Your Career Search in Today’s Market: Campus Resources, LinkedIn, and Engaging Employers
Why are You here?

Take 5 minutes to write down:

1. What in your past has influenced the career(s) you are pursuing or looking to advance in?
2. What expectations to have that lead you to choose this presentation?
3. What are the top tools you are using in your career search?
4. What do you think is the most frustrating part of the career search process?
Are your Tools ready? What are you promoting?

- **Resumes & Cover letters**
- **Interviewing Skills**
- **Networking & Social Media Skills**
- **Career Shift; Office of Alumni Relations**
- **Handshake** - Job service system
- **InterviewStream (Mock Interviewing)**
- **Job & Internship Fairs**
What are you promoting on “paper”?

- Which professional you is represented on your current content?
- **Resumes & Cover letters & References**
  - Think: Skill and Capacity
  - Quantify: How much, how many, how often
  - Focus - Appearance - Keywords - Transferable skills - Accomplishments
What are you saying?

The Process:
- ID **skills** needed for the opportunity
- ID **examples** where you have used these skills
- ID **details** to best show your foundation in using the skill - Capacity

**Interviewing Skills**
- Answer in a behavioral way
- Impress with questions you ask
InterviewStream (Mock Interviewing)

Would you hire you?
Take a mock interview and find out...
Practice interviewing online. Anytime. Anywhere.

Still not sure? Convince me.


Practice Whenever, Wherever
Using a MAC or PC and a
Webcam

Choose from 5,000 Questions
Or select a pre-defined

See & Hear Yourself
Record, review, retry. Practice at your own pace

Most-used Video Interviewing
Platform includes 100+ Companies
Networking

Definition of networking:
“Establishing relationships with professionals in your fields of interest and for the purpose of making contacts and sharing information for personal or professional gain.”

- Who do you know
- Who knows you
- When/Where
- How

Build and nurture relationships. Search for people instead of jobs! Take time to sustain relationships.
Handshake
You can do your entire job search within this portal with all of the resources it provides.

Be sure to take advantage of the webinars and tutorials offered on the CareerShift website.

Amasett Economy, Office of Alumni Relations,
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Utilize LinkedIn

Online Networking for Informational Interviews:
LinkedIn Strategy:
1. Update your profile - Photo and Content
2. Research current alumni on LinkedIn Alumni Page - https://www.linkedin.com/
3. Search “Kennesaw State University” and click on main page: https://www.linkedin.com/school/9801
4. Explore Alumni in LinkedIn for relevant connections: https://www.linkedin.com/school/9801/alumni
Informational Interviews

What is an informational interview?
- A conversation between peers or mentors/mentees centered on best practices related to careers, industry, and professional development.

Verbiage for Invitation on LinkedIn or in an Email:
“Mr. Dutcher, As an alum from KSU, I’m conducting informational interviews with other KSU alumni in your industry as I explore different companies & transition in my career. I’d love to connect with you & send you a few questions about why you like your job & share best practices. - Michael Dutcher”
Questions to ask:

How did you get started in this field? • What is your educational background? • What are your major responsibilities? • What is the most/least rewarding aspect of your job? • Would you choose this career again? • What advice do you have for a person attempting to break into this career field? • What is a typical day like? • What is the most common career path? • What are some lifestyle considerations for this career field? • What are some common entry-level positions in the field of _____? • What type of individual (skills/personality) would be best suited for your company? • How would you describe the company’s culture?

For more examples: Networking Skills
What are you going to work on this week in your job search?

5 Cs to consider for your career plan:

Clear
Concise
Compelling
Consistent
Committed
I look forward to working with you:

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