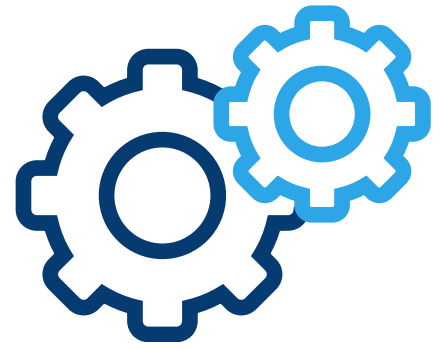




KEAN



CAREER

RESOURCE GUIDE

A COMPREHENSIVE BOOKLET ON:

- RESUMES 101 ✓
- RESUME TIPS & SAMPLES ✓
- RESUME WORKSHEET ✓
- COVER LETTER RESOURCES ✓
- THANK YOU LETTER TIPS ✓
- ELEVATOR PITCH TIPS ✓
- INTERVIEW QUESTIONS ✓
- INTERNSHIPS INFORMATION ✓
- LINKEDIN PROFILE CHECKLIST ✓
- CAREER SERVICES ✓



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@KEANCAREERSERV

MORE INFORMATION VISIT:

Kean Career Services - CAS 201

career@kean.edu

kean.edu/career-services

RESUMES 101

WHAT IS A RESUME?

A resume is a summary of your personal information, your educational background, training, your work experience, professional qualifications, and your achievement highlights. Your resume should be one-two pages and touch on matters that will convince the employer that your qualifications, experience, and accomplishments make you the best candidate for the opportunity.



HOW TO START A RESUME?

Your Name

City, State | Email | Phone # | LinkedIn URL

Objective/Profile/Summary

- Short statement of the specific position you are seeking, skills you wish to use on the job, field or organization type by which you wish to be employed, or a combination of all of the above.

Academic Institution & Dates

- Name of the degree-granting institutions; List most recent first.
- Degree received and major
- Graduation date or projected graduation date, or dates of attendance if a degree was not completed

Core Qualifications

- Professional Skills, Languages & Certifications

Work Experiences

- Title of the position | Name of the organization and location (city and state)
- Dates (including month and year)
- Descriptions of responsibilities beginning with action verbs (avoid phrases such as "duties included")
- Believable, verifiable accomplishments
- Paid jobs, internships, You may choose to divide your experience into two or more sections. Possible section headers might include Research Experience, Teaching Experience, or Leadership Experience.

Other Experiences

- This section could include computer skills, volunteer work, sports, and special interests, academic/extracurricular projects involving teamwork or leadership, special academic research or honors projects.

Do's

- Do design your descriptions to focus on your accomplishments, using action verbs to clearly indicate the skills you've used. [Scan the QR code for Sample Action Verb list.](#)
- Do keep your resume brief enough to fit on one page (or two pages if your experience is extensive).
- Do print your resume on good quality bond paper, either white or conservative tones. If printed on plain computer paper, copy onto good quality bond paper.
- Do accompany your resume with a cover letter in most cases.
- Do have others look over your resume for content and grammar. Career Counselors are available at the career center to critique your resume.

Don'ts

- Don't make your margins and font size too small: margins no smaller than one inch and font size no smaller than 10 point.
- Don't include personal pronouns (e.g. I, me, we).
- Don't include personal information, physical characteristics, or photographs on your resume. However, individuals from other countries may include these on their resumes.
- Don't include the last line: "References available upon request".

RESUME FORMATS

There is no single way to format your resume. The format you choose should present your strengths clearly.

Chronological Format

This format is most familiar to employers and most commonly used by students. This style of resume presents your experience and education in reverse chronological sequence, starting with the most recent. Date, job title, organization's name, location and a description of your activities are listed as part of the experience section. This format is simple, straightforward, and especially useful for anyone with a history of directly relevant experience.

Functional/Skills Format

This format focuses on areas of skill and can be effective in conveying your strengths to an employer, although many employers are not as familiar with this format as with the chronological or combination format. This style of resume draws attention to accomplishments and highlights your skills by function rather than your work experience and is more commonly used by people with very little formal work experience or are returning to the workplace after being away or otherwise involved.

Combination Format

This format is appropriate when you have relevant work experience for each of several skill areas and combines both the chronological and functional formats. This style allows you to group your experiences or key selling points together by functional areas (such as Research Experience and Teaching Experience), and then list those experiences in reverse chronological order within each section. It is also a familiar format to employers.

SAMPLE RESUMES, COVER & THANK YOU LETTERS

SCAN ME



RESOURCES

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The Office of Career Services offers a variety of services including resume critiques and mock interviews, to help you find a position that supports your career goals.

Visit Career Services for information on services provided and to book an appointment with a Career Counselor.

kean.edu/career-services



Career Services Resume Worksheet

After completing this worksheet, use the traditional resume format on Microsoft Word, and set up an appointment to have a member of the Career Services team help you polish your resume. Contact Career Services at career@kean.edu or (908) 737-0320

Contact Information: (Name, City & State, phone, email, & LinkedIn profile, QR code (if applicable))

Career or Professional Summary: (Provide a clear and concise statement of your immediate goal or objective. Example: "High performing Management Major with 4 years of hospitality management experience seeks Management trainee position at Sherwin Williams" or "Self-driven bilingual Biology major seeking an internship in physical therapy. Recognized for exceptional customer service, laboratory skills, and work ethic to ensure results are delivered.")

Education: (Include school information, expected graduation date, relevant coursework and GPA ONLY if above a 3.0. Add any honors or academic awards received. Add up to 5 relevant coursework)

Experience: (List your research, study abroad, field, work, volunteer and/or internship experience. Most recent first, with title, organization, location and date. Describe responsibilities by writing to your audience. How will your skills and experiences benefit them. Quantify the impact of your responsibilities. Think of the bullet point as being part action, part results. Example: "Redesigned the company website to increase accessibility which drove online sales by 85%." Or "Provided exceptional customer service by meeting all customer demands, with the support of more experienced professionals." Four bullet points maximum)

1. _____

2. _____

3. _____

Core Qualifications: (Commonly known as skills. Distinguish by skill area: Technical, Languages, Special Skills)

- **Technical:** (ex: R, C++, QuickBooks, MacOS, AutoCAD, etc.) _____
- **Language(s):** (ex: American Sign Language, Creole, Spanish, etc.) _____
- **Special/Research/Laboratory:** (ex: Microscope, SPSS, etc.) _____

Leadership/Community Experience: (Volunteer activities, student organizations, leadership roles, service, etc.)



COVER & THANK YOU LETTERS

A cover letter is a one-page document that you submit as part of your job application (alongside your CV or Resume). In some cases it is optional, but it's always important to have one ready. The purpose is to introduce you and briefly summarize your professional background. Here are some Do's and Don'ts to keep in mind when creating the cover letter:

Do's

- Your cover letter should be from 250 to 400 words long.
- Your cover letter should be tailored to the specific job you are applying for.
- Your cover letter gives you another chance to emphasize what you have to contribute to the company or organization.
- Avoid a generic form cover letter, they are easy to spot and can indicate a lack of interest.
- Use a standard size font (11 to 12 point)
- Use standard margins (1 to .65)
- Stay on 1 page (for non-academic position applications).
- Use the same header (with your name & contact information) as used on your resume.
- Include the recruiter or hiring manager's name when possible – it's a fast way to show you've done your research before applying for the position. If it's unclear, you can say "Dear Name & Hiring Committee" or just "Dear Hiring Committee".

Don'ts

- Write more than 1 page
- Write "My name is..."
- Address it with "To Whom It May Concern"

[FREE cover letter template for students and new grads \(joinhandshake.com\)](#)



How to Address the Letter:

Today's Date

Your Name & Contact Info (tip: use the same format as your resume)

Hiring Manager/Recruiter's Name
Title / Organization

Dear _____:

THANK YOU LETTER



The purpose of a thank you letter is to act like a "follow-up". It is an opportunity to keep the attention on you while you restate why you want the job. Be sure to remind the employer of your qualifications, how you might make great contributions, summarize a question you may have neglected to answer thoroughly. Overall, you want to help to remind the employer who you are and make yourself stand out amongst other candidates. Plan to send out your thank you letter as soon as possible (preferably within twenty-four hours) after your interview.

[Check out this video on "How to Send a Thank-You Letter after an Interview" \(indeed.com\)](#)





ELEVATOR PITCH

A personal elevator pitch is a quick summary of yourself. It's named for the amount of time it should take to deliver it, which is usually the duration of a short elevator ride (roughly 30 to 60 seconds or 75 words). Elevator pitches are sometimes thought to be specific to an idea or a product, but you can also use them to sell yourself as a professional.

The Four-Step Elevator Pitch

- 1 Start by introducing yourself**

“Hi, my name is Sara.
It’s so nice to meet you!”
- 2 Provide a summary of what you do**

“I’m a PR manager, specializing in overseeing successful initiative launches from beginning to end.”
- 3 Explain what you want**

“I find the work your PR team does to be innovating and refreshing — I’d love the opportunity to put my expertise to work for your company.”
- 4 Finish with a call to action**

“Would you mind if I set up a quick call next week for us to talk about any upcoming opportunities on your team?”

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Elevator Pitch Tip: Keep It Concise

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COMMON DIFFICULT INTERVIEW QUESTIONS WITH SAMPLE ANSWERS

To help answer interview questions, use the STAR interview method. The STAR interview method is a technique used to prepare for behavioral & situational interview questions. STAR stands for: situation, task, action and result. STAR will help you prepare clear and concise responses using real-life examples.

[CLICK HERE](#)



The steps to using this technique are as follows:

- **Situation:** Describe the scene of your experience and how it relates to the question.
- **Task:** Explain the role you occupied in this experience.
- **Action:** Recount what you accomplished to solve the problem.
- **Result:** Share the outcome of the experience with a clear story that relates to the question.

Let's look at a few common tough interview questions with examples of how you could answer them. When preparing for your interview, think about a few different scenarios of tough questions you may be asked depending on your industry.

1. What critical feedback do you most often receive?

This question is similar to "What are your greatest weaknesses?" Employers ask this question to see if you have a sense of self-awareness and that you're actively working on self-improvement. To answer this question, think of a genuine piece of criticism you've been given, or a weakness you're aware of. Provide a brief explanation of the critique and how you're working on improving it.

Example: "In the past, I've been told that I tend to talk over others in meetings. While I do get excited about the projects I'm working on and love collaborating with others, I deeply understand the value of active listening and using the diversity of ideas in the room. I've made it a point to listen actively by taking notes and make myself the last one to contribute while others are sharing."

2. Tell me about a time you overcame an obstacle.

Employers ask this question to understand how you deal with difficulties. You can use the STAR method when answering behavioral interview questions like this. Provide a brief summary of the situation, your role in the situation, the action you put into place to resolve the issue, and how the issue was resolved as a result.

Example: "I worked as a retail manager at a department store during prom season. A customer purchased a dress online and had it delivered to the store where it was accidentally purchased by another customer. Before calling the original buyer, I located the same dress at another location nearby. I ordered it to be pressed and delivered to her home the morning of prom with a gift card to thank her for her understanding. The customer immediately wrote us a five-star review on several review sites."

3. How do you handle stress?

Stress is a component in many jobs, employers want to know you'll handle it constructively with a good attitude to maintain good company culture. You can answer this question by explaining how you respond with an example to support it.

Example: "Communication is key for me in stressful situations, even if over-communicating is necessary to ensure everyone is on the same page. For example, I was working on a project with another team and we found there was duplicate work being done. By scheduling a weekly standup and keeping open lines of honest communication with our teams and managers, we pushed the project forward and ended up contributing to a significant company goal in a big way."



4. What's your biggest weakness?

Employers ask this to see if you have a sense of self-awareness and how you're working to improve.

Example: "One weakness I've been working on is my ability to provide constructive criticism. I understand how providing feedback on work or projects that could have been handled better is extremely valuable. To improve on this, I'm writing down my feedback before I approach my colleagues. This helps me to plan out my answer, give the best criticism possible and be less nervous."

5. Why do you want to work here?

Employers often ask this question to make sure you've put thought and research into your decision to seek employment at their company. This question might be particularly important if you're changing industries or job roles.

Example: "When I began looking for a new position, I purposefully sought out companies that are committed to integrity, philanthropy and innovation, and your company ranks at the top of the list. Your company has always been forward-focused and used technology to help improve the customer experience, and I'm looking for an opportunity where I can put my passion for great UX to work."

6. Why should we hire you?

Employers might ask this question to understand what differentiates you from other candidates they might be interviewing. To answer, explain how your experience, skills and attributes make you the best fit for the job. Carefully review the job description beforehand to understand what qualities they're looking for.

Example: "You should hire me for my passion and proven abilities in organization for office efficiency. In my previous role as an administrative assistant, I came up with a plan to reorganize the office supply closet by category. Because items were easier to find, we placed fewer orders and saved 30% on office supplies year-over-year. I'm excited to bring my skills to this role."

7. Tell me about yourself

Employers will likely ask this question early on in the interview process, or you might have to answer it in early-stage phone interviews or recruiter screens. To answer this question, you should provide a quick synopsis of your education, highlights of your professional experience and achievements and what brought you to the position you're applying for.

8. What's your greatest achievement?

Employers might ask this question to understand what you consider to be your most valuable accomplishments. To answer, think about a recent example that is ideally related to the job in some way. Briefly explain the achievement, your role in it and why it is valuable to you.

Example: "Last year, my team won an award for most innovative process improvement. My role was to organize the team to brainstorm ways we could speed up the production process. We tested three proven ways and implemented the one that worked best for us. The change in processes decreased time to production by 20%, allowing us to double our output."

9. Where do you see yourself in five years?

Explaining career goals can show you are a motivated professional who can contribute to the company. When developing a response, review the company to see if there are any positions you might earn in the next five years, then describe how you intend to achieve those goals.

Example: "In five years, I see myself in a middle-management position at this company, with a firm view on upper management. If possible, I'd like to move into a product manager role, then possibly into a directing position. I've been working on my leadership skills to succeed and grow, with this company being the ideal environment for me to do so."



What Is An Internship?

According to the National Association of Colleges & Employers (NACE):

"An internship is a form of experiential learning that integrates knowledge and theory learned in the classroom with practical application and skills development in a professional setting. Internships give students the opportunity to gain valuable applied experience and make connections in professional fields they are considering for career paths; and give employers the opportunity to guide and evaluate talent."

Here at Kean, we strongly encourage every student to gain career experience through a robust internship opportunity, as it will confirm your career path, enhance your resume and increase your employability after graduation.



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How To Find An Internship

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Kean Career Services

TIPS TO SECURE AN INTERNSHIP

WEBSITES

- Collegecentral.com/kean
- Internships.com
- Internmatch.com
- Medlabistro.com
- Indeed.com
- Experience.com
- Usajobs.gov
- Internabroadusa.com
- Handshake.com

RESOURCES

- Visit Career Services.
- Talk to your professors.
- Network with students in your field.
- Use the school's alumni network.
- Ask family and/or friends for any career opportunities.
- Page through an internship directory.

WHAT TO DO

- Update your resume
- Identify the internship you want
- Know the application deadline
- Apply for several internships
- Prepare for the interview

BEST WAYS TO REACH US:

- ✓ CAREER@KEAN.EDU
- ✓ 908 737 0320
- ✓ [@KEANCAREERSERV](https://twitter.com/KEANCAREERSERV)

CONTACT US TODAY!






LinkedIn Profile Checklist

PHOTO: It doesn't have to be fancy - use your cellphone camera in front of a plain background. Wear a nice shirt and don't forget to smile!

HEADLINE: Tell people what you're excited about now and the cool things you want to do in the future.

SUMMARY: Describe what motivates you, what you're skilled at, and what's next.

EXPERIENCE: List the jobs you held, even if they were part-time, along with what you accomplished at each. Even include photos and videos from your work.

ORGANIZATIONS: Have you joined any clubs at school or outside? Be sure to describe what you did with each organization.

The screenshot shows a LinkedIn profile for David Xiao. At the top, there is a search bar and the LinkedIn logo. The profile header includes a profile picture of David Xiao, his name, and his current title: "Econ Major and Aspiring Financial Analyst" in the "San Francisco Bay Area" for "Financial Services". It lists his previous employer as "Berkeley Ventures" and his education at the "University of California, Berkeley". There are buttons for "Improve your profile" and "Edit Profile", and a "153 connections" badge. Below the header is a "Background" section with a "Summary" subsection. The summary text reads: "I'm a senior at Berkeley, starting to look for roles in the financial industry. As an economics major, I'm fascinated by the invisible forces that shape our world. Why does one company succeed and another fail? Is it possible to predict which idea will be the next big thing? As such, I've taken lots of microeconomics coursework and have interned with a local venture capital firm. And now I'd like to put that experience to good use, analyzing tomorrow's up-and-coming companies." The "Experience" section lists a "Venture Capital Internship" at "BERKELEY VENTURES" from May 2013 to September 2013 (5 months) in Berkeley, CA. The description states: "Conducted research on 20 startup companies and presented my findings to the fund's board, leading to a new \$1.5 million investment." Below this is a presentation titled "INTRODUCTION TO VENTURE CAPITAL" by David Xiao, with a caption: "A presentation I gave to my classmates, based on what I learned at Berkeley Ventures." The "Organizations" section lists "Berkeley A Capella" as "Lead Singer" from March 2012 to Present, with a description: "Schedule and perform at events for one of Berkeley's oldest a cappella groups, including last year's Cal-Stanford game."

Continued >>

EDUCATION: Starting with college, list all the educational experiences you've had - including summer programs.

VOLUNTEER EXPERIENCE & CAUSES: Even if you weren't paid for a job, be sure to list it. Admissions officers and employers often see volunteer experience as just as valuable as paid work.

SKILLS & EXPERTISE: Add at least 5 key skills - and then your connections can endorse you for the things you're best at.

HONORS & AWARDS: If you earned a prize in or out of school, don't be shy. Let the world know about it!

COURSES: List the classes that show off the skills and interests you're most excited about.

PROJECTS: Whether you led a team assignment in school or built an app on your own, talk about what you did and how you did it.

RECOMMENDATIONS: Ask managers, professors, or classmates who've worked with you closely to write a recommendation. This gives extra credibility to your strengths and skills.

Education

University of California, Berkeley
Economics, B.A.
2010 – 2014 (expected)



Volunteer Experience & Causes

Big Buddy

Skyline High School
September 2012 – May 2013 (9 months) | Education

Mentored an Oakland high school student through the college application process, helping him get into his dream school.

Skills & Expertise

Most endorsed for...

12	Economics	
11	Start-ups	
10	Due Diligence	
10	Venture Capital	
10	Management	

Honors & Awards

The Achievement Award Program
UC Berkeley

Four-year scholarship awarded to community-minded students with a proven track record of academic success.

Courses

University of California, Berkeley

- Microeconomic Theory (Econ 101A)
- International Monetary Economics (182)
- Public Economics (230A)

Projects

Venture Capital Financing in India

May 2013

For our international Monetary Economics course, Paul and I decided to study the emerging venture capital industry in India. By looking at data from the World Bank, we were able to understand the challenges and opportunities facing this nascent sector. And we developed a series of recommendations for overcoming these challenges, which we delivered to our professor in a final term paper.

5 team members



David Xiao
Econ Major and Aspiring Financial Anal...



Paul Smith
Student at UC Berkeley

Recommendations

Received (2) ▾

Venture Capital Internship
Berkeley Ventures



Tim Lee
Partner

“David spent the summer with us at Berkeley Ventures and made an immediate impact. He showed us a brand new technique for firm analysis that he had just learned in school and came through with recommendations that opened our eyes to a unique set of opportunities.

We don't normally hire undergrads as interns but after working with David, we will again!

November 13, 2013, Tim managed

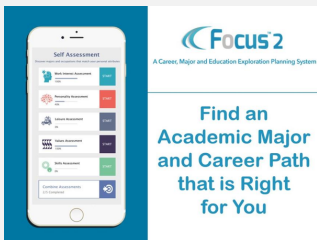


KEAN Career Services

CAREER RESOURCE GUIDE



Our [Career Services team](#) is here to equip students with the tools and skills needed for lifelong career development and success. In working closely with students and alumni, we help students...



[Explore career options and pathways.](#) Members of our Career Services team will assist students in exploring personal interests, values, skills and the vast array of career options.



[Develop career readiness skills for the 21st. century.](#) Our ultimate goal is to equip students with the tools and resources to be career ready. This includes helping with your resume building, preparing you for interviews and providing guidance to help secure ideal internship or employment opportunities.



[Provide high quality internships and rigorous professional employment opportunities.](#) we strongly encourage every student to gain career experience through a robust internship opportunity, as it will confirm your career path, enhance your resume and increase your employability after graduation.



[Career Services works in collaboration](#) with Kean faculty and staff members to help our students find meaningful career opportunities that support their educational goals. In short, faculty and Career Services partnerships ensure that students are reached effectively as the level of student engagement increases through periodic visits to the classroom.

Students are encouraged to regularly schedule career advising appointments each semester. To schedule a virtual or on-campus appointment, students should email their Career Advisor or visit the office during advisement drop in hours.

Any other questions, please email career@kean.edu or call (908) 737-0320



KEAN Career Services

CAREER RESOURCE GUIDE



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EXPLORATION



CAREER
PLANNING



CAREER
READINESS



CAREER
SUCCESS



CAREER

**MAKE AN APPOINTMENT WITH
CAREER SERVICES!**

Center for Academic Success (CAS 201)

M-Th 8:00am-6:00pm

Fri- 9:00am-5:00pm

Telephone: (908) 737-0320 | Email: career@kean.edu

kean.edu/career-services