Job Search Strategies & Shameless Self Promotion
Job Search Strategies

Effective Strategies:
Do a self assessment: ID your skills, values, and interests

What are you looking for: Area of focus, job search terms

Who are you interested in: Types of employers, targeted organizations
Job Search Resources

OwlLink:
https://kennesaw-csm.symplicity.com/students/index.php
Username: KSU ID #
Password: KSU ID #

Our Resources:
https://careerctr.kennesaw.edu/students/resources

My Major is ...... Now What?
Networking

Let’s talk 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.
Social Media

Online Networking: LinkedIn, Twitter, Other Social Media – Tips on P. 54-55 of CG

- Facebook
  - Separate Personal from Professional
- LinkedIn
  - Get Recommended
  - Ask to be introduced through mutual links
  - Post relevant articles (Zite)
- Twitter.com
  - Connect with individuals and companies
- Blogs
  - Contribute useful and relevant content

https://careerctr.kennesaw.edu/
Are your Tools ready?
What are you promoting?

- Resumes
- Cover letters
- References
- Interviewing Skills
What are you promoting?

- **Resumes & Cover letters & References**
- What skills do you have?
- __________________________________________________________
- ______
- __________________________________________________________
- Think Skill and Capacity
- Quantify – How much, how many, how often
- Focus – Appearance – Keywords – Transferable skills – Accomplishments
What are you saying?

- *Interviewing Skills*
  - Have a great Elevator Speech, p.47
  - Answer in a behavioral way, p.63
  - Impress with questions you ask, p.68
ELEVATOR SPEECH:

Have an elevator speech ready: Including….

Who are you: Name, year, major, etc.

What are you looking for: Position type

What do you bring to the table: your relevancy

End it with next step: Asking for a card, exchanging information, offer resume, etc.
What is your professional presence?

Professional Presence:

- Branding: Online and Offline
- Dress, p.60
- Body Language: Posture, handshake, eye contact
DO- MAKE YOURSELF STAND OUT!

- Make a great first impression- professional dress, positive body language
- Talk to as many employers as possible. You never know!
- Ask about the next step
- Take a business card
- Follow Up!
- Develop a good elevator speech
- Ask informed questions
- Go it alone.