to relocate? Travel?
Behavioral Interview Questions

Many employers are moving away from a resume-driven style of interviewing to a behavioral format. Behavioral interviews are very probing in nature and are based on the concept of “predictable future behavior.” In other words, what you have done in the past strongly suggests what you will do in the future.

Navigating these interviews successfully requires that you know yourself inside and out. This will require a lot of introspection and soul-searching on your part.

You must be able to:
- Know why you have made the decisions you have made that have brought you to this point in your life.
- Explain and defend your decisions.
- Provide concrete, specific examples of where you have demonstrated the proficiencies employers are seeking.

**Example Behavioral Interview Questions**

1. How have you demonstrated initiative?
2. How have you motivated yourself to complete an assignment or task that you did not want to do?
3. Think about a difficult boss, professor or other person. What made him or her difficult? How did you successfully interact with this person?
4. Think about a complex project or assignment you have been given. What approach did you take to complete it?
5. Tell me about the riskiest decision that you have made.
6. Can you tell me about an occasion where you needed to work with a group to get a job done?
7. Describe when you or a group that you were a part of were in danger of missing a deadline. What did you do?
8. Tell me about a time when you worked with a person who did things very differently from you. How did you get the job done?
9. Describe your three greatest accomplishments to date.
10. Tell me about a situation when you had to learn something new in a short time. How did you proceed?
11. Can you tell me about a complex problem that you solved? Describe the process you utilized.
12. Tell me about a challenge that you successfully met.
13. Walk me through a situation where you had to do research and analyze the results for one of your classes.
14. What leadership positions have you held? Describe your leadership style.
15. Have you generated any new ideas or suggestions while at school or at work?
16. Summarize a situation where you successfully persuaded others to do something or to see your point of view.
17. Give an example of when your persistence had the biggest payoff.
18. Describe a situation where class assignments and work or personal activities conflicted. How did you prioritize? How did you manage your time? What was the outcome?
19. How have you most constructively dealt with disappointment and turned it into a learning experience?
20. Describe a situation in which you effectively developed a solution to a problem by combining different perspectives or approaches.

Photo: Three people sitting at a table in an office setting, engaged in a discussion or interview.
How to Make a Job Fair Work For You

Employers are making increasing use of job fairs to attract and screen candidates. Job Fairs offer an opportunity for a superficial contact with hundreds of candidates and the chance for employers to select candidates for intensive follow-ups. As a candidate, job fairs are an important method of making an in-person contact with organizations already of interest to you and for applying to other companies you may discover at the fair. Here are some tips to make job fairs work for you.

1. LEARN WHO’S COMING AHEAD OF TIME
   - You can see the list of companies that have registered on the Career Services website.
   - Narrow the list down to those of most interest and begin to research their products/services and employment opportunities

2. PREPARE A 60-SECOND SUMMARY OF YOUR QUALIFICATIONS
   - Job fairs offer only brief contact with organizations so be prepared to make the most of your time.
   - Work-up an interesting verbal summary of your background, achievements and career interests so you won’t be fumbling for words at the wrong time.

3. DRESS THE PART
   - The first impression you create is critical so dress in conservative, professionally-tailored, well-pressed clothing.
   - How you look will play a big part in determining employer interest.

4. ARRIVE EARLY AND PLAN TO STAY LATE
   - Make sure the employer knows that they are #1 on your list.
   - Then follow through with other employers that you like.
   - Use the balance of the day to visit other organizations that you are less familiar with but look interesting.

5. TAKE THE RIGHT THINGS WITH YOU
   - Bring a supply of resumes to circulate, an attractive pen, and a pad of paper.
   - Also, bring a list of references – just in case someone asks for them. Always remember that you need to tell your references that they are on your list and that they may be notified by a potential employer.

6. KNOW WHAT YOU ARE GOING TO ASK
   - Try to have one or two questions in mind for each employer.
   - The questions should reflect the research you have done on the employer and your interest.

7. LEARN WHAT’S GOING TO HAPPEN NEXT
   - As you leave each employer, learn what happens next and what, if anything, you should do to advance your candidacy.

8. FOLLOW-UP
   - If there is any follow-up work necessary, in the form of thank-you letters, reference letters or other materials to be sent, be sure to follow through on your discussion within 24 hours.
DEVELOPING A WINNING ONE-MINUTE COMMERCIAL

To improve your chances of creating a favorable impression with a recruiter, practice making a one-minute commercial. The ‘commercial’ is a verbal overview about yourself. Use the following format to produce a commercial suitable for your next career fair.

- Politely introduce yourself (name, major, when you graduate) - remember to shake hands and smile.
- Demonstrate your knowledge about the company and the industry.
- Explain what you can offer by highlighting your major skills/strengths.
- Express your interest in learning more about the company by asking a direct question.

JOB OFFERS

Listed below are factors you will want to consider when determining whether or not you will accept a position. While salary is an important factor, be sure you weigh your starting salary against the salary potential of the position and against the cost of living of the geographic area where you plan to live. Also, consider these factors:

Job/Employer Related Factors
- Potential for career advancement
- Work schedule (traditional “8:00 – 5:00” or flexible hours
- Bonus or commission plans
- Benefits such as profit sharing, 401K, insurance, etc.
- Travel
- Reputation and stability of employer
- Size of employer, type of employer

Geographic/Life-Style Factors
- Geographic location
- Climate
- Social life for singles, couples or family
- Commute to work
- Availability of suitable housing
- Size and type of community (suburban, metropolitan, rural)
Making the Most of Your New Job

Whether it’s your first professional job as a new graduate or a part-time on-campus job while you’re still in school, it is critical to your success to get started on the right foot. The following tips can help you to excel and avoid some of the common pitfalls of being the “new kid on the block.”

- **Be a dependable employee!** Dependability can be demonstrated in many ways. For example, don’t forget to call if you’re sick or going to arrive late. This lets your supervisor know your job is important to you.

- **Plan to work hard and do more than is expected.** Avoid “it’s not my job” thinking. Take the initiative and ask for additional assignments once you’ve completed yours.

- **Establish mutually agreed upon goals with your supervisors.** Determine what is expected of you from the very beginning. This includes developing clear deadlines for your projects.

- **Keep your supervisor informed of your progress and ask for regular feedback on your performance.** If any assignments are unclear, ask for clarification instead of proceeding in the wrong direction because you are fearful of looking foolish.

- **Learn the “corporate culture” of your organization and be willing to adapt to it.** Organizations expect their employees to “fit in” and accept the corporate culture. If you don’t understand it, you are more likely to make errors in political etiquette that can hurt your progress. For example, even though your supervisor told you the official starting time is 8 a.m., when do most of the staff arrive and begin working? How do you learn what the culture is? Observe co-worker’s behaviors and when in doubt, ask questions.

- **Develop and utilize strong interpersonal communication skills, including both oral and written communication.** Every job, including technical ones, will require some degree of personal interaction. You can demonstrate your people skills in a number of ways. Look for opportunities to make oral presentations and written reports and do them conscientiously and carefully, soliciting advice and help from others. Learn to listen carefully to be sure you fully understand instructions or requests. Demonstrate patience and sensitivity with others, avoiding public confrontations or complaining. Learn the art of tact when working on a team, which includes being receptive to others’ input and knowing when to compromise. With written work, be sure you’ve proofread it carefully for content, spelling, and grammar before submitting it.

- **Another aspect of good communication skills is developing relationships with your co-workers.** Get to know and be known by others in your work environment…your professional growth depends on it. Get out of your office and network with key people. A friendly attitude can also help you tap into your organization’s “grapevine.” Of course, this relationship building does not mean socializing the hours away at the expense of job duties.

- **Speaking of duties, master your job tasks.** If you’re going to move up, you have to prove you understand and can accomplish the basic requirements of your job first.

- **Be assertive, self-confident and visible.** Remember the three “E”s – enthusiasm, energy, and excellence. These qualities make a positive impression with employers and co-workers and will serve you well in the future.

- **As with your organization’s culture, be aware of its politics and who has the power (both officially and unofficially) to make things happen.** As a newcomer, try to avoid “playing politics” before you know the ropes. Also, maintain confidentiality and avoid gossip – it can be destructive and puts you in a bad light.

Finally, the key to a successful transition into your new job is to take the initiative and do the best you can, regardless of whether it is a temporary position or a professional job in your chosen field. It is your chance to learn, contribute and develop skills and behaviors you’ll use throughout your career.