

# RESUMES ■ COVER LETTERS ■ INTERVIEWING

# **GUIDELINES, TIPS & EXAMPLES**

### **RESUME ESSENTIALS**

A brief account of one's experience and qualifications for the purpose of securing an interview for employment.

- **FOCUS** There must be a focus to the document so the resume can stand alone without a cover letter and the reader knows immediately the purpose of the resume
- QUALIFICATIONS MUST MATCH THE JOB
   Identify skills, core attributes, experiences, etc. which show your value to the reader tell the employer what you can do for them
- ACTION VERB + SKILL + TASK = RESULT
   Formula for writing bulleted phrases defining work experience
- BALANCE document must look aesthetically appealing

   1 page 2 pages, only if 2<sup>nd</sup> page is full
   Font size: 10-12 pt. Font styles: Calibri, Times New Roman, Arial
   Must be scanned in 15 seconds or less
   Avoid using templates such as Microsoft Word they are difficult to edit
   References on a separate page
- ERROR-FREE NO EXCEPTIONS!

# **Employer Expectations of Your Job Search**

- Present yourself well in writing on Resumes,
   Cover Letters and Thank-you notes/letters
- Articulate your career goals
- Define your motivation
- Display maturity good manners
- Take seriously your transition from student to professional
- Know your uniqueness, strengths and areas for improvement
- Understand what talents you have to offer an employer
- Present yourself well verbally
- Project a professional image

## Top 10 Skills for Job Candidates

- 1. Verbally communicate with persons inside and outside the organization
- 2. Work in a team structure
- 3. Make decisions and solve problems
- 4. Plan, organize, and prioritize work
- 5. Obtain and process information
- 6. Analyze quantitative data
- 7. Technical knowledge related to the job
- 8. Proficiency with computer software programs
- 9. Create and/or edit written reports
- 10. Sell or influence others
  - \* Source NACE Job Outlook 2013

# **Additional Resume Tips**

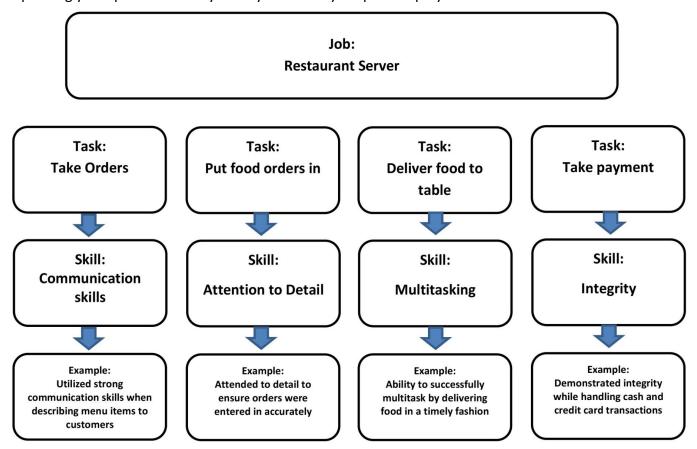
- Focus on relevant skills and experiences, as well as transferrable skills
- Tailor each resume for the position you are applying for and match language used in a position description
- Less is more avoid using lots of BOLD, underlined words and/or fancy fonts
- Use white space to indicate when each topic ends
- Margins between .5" narrow and 1.0" wide
- Be concise
- Use PDF format when uploading or emailing documents to employers
- Follow the application instructions
- Be honest on your resume
- Remember that your social media or online digital image is part of your resume, many employers are checking your Facebook and other social media sites so be aware!

### **DEVELOPING STRONG BULLET POINTS**

#### MAP IT OUT!

Do not think about a job or experience based solely on what you did, but also on what you gained and learned that a future employer may be looking for. Employers will be evaluating you based on what you can do for his/her company; your past experiences are meant to determine whether or not your contribution would be positive.

Select what skills you have will be the most meaningful for the job you are investigating. Do not get trapped into simply explaining your qualifications by what you did for your past employer.



# **Action Verbs & Adverbs**

**Quick Reference for Writing Bulleted Statements** 

# Action Verb + Skill + Task = Result

(Quantify when Possible)

### Example:

• Effectively demonstrated (AV) communication skills (S) by taking customer orders (T), resulting in 98% accuracy (R)

TASK ASSOCIATED WITH YOUR JOB/EXPERIENCE	SKILL(S) PERTAINING TO TASK	EXAMPLE: ACTION VERB+ SKILL+TASK = RESULT

ACTION VERBS	Contribute	Formulate	Manage	Utilize
Accomplish	Create	Gain	Master	Upgrade
Achieve	Delegate	Generate	Operate	Work
Administer	Demonstrate	Hone	Optimize	Write
Apply	Design	Illustrate	Organize	
Assist	Develop	Implement	Perform	<b>ADVERBS</b>
Attain	Display	Initiate	Present	Accurately
Calculate	Document	Improve	Produce	Creatively
Coordinate	Enhance	Lead	Provide	Effectively
Communicate	Execute	Leverage	Select	Efficiently
Construct	Facilitate	Maintain	Supervise	Successfully

<sup>\*</sup>Note: Make sure when using action verbs in your bullet points, you are using the correct verb tense.

# **Optional Resume Sections**

**Resume sections** should be relevant and tailored to the position you are applying for. For example, if you are applying for a teaching position, use **Teaching Experience** or **Related Experience** instead of Work Experience. This allows you to set the tone and focus of the resume and make it clear what relevant and related experiences you have.

Graduate School Skills & Attributes **Occupational History Academic History** Certifications Honors, Activities Other Skills **Special Awards** Overseas Experience Accomplishments **Class Projects** & Organizations & Recognitions Activities Coaching Experience Internship Experience Practicum Experience Strengths Associations **Computer Languages** Job History **Professional Affiliations Student Teaching** Athletic Involvement Computer Skills Languages Professional Experience Experience **Awards Cooperative Education** Leadership Roles **Professional Objectives Teaching** Awards & Distinctions Dissertations Licenses **Published Works** Experience Qualifications Background & Interests Education Memberships Thesis **Educational Background** Military Experience Related Course Work Volunteer Career Goal Career Highlights **Employment History** Military Service Related Experience Work Experience Related Field Work **Exhibitions & Awards** Military Training Research Experience Work History **Career Related Training** Extracurricular Involvement Objective Seminars

### **ADDITIONAL RESUME TIPS:**

- **COURSEWORK:** If you have taken a class or classes that help you meet the minimum employment qualifications (which can't be met otherwise), then list those classes on your resume.
- **CLASS PROJECTS:** Only include class projects on your resume if the project helps satisfy minimum employment qualifications for an internship or full-time job. Be selective.
- **HIGH SCHOOL ACTIVITIES & HONORS**: After freshman year in college, high school activities and honors are no longer relevant.

### **COVER LETTER ESSENTIALS**

A professional letter introducing another document. Letter of Application summarizes qualifications for employment and introduces a resume.

- **FOCUS** Well written professional document created for a specific company and addressed to a specific person/department/company
- BALANCE document must look good on a page

1 page - Font size: 10-12 pt.

Font styles: Calibri, New Times Roman, Arial

- ERROR-FREE NO EXCEPTIONS!
- ADDRESS POSITION REQUIREMENTS OR MINIMUM QUALIFICATIONS —
   Identify skills, core attributes, experiences, etc. that show your value to the reader what you can do for the employer.
- **STRONG CLOSING** Express an interest in participating in an interview to discuss your qualifications in greater detail.

# **Skill Meanings**

#### INTERPERSONAL COMPETENCE

Includes the ability to convey poise, self-assurance and professionalism; to build positive and long-term relationships and partnerships with coworkers and clients; and to demonstrate awareness and consideration of others' opinions, concerns and needs.

# PROBLEM ANALYSIS DECISION MAKING

Includes the ability to identify, integrate and grasp critical elements of problem situations and to use logical and sound judgment. It also includes the ability to handle complexity, recognize subtle interrelationships, draw conclusions, and make sound and timely decisions.

### **ADMINISTRATIVE/ORGANIZATION SKILLS**

Included are setting and adjusting priorities, creating and implementing both short and long term plans, following through on responsibilities, handling paperwork effectively and efficiently, and structuring and allocating one's own time and resources productively.

#### **LEADERSHIP**

Involves the ability to supervise, direct and guide individuals and groups in the completion of tasks and fulfillment of goals. This includes initiating new ideas, delegating responsibility and managing conflict.

### STRONG WORK ETHIC/INTEGRITY

Includes showing up on time, looking for ways to stay busy, being willing to accept challenges and sticking to a task until complete. Having a strong desire to complete a job well and taking responsibilities seriously.

#### **INFLUENCING OTHERS**

Includes the ability to use personal influence and persuasion to bring others to one's point of view, to project a "take charge" attitude and to bring about effective action through direction or collaboration.

### ADAPTABILITY/FLEXIBILTY

Involves the ability to cope with the demands of work. Factors such as confidence, coping with stress and pressure, responding to new challenges and changing expectations, and maintaining flexibility and resilience through adversity are included.

#### MOTIVATION

Includes initiative, commitment to high internal standards of excellence, achievement and ability to consistently meet or exceed performance expectations toward achievement of organizational goals and objectives.

#### **COMMUNICATION SKILLS**

Includes listening, conveying a genuine interest in what others are saying, clarity and fluency in oral communication, and the ability to ask probing and substantive questions.

#### **TEAMWORK SKILLS**

Involves the ability to form teams, build team effectiveness and trust, knowledge of the stages of team development and team process skills and conflict management. To be a member of a team is putting forth a cooperative effort on the part of a group of persons acting together in the interests of a common cause.

### Bill E. Bison

Current Address • City, State, Zip • 701.555.1212 • first.last@my.ndsu.edu

#### **OBJECTIVE**

To obtain a part-time job with the NDSU Bookstore for the Fall 20XX semester

#### **EDUCATION**

### **North Dakota State University**

Fargo, ND

Bachelor of Science degree in Biological Sciences, Minor: English

Anticipated Graduation May 20XX

GPA: 3.3/4.0, Dean's List (one semester)

#### **EXPERIENCE**

**Two Stones Bison Ranch** 

Thompson, ND

Farm Hand/Laborer

March 20XX – Present

- Enhance leadership skills by planning annual branding and vaccination weekend meals and activities for 100 participants
- Utilize organizational skills to maintain ranch ledger and assist with payments and accounts receivable, thus
  ensuring all payments are made on time
- Demonstrate adaptability by assisting with various daily tasks on a family ranch, including: feeding of herd, branding, tagging and general upkeep of facilities and machinery

**Employer Name** 

City, State

Position Title

Month 20XX - Month 20XX

• List 3-5 bullet points following the format: Action Verb + Skill + Task = Result (\*Result is optional)

#### LEADERSHIP AND INVOLVEMENT

#### Residence Hall Government, North Dakota State University

Fargo, ND

Floor Representative

August 20XX – Present

- Develop presentation and verbal communication skills by facilitating floor meetings and educational workshops to ensure all constituents' voices are heard at hall-wide meetings
- Gained a better understanding of personal leadership style by attending the President's Student Leadership Camp in October 20XX

### **Nokomis Childcare Center**

Fargo, ND

Volunteer to read to toddlers for two hours per week during the academic year

August 20XX - Present

#### **Red River High School Student Council**

Grand Forks, ND

Senior Class President

May 20XX – May 20XX

- Utilized leadership skills to represent 300+ students to high school administrators and the Grand Forks School Board
- Demonstrated organizational skills by facilitating a 13 member Prom Planning Committee
- Selected by peers as Red River High Student of the Year

#### RECOGNITION AND HONORS

Grand Forks Kiwanis Book Scholarship

May 20XX

#### **COMPUTER SKILLS**

- Microsoft Word
- Microsoft Excel

### Bill E. Bison

Current Address • City, State, Zip • 701.555.1212 • first.last@my.ndsu.edu

#### **OBJECTIVE**

To obtain a Research Assistant I position with NDSU Research Lab

#### **EDUCATION**

### North Dakota State University, Fargo, ND

May 20XX

Bachelor of Science degree in Biological Sciences, Minor: English

GPA: 3.6/4.0, Dean's List (six semesters)

#### RELATED COURSEWORK

Microbiology I and Lab

Chemistry I & II and Labs

Biology I & II and Labs

#### **INTERNSHIP**

#### Employer Name, City, State

Month 20XX - Month 20XX

Position Title

- Highlight a co-op/internship separately to illustrate its importance and relevance
- List 3-5 bullet points following the format: Action Verb + Skill + Task = Result (\*Result is optional)

### **WORK EXPERIENCE**

#### NDSU Pharmacology Lab, Fargo, ND

June 20XX - Present

Research Assistant

- Demonstrate flexibility and adaptability by assisting graduate students with the day-to-day operations of their individual research
- Hone ability to work in a fast-paced, changing workplace while being responsible for up to five projects at one time
- Display attention to detail by accurately documenting progress and measurable changes on projects
- Develop technical skills by utilizing basic and advanced lab equipment, technology, protocol and vernacular on a daily basis

NDSU Bookstore, Fargo, ND

August 20XX - May 20XX

Shift Supervisor

January 20XX – May 20XX

- Promoted to Shift Supervisor after six months of employment for demonstrating strong leadership and a commitment to customer service
- Demonstrated attention to detail and integrity by ensuring accurate cash count and daily register balances

Cashier

August 20XX - January 20XX

- Listened to and provided excellent service to diverse customers, thus resulting in higher customer satisfaction scores
- Worked individually, as well as part of a team, to meet the goals established by the group or management

#### LEADERSHIP AND INVOLVEMENT

Fraternity/Sorority, NDSU

August 20XX – Present

Vice President for Risk Management

January 20XX – Present

• Develop leadership skills by assisting chapter with meeting facilitation and enforcing chapter Bylaws

Philanthropy Chair

January 20XX – December 20XX

• Documented event goals and outcomes to submit to the Alumni Board for review, thus enhancing written communication skills

#### Nokomis Childcare Center, Fargo, ND

August 20XX - May 20XX

Volunteered to read to toddlers for two hours per week during the academic year

#### **COMPUTER SKILLS**

• Microsoft Word

Microsoft Excel

Microsoft PowerPoint

### **Reference Example**

#### First M. Last

Current Address • City, State, Zip • 701.555.1212 • first.last@my.ndsu.edu

#### **REFERENCES**

#### Dr. John Scott

Advisor/Professor Communications Department North Dakota State University 1234 Bison Dr. City, State, Zip 701.231.0000 john.scott@emailaddress.edu

#### Jane Reynolds

Owner
ABC, Inc.
1111 Some Street
City, State, Zip
701.555.2222
jane.reynolds@abc.com

#### **Alice Haney**

Executive Director
Helping Homes, Inc.
3433 ABC Street S.
City, State, Zip
701.555.1111
alice.haney@helpinghomes.com

**References** should be people who can critique your performance in past employment, education or community activities, such as supervisors, professors, volunteer coordinators, advisors, or coaches. Unless specified, three to five contacts are typical for a reference sheet.

#### TIPS:

- References should be professional or academic references do not use parents or close personal friends
- Ask for permission BEFORE using someone as a reference, ask them what they might say to a potential employer about you
- Only submit references to employers when they are requested
- Let your references know you are in a job search so they can be prepared if they are contacted

### **Communicating with Purpose**

Much of your communication with potential employers and other professionals will occur through e-mail. It is important that you remember to remain professional in your correspondence since this form of communication will play an important role in how employers and professionals perceive you. Here are some tips to keep in mind:

- Make sure you have a professional e-mail address. <u>First.Last@e-mail.com</u> is great. <u>Superstar82@gmail.com</u> or <u>fargocrazychic@yahoo.com</u> are not appropriate for professional communication.
- Know who you are communicating with. Always try and find a direct person to communicate with, if possible, rather than "To Whom It May Concern".
- "Hello Mr. Bison" and "Good Morning/Afternoon/Evening Ms. Bison" are great
  ways to start off your e-mail. "Hey William" or "Howdy Kristine" are informal and
  unprofessional greetings.
- Remain relevant and concise in the information you are providing in the e-mail.
  - o Introduce yourself.
  - o Who referred you or how did you get their contact information?
  - o Why are you contacting this person?
  - Thank them for their time.

### **Sample Application E-mail**

Good Morning Mr. Johnson:

Attached you will find my cover letter and resume for the Marketing Internship position currently open with Marketing Company XYZ. I look forward to a personal interview with you. Please contact me if you have any questions.

Thank you,

Billy Bison

### Sample Networking E-mail

Good Morning Mr. Johnson:

My name is Billy Bison and I am a senior studying agronomy at North Dakota State University. My advisor, Dr. Thompson, encouraged me to contact you as I am exploring my career options based on my experience, interest and academic achievement. Dr. Thompson informed me that you are also a graduate of NDSU and was recently promoted to a regional director position with Ag Company XYZ after five years of agronomy sales experience. Your career sounds exciting to me and I am curious if you would be able to meet with me in the next couple of weeks? In addition to sharing with you my goals and aspirations, I would like to learn more about your professional experiences and hear what advice you may have for a new professional like myself.

I am flexible over the next two weeks, so whatever time frame works best for you, I would be happy to meet you for coffee or lunch. You can reach me at <a href="mailto:billy.bison@my.ndsu.edu">billy.bison@my.ndsu.edu</a> or (701) 555-5555.

I look forward to hearing from you.

Billy Bison

### **Cover Letter Guidelines**

#### Use same heading as your resume or:

Street Address City, State Month, Day, Year

Name of Recruiter Title of Recruiter Employer's Name Employer's Street Address City, State Zip

#### **SALUTATION**

Dear Dr./Mr./Ms. (recruiter's last name followed with a colon:)

#### **OPENING PARAGRAPH** (why you are writing)

- Identify the position for which you are applying, how you learned of the opening and/or the intent of your letter. If you are not targeting a specific position, but have an interest in the company and its mission then include that in this paragraph.
- Use a transitional sentence to introduce the second paragraph.

#### MIDDLE PARAGRAPH(S) (qualifications)

- Identify 2 or 3 ways you could successfully contribute to the overall functioning or growth of the company.
- Mention why you are excited about this position and the organization.
- Explain how your academic background makes you a qualified candidate for the position.
- If you have some practical experience, point out specific achievements or unique qualifications that evolved from this work.
- Illustrate relevant knowledge and qualifications by providing at least one example of a time you utilized specific knowledge or skill.
- Include a summary statement about your interest in the company and your ability to transfer your academic knowledge/work experience into a professional position.

#### **CLOSING PARAGRAPH** (wrap-up/action)

- Express an interest in participating in an interview to discuss your qualifications in greater detail.
- Provide your contact information.
- If applicable, make a statement that will encourage a response. For example, you can
  say you will be in town on a certain date and would like to schedule an appointment,
  or state that you will call on a certain date.
- Thank the person for his/her time and consideration.

#### **COMPLIMENTARY CLOSE**

- Examples may include: Sincerely or Respectfully, (always followed by a comma (,))
- Your name would appear typed four spaces below the complimentary close, and your signature would appear between these two type-written items.
- Note: The word enclosure(s) should appear beneath your type-written name if you are sending any additional information (resume, etc.)

# **Cover Letter Example**

#### Bill E. Bison

Current Address • City, State, Zip • 701.555.1212 • first.last@my.ndsu.edu

March 14, 201X

Ms. Carolyn Johnson Human Resource Director Employer name 1234 Street NW City, State Zip

Dear Ms. Johnson:

I am applying for the position of Project Engineer that was advertised in *The Forum* on Sunday, March 13. The skills I developed on my Cooperative Education assignment and throughout my academic work give me confidence in my qualifications for this position.

The Project Engineer position requires a Bachelor of Science degree in Electrical Engineering, which I will have upon graduation this May from North Dakota State University. My coursework has given me a broad spectrum of technical theory and applications. For the past two summers, I have worked as an Electrical Engineering Co-op for Company Name in Alexandria, Minnesota. My work included designing and installing equipment to improve electrical generation efficiency and plant safety. Consulting with engineers and technicians when developing designs and modifications allowed me to learn new techniques, test new theories and improve my presentation skills.

This position requires similar skills that I have developed working as a Co-op, giving me confidence in my abilities to meet and exceed your expectations. Enclosed is a copy of my resume for your consideration and I look forward to an opportunity to discuss them with you in person. Please contact me at 701.555.1212 or <a href="mailto:first.last@my.ndsu.edu">first.last@my.ndsu.edu</a> to schedule an interview.

Thank you for your consideration. I look forward to meeting with you.

Sincerely,

(signature)

Your name typed here

**Enclosure** 

**Alternate Formatting Note:** When addressing job qualifications in a cover letter, you may employ the use of a bulleted list in place of the "middle paragraph." However, if you choose to use a bulleted list, you must be sure your punctuation is correct. If you have questions about the bulleted list format, please contact the Career Center and we'd be more than happy to assist you.

### INTERVIEWING ESSENTIALS

A professional meeting to evaluate the qualifications of a prospective employee.

- **BE PROFESSIONAL** Dress appropriately and arrive 10-15 minutes early to the interview. Remember the interview starts the moment you arrive on site. Come prepared with extra resumes and questions to ask the employer.
- **RESEARCH COMPANY** Take the time to do research on the company before your interview. Also, be able to tell the recruiter why you want the particular job or how you fit the job description.
- **USE THE STAR METHOD** Use specific examples when responding using Situation/Task, Action, Result.
- EYE CONTACT & NON VERBALS Make eye contact with each member of the interview panel.
- **FOLLOW-UP** Send a thank-you note to every member of the interview panel within 24 hours.

#### **BEHAVIOR-BASED INTERVIEW**

Behavior-based interviewing is the most popular format among HR professionals. This style of interview focuses on past behavior to determine how an applicant will respond to similar situations in the future. Most questions are designed to elicit specific responses and detailed descriptions. Behavior-based interview questions will challenge the applicant to recall in detail what they did and how they felt. By doing this, the interviewer is able to see the big picture- the applicant's thought process, decision making, communication skills and results.

Answer behavior-based interview questions in the following format: Situation/Task; Action; Result (STAR)

### SITUATION/TASK

- Describe the situation that you were in or the task that you needed to accomplish
- Must describe a specific event or situation, not a generalized description of what you have done in the past
- Be sure to give enough detail for the interviewer to fully understand the situation/task

#### **ACTION**

- Keep focus on you even if you are discussing a group project or effort
- Describe what your role was not the efforts of the team
- Don't tell what you might do, tell what you did

### **RESULT**

• Finish answer by telling the interviewer what happened, how the event ended and/or what you accomplished

### SUCCESSFUL PHONE INTERVIEWING

- Treat the phone interview with as much preparation as you would an on-site interview
- Stand and look into a mirror when answering their questions this will remind you to smile
- Ensure that you are in a private location and will not be interrupted or disturbed
- Have important documents (resume, portfolio), a note pad and several pens/pencils nearby
- Dress up it may be easier for you to think and sound more professional if you are dressed professionally
- Keep the pace of your speech slow, as rapid speech is magnified over the phone
- Be sure to enunciate your words very carefully
- Do not use a cell phone, unless necessary
- Record the names of each interviewer for a thank you letter
- Thank the interviewer. Let them know they can contact you with further questions
- Make sure your outgoing voicemail message is professional

# **Sample Interview Questions**

### COMMON INTERVIEW Q & A: Always finish answer with the result/outcome

#### Tell me about yourself.

- Almost always the first question an interviewer will ask
- Companies are not looking for family history, hometown or hobbies
- Keep your response related to the job you are applying for
- Discuss education, work experience, and skills, but do not ramble

### Tell me about a difficult decision you have made.

• Employers are looking for the process you use to make a decision

### Describe a time when you worked as part of a team.

- Draw on examples from past work experiences, class projects or athletics
- Emphasize what your role was and how you contributed to the team

#### Do you have any questions for me?

- Always have 5 questions prepared, ask 3
- Ensure they are not questions you can find the answers to on your own
- Have questions written in a pad-folio notebook, and refer to that during your interview when appropriate
- Never initiate questions about salary, vacation, break time or benefits during first/screening interview

#### Questions you can ask:

- Would you describe a typical day on the job?
- How will this position be evaluated?
- What do you enjoy about working at XYZ company? (Gives insight into company culture)
- When are you planning to make your decision? (Always ask!)

#### **ADDITIONAL SAMPLE INTERVIEW QUESTIONS**

- Give me an example of a time when you motivated others.
- Tell me about a time when you were forced to make an unpopular decision.
- When working within a group, what role do you typically take?
- Why do you want to work here?
- Assuming all candidates are similar on paper, why should we hire you?
- What experience do you have working with a diverse group of people?
- Give me an example of a time when you set a goal and were able to meet or achieve it.
- Tell me about a time when you had to use your presentation skills to influence someone's opinion.
- Tell me about a time when you had to go above and beyond the call of duty in order to get a job done.
- Tell me about a time when you had too many things to do and you were required to prioritize your tasks.
- Give me an example of a time when you had to make a split second decision.
- Tell me about a difficult decision you've made in the last year.
- Give me an example of a time when you tried to accomplish something and failed.
- Give me an example of when you showed initiative and took the lead.

# Thank-you Etiquette

The thank you letter will remind the interviewer how interested you really are in the position and show appreciation for the interview. Here are some quick tips.

- Send a thank you note to every person in your interview
- Mail as soon as possible, preferably within 24 hours
- Note should be professional and brief
- Handwritten on a business professional note card (think graduation thank-you card)

If time is of essence, it is appropriate to send an email thank you letter.

### LINKEDIN ESSENTIALS

For more information, visit: <a href="http://students.linkedin.com/">http://students.linkedin.com/</a>

- COMPLETE YOUR PROFILE Create a strong professional summary. List concise, confident
  qualifications and goals, and complete the sections specific to college students, including: majors,
  minors, courses, projects, honors, awards, and GPA
  - Describe experiences (can be AV + Skill + Task = Result), including keywords and accomplishments
  - Incorporate related/industry keywords and phrases throughout profile (everything is searchable)
  - Be strategic with your section layouts put relevant information higher on your profile
  - No spelling or grammatical errors
- **CLAIM YOUR UNIQUE URL** When you create an account, LinkedIn gives you a generic, random link to your page; follow the editing process to make your profile URL unique to you
- PARTICIPATE IN GROUPS
  - Update profile regularly related to desired work
  - Collect recommendations from professionals you have worked with the best profiles show a
    diversity of recommendations
  - Research and join University affiliated and industry-related groups
- **USE THE ALUMNI TOOL** Gain insights into a career path and network with NDSU alumni with similar majors and skills
- ACTIVELY UPDATE YOUR PROFILE Remember, you are responsible for what you put "out there" for people to see

www.ndsu.edu/career

Call **701.231.7111** for an appointment

- O Resumes and cover letter critiques
- Interview preparation
- CAREERlink electronic job boards
- Cooperative Education and Internship Program
- Career fairs
- On-campus interviews
- Grad school preparation
- O Career Spots- Job search videos
- Alumni services