

COLLEGE OF BUSINESS

# Career Success Guide

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Dear College of Business Student,

Congratulations on having the drive to create the career you want, the kind of drive that pushes you to start your career search right now. You want to work hard to earn your place in your field of choice, and we're here to help. We'll give you the tools you need to build yourself into the kind of profession-ready graduate the College of Business is known for.

This Career Guide is one of those tools. It's a workbook to help you create the results you're looking for as you compete for internships and jobs.

Working your way into the right career is a process that spans all of your years as a College of Business student. You'll start by doing self-assessments and career exploration and continue by building your personal brand. You'll learn how to craft a résumé and cover letter that showcase the strengths you've developed as a member of the College of Business family, work your way into internships, and then drive yourself into position to earn and negotiate job offers.

Use the Career Guide in conjunction with other tools the Career Success Center arranges and provides, including professional development workshops, company visits, industry sessions, and meetings with Career Success Center staff. Schedule an appointment with us now to start carving out your career path. Forging your career starts right away and we're looking forward to helping you build it.

**Brandi Fuhrman**  
Director

## **FRESHMAN YEAR**

### **Explore Your Path**

- Assess your interests and strengths
- Discuss possible majors with an advisor
- Consider career possibilities
- Join a student organization
- Draft a résumé
- Meet with a Career Success Center career advisor
- Look at internship possibilities online at Beaver Careers
- Go to career search workshops, career fairs, company information sessions

## **SOPHOMORE YEAR**

### **Begin the Journey**

- Update your résumé
- Meet with your career advisor
- Join another student organization
- Look for job shadow and volunteer opportunities
- Do a mock interview
- Conduct informational interviews
- Create a LinkedIn profile
- Go to more career search workshops, career fairs, company information sessions
- Network every chance you get

## **JUNIOR YEAR**

### **Earn a Summer Internship**

- Update your résumé
- Meet with your career adviser
- Go to more career search workshops, career fairs, company information sessions
- Update your LinkedIn profile
- Earn a leadership position in a student organization
- Do another mock interview
- Conduct informational interviews
- Apply for internships
- Continue networking like your career depends on it

## **SENIOR YEAR**

### **Earn a Job Offer**

- Update your résumé
- Meet with your career advisor
- Go to more career search workshops, career fairs, company information sessions
- Update your LinkedIn profile
- Continue in student organization leadership
- Do another mock interview
- Apply for full-time jobs
- Never stop networking

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01

Preparing

# Career Exploration

Selecting a major and/or a career path might seem like a daunting task. Use the following checklist to help **determine your interests, strengths and potential career paths.**

## SELF-ASSESSMENT

Meet with a career advisor to:

- Identify your interests, skills, values and personality characteristics
- Take career assessments and discuss results
- Evaluate major and career options
- Develop a personal brand to guide your career decision
- Construct a résumé highlighting skills, contributions and results

## MAJOR EXPLORATION

Consider academic options by gathering information about a variety of majors:

- Utilize resources to conduct research concerning business majors at **[business.oregonstate.edu](http://business.oregonstate.edu)**
- Gather information from upperclassmen and academic advisors to learn about various academic programs
- Identify majors that fit your personality traits, interests, values and abilities
- Meet with an academic advisor to develop a plan of study
- Attend various student organization meetings to help determine your interests

## CAREER EXPLORATION

Identify future options based on information regarding a variety of careers:

- Utilize resources to conduct research about various careers: CSC website, clubs, information sessions, business roundtables and company visits
- Network by conducting informational interviews with career professionals in your field of interest
- Meet with a CSC representative to develop a career plan

## GAIN RELEVANT EXPERIENCE

Explore potential careers and develop skills that are required to achieve success. Obtain relevant experience by “test driving” potential careers through:

- Internship/co-op/job opportunities
- Undergraduate and graduate research opportunities in your field of interest
- Involvement in campus, community or professional organizations
- Job shadowing a professional
- Volunteer opportunities
- Internships, co-ops and/or full-time jobs that match your interests. Expand your job search by considering:
  - Green jobs (environmentally friendly)
  - Smaller companies
  - Government jobs

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## Job Search Strategy

Before you start sending out résumés, use the following action plan to **prepare for your job search**.

### 1. KNOW YOURSELF

- Identify your interests, values and skills
- Be able to communicate your skills and accomplishments to employers

### 2. HAVE AN ACTION PLAN

- Make a list of companies that you are interested in
- Research companies and their opportunities
- Set goals and track deadlines

### 3. CREATE A PRESENCE

- Clearly articulate relevant skills in your résumé, cover letter and LinkedIn
- Focus on accomplishments rather than job descriptions
- Tailor your documents to each job or internship you apply for
- Create a thorough LinkedIn profile
- Check social media to ensure privacy settings portray you in the most professional way

### 4. GET PROFESSIONAL EXPERIENCE

- Work part-time, volunteer and get an internship
- Consider research, unpaid opportunities and job shadows
- Join student organizations in your field and be active

### 5. BE OPEN-MINDED

- Be open to all types of industries and jobs that will leverage your skill set
- Look for jobs in a variety of geographic locations
- Don't focus on a job title; instead, look at the skills required for a position

### 6. CONSIDER OTHER ORGANIZATIONS

- Non-profits
- Government
- Small and medium-sized companies

### 7. DEVELOP A NETWORK

- Conduct informational interviews
- Join professional associations and clubs
- Leverage social media to connect with professionals in your desired area
- Attend networking opportunities provided to you by the College of Business
- Network on LinkedIn

### 8. MAINTAIN PRESENCE

- Periodically reach out to companies, recruiters and professionals in your network
- Reach out to employers two weeks after submitting your résumé to see if they received it and to reiterate your interest
- Send a thank you note within one day of connecting with a contact or recruiter

### 9. ASK FOR HELP

- Ask your network for advice or leads
- Visit the CSC and talk to a career advisor
- Leverage your peers and professors about opportunities or advice

### 10. BE PATIENT AND POSITIVE

- Expect your job search to take six months or more
- Periodically focus your energy on other tasks and/or hobbies
- Try a different approach if your current one isn't working
- Reach out to the CSC for any help you may need

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# Informational Interviews

To find out what an industry, company or position is like, **talk with professionals in careers you are considering**. They can provide a sense of the real life experiences, challenges, opportunities and demands, as well as the drawbacks and limitations of the specific career, industry or company.

An informational interview is a highly focused information gathering session designed to help you choose or refine your career path by giving you the “insider” point of view. It also allows you to expand your network.

The informational interview allows you to:

- Gather valuable information from industry professionals on career planning and job search strategies.
- Discover the realities of a particular career field and what it is really like to work in a given industry.
- Evaluate whether the career is compatible with your skills, interests, lifestyle and goals.
- Receive specific suggestions on how and where to acquire the experience and knowledge required.
- Develop confidence in interviewing with professionals by discussing your interests and goals.
- Gain access to the hidden job market. More than 80% of quality jobs are secured through networking.
- Expand your network in the field of interest for future opportunities.
- Gain referrals to other professionals in the same field for additional networking.

## HOW DO I FIND THE CONTACTS FOR THE INFORMATIONAL INTERVIEW?

Usually you will talk with a person you don't know personally, but to whom you have been referred. Ask friends, family members, colleagues, faculty members and former employers for a referral for an informational interview. This may sound intimidating, but most people actually enjoy talking about their jobs and giving career advice. Also, leverage the Alumni Connections on LinkedIn to find Beaver Alumni in your areas of interest.

<b>THE BEST QUESTIONS TO ASK</b> <i>in an informational interview (pick and choose)</i>	
Questions about the interviewer	<ul style="list-style-type: none"><li><input type="checkbox"/> What do you do at the company?</li><li><input type="checkbox"/> Why did you decide to work here?</li><li><input type="checkbox"/> What do you like about working here; what are the challenges?</li></ul>
Questions about the company	<ul style="list-style-type: none"><li><input type="checkbox"/> What are the main goals of the company?</li><li><input type="checkbox"/> What is the company culture?</li><li><input type="checkbox"/> What type of people are successful here; what qualities do they have?</li><li><input type="checkbox"/> What is the ethical policy/standard of the company?</li></ul>
Questions about how to get the job	<ul style="list-style-type: none"><li><input type="checkbox"/> I saw X job on the company website. Is this something I'd be a good fit for?</li><li><input type="checkbox"/> Which is the best way to find out about opportunities?</li><li><input type="checkbox"/> Which is the best way to express interest in them?</li><li><input type="checkbox"/> What is the best way to keep in touch with you?</li></ul>
Your custom questions based on your research	<ul style="list-style-type: none"><li><input type="checkbox"/> Incorporate the research you have done on the company.</li><li><input type="checkbox"/> Incorporate what you know about the interviewer. Any common connections?</li><li><input type="checkbox"/> Ask questions that lead the conversation in a direction where you can demonstrate your strengths.</li></ul>

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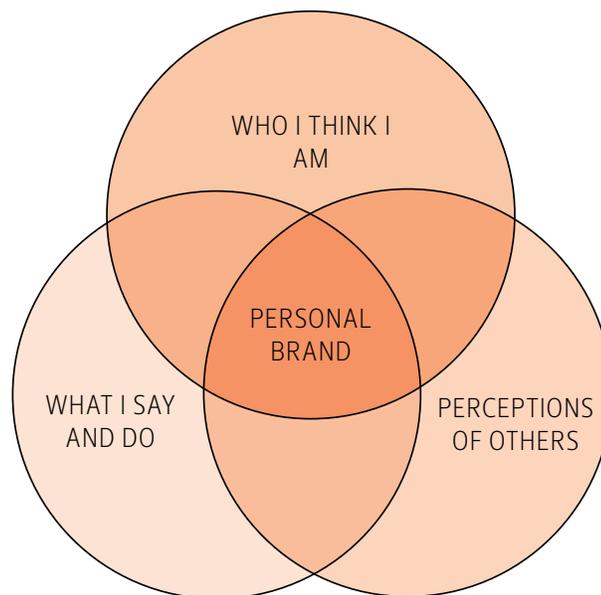
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## Personal Brand

When establishing your personal brand, three important questions to ask yourself are:

- *What makes me great?*
- *What makes me unique?*
- *What makes me compelling?*

If you can answer these three questions by looking at your online brand, you know you have started to build a solid foundation. The key to an outstanding personal brand is making sure who you think you are, what you do and say, and how others perceive you match.



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## STRATEGIES FOR DEVELOPING A PERSONAL BRAND:

- 1. Put your best foot forward.** Whether it is dressing professionally or researching a company thoroughly before meeting with them, putting the time in to make a great impression will pay off in the end.
- 2. Define your own reputation.** Little things like always dressing appropriately and showing up on time are noticed and appreciated. Determine what you want to be remembered for, and make it happen—this may set you apart from others.
- 3. Google yourself.** Make sure your online presence is appropriate by searching your own name. Delete anything that would make you uncomfortable discussing in an interview.
- 4. Use professional correspondence.** Emails should include a concise and clear subject line, relevant content and be from an appropriate email address. Voicemails should have a professional tone.
- 5. Keep your LinkedIn profile detailed and up to date.** Recruiters use LinkedIn to find possible candidates for new jobs. Key terms relevant to your industry will allow companies to find your profile more easily.
- 6. Expand your LinkedIn network.** Connecting to 10 new people each week on LinkedIn will expand your contacts to 500+ within a year.
- 7. Check social media privacy settings.** Ensure only what you want to be shared is viewable. Social media sites will sometimes change settings without gaining your approval.
- 8. Be positive.** Whether online or in person, make sure what you say and how you interact with others is positive. No one wants to hire a rude or negative person. When posting to social media sites, make sure you are positive and uplifting, as posts can be shared and re-tweeted beyond your intended audience.
- 9. Be consistent.** Use the same name online as you would when applying for a job. This consistency will allow your personal brand base to be more easily accessed.
- 10. Be honest.** Never lie about your accomplishments or accolades. You will lose credibility if employers find out you provided false information or misrepresented yourself.

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## Career Options for International Students

Oregon State University furthers the **internationalization of the university and the community** by providing services to approximately 4,000 international students and their families from more than 95 countries. International students interested in careers in the U.S. should consider the following:

### **LONG-TERM EMPLOYMENT/ WORK AUTHORIZATION**

If interested in remaining in the U.S. and working for a company in a long-term capacity, you must obtain an H-1B Visa. It must be sponsored by the hiring company (not all companies are open to sponsoring international students). OSU does not have authority to issue H-1B visas for students to work at other companies.

### **PRACTICAL TRAINING**

Students who are eligible for “Practical Training” are allowed to work in the U.S. for 12 months if F-1 students or 18 months if J-1 students, after completing their studies in the U.S.

### **CV VS. RESUME**

Many international students may have a CV that has worked well in their home country, but in the U.S., a résumé is the traditional document used by job seekers. A resume does not include a photo or any personal information (date of birth, gender, etc.) While a résumé provides your name and contact information, the primary focus is to highlight your education, work experience, and skills. U.S. résumés tend to be one page long and are very focused on presenting relevant and timely information. When listing overseas experience, it may be helpful to offer a very brief explanation about companies or educational experiences that are unfamiliar to U.S. employers.

### **STRONG COMMUNICATION SKILLS**

- Understand English when spoken to you and effectively express your thoughts in both verbal/written English
- Provide a well-prepared résumé that includes desirable skills and relevant employment experiences
- Clearly convey your interests and ability to do the job in an interview

### **U.S. JOB SEARCH SKILLS**

Networking, conducting small talk, delivering an elevator pitch, conducting informational interviews, writing cover letters, interviewing. Merit alone isn't enough.

### **INTERVIEWING IN THE U.S.**

You are expected to be comfortable talking about your accomplishments, to demonstrate familiarity with the company and the job description, and to confidently persuade the employer that you are the best person for the position. The U.S. style self-presentation may seem brash or boastful, but it will be necessary to adapt to the U.S. norm in order to compete successfully for positions.

Body language is an important form of communication. Practice your firm, professional handshake and eye contact in order to greet your prospective employer with confidence. This form of communication gets easier with practice.

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## ROLE OF EMPLOYERS

It is the employer's responsibility to find the right people for his or her company – not to help you find a job. The interview is successful when both of you see a match between the employer's needs and your interest and ability to do the job. The employer (through hiring managers, human resources staff or employment agencies) will most likely use several resources to find workers, including:

- College Recruiting
- Campus or community job fairs
- Posting jobs on the company website or on national job posting sites on the internet
- Posting jobs in major newspapers or trade publications
- Posting jobs with professional associations
- Resume searches on national online services
- Employee referrals
- Regional and national conferences
- Employment agencies

Develop a plan to make sure your credentials are widely circulated and you are accessible to employers.

Network extensively to build connections to become an “inside” candidate. Identify companies that hire international students and target these companies.

## ADVANTAGES FOR INTERNATIONAL STUDENTS

- Cross-cultural communication skills
- Global business knowledge
- Multiple language fluencies

## WORKSHOP TOPICS FOR INTERNATIONAL STUDENTS

- Navigating the Career Fair for International Students
- Resume Writing and Job Search Correspondence for International Students
- Internship & Summer Employment Opportunities for International Students
- American Style Interviewing
- Employment Options on F-1 Status

## LONG DISTANCE JOB SEARCH

For an effective long distance job search, you can use many of the same resources and approaches used in a local job search. Use these suggestions to maximize your chances of a successful long distance job search:

- Create an overall strategy for relocation. Set a time frame for phases of the job search
- Increase your chances of success by planning ahead. If you will visit the area before you move, try to arrange networking meetings with potential employers and job contacts
- Begin networking and making connections before you move
- Research the job market. Read the daily newspaper online to learn about job openings, local employers, and employment trends
- Do research on organizations coming to the career fairs. Many of them offer employment throughout the country
- Seek out virtual job fairs. They let long distance applicants submit applications directly to employers

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02

Applying

# Résumé Tips

**01. Use a power statement**

Power statement = action verb + short description of a task + results quantified in percentages, numbers and concrete achievements

**02. Use action words to highlight skills**

**03. Be specific**

**04. Tailor your résumé for each position**

**05. Highlight accomplishments instead of duties**

**06. Avoid these words**

Me, Chance, Develop, Hard, First Time, Learning, Myself

**07. Remove all skills on your résumé that are not transferrable or will not be used in the job for which you are applying**

**08. Include these sections**

Education  
Work experience

**09. Determine which other sections to include**

Objective; Summary; Community Involvement; Accomplishments; Awards; Activities

**10. Avoid using more than one font**

**11. Fold your résumé into four sections to see if your text is evenly spaced and can be easily skimmed**

**12. Ask someone to review your résumé**

**13. Include discipline-specific information**

*Accounting:* Include GPA  
*BIS:* Demonstrate experience with computers and software  
*Marketing:* Use a small, personally designed logo

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## Résumé Action Words

Use this list of verbs to **describe your skills** to an employer when creating your résumé, cover letter and application materials.

### COMMUNICATION/PEOPLE SKILLS

Addressed Contracted Edited Interviewed Observed Reinforced  
Advertised Conveyed Elicited Involved Obtained Reported  
Arbitrated Convinced Enlisted Joined Outlined Resolved  
Arranged Corresponded Explained Participated Responded  
Articulated Created Expressed Led Persuaded Sold  
Authored Debated Formulated Lectured Presented Solicited  
Clarified Defined Furnished Listened Promoted  
Collaborated Developed Helped Proposed Spoke  
Communicated Directed Identified Marketed Publicized Suggested  
Composed Discussed Incorporated Mediated Read Summarized  
Condensed Dispatched Influenced Moderated Reasoned Synthesized  
Conferred Distinguished Interacted Motivated Reconciled Translated

### CREATIVE SKILLS

Abstracted Customized Established Initiated Modified Revitalized  
Acted Designed Explored Innovated Originated Shaped  
Adapted Developed Fashioned Instituted Painted Shared  
Began Devised Formulated Integrated Perceived Set  
Combined Directed Founded Introduced Performed Solidified  
Composed Generated Invented Photographed Solved  
Conceptualized Displayed Illustrated Launched Planned Synthesized  
Condensed Drew Imagined Memorized Published Visualized  
Created Entertained Imported Modeled Revised Wrote

### MANAGEMENT/LEADERSHIP SKILLS

Accentuated Controlled Established Increased Oversaw Restructured  
Administered Converted Evaluated Initiated Performed Reviewed  
Advanced Coordinated Executed Inspected Planned Salvaged  
Analyzed Cut Expanded Instituted Presided Saved  
Appointed Decided Fine-Tuned Led Prioritized Scheduled  
Approved Delegated Generated Managed Produced Secured  
Assigned Developed Handled Merged Quadrupled Selected  
Attained Directed Headed Moderated Recommended Streamlined  
Chaired Doubled Hired Motivated Recovered Strengthened  
Considered Eliminated Hosted Navigated Recruited Supervised

### RESEARCH SKILLS

Analyzed Critiqued Examined Observed Scanned  
Branded Decided Experimented Inspected Organized Studied  
Catalogued Detected Explored Interpreted Perceived Solved  
Clarified Determined Extracted Interviewed Published Summarized  
Collected Diagnosed Extrapolated Invented Recognized Surveyed  
Compiled Differentiated Formulated Investigated Synthesized  
Compared Documented Gathered Linked Researched Systematized

### FINANCIAL SKILLS

Administered Audited Corrected Forecasted Measured Reconciled  
Adjusted Balanced Decreased Increased Netted Reduced  
Allocated Budgeted Detailed Planned Researched  
Appraised Computed Developed Programmed Solved  
Calculated Determined Maintained Prepared Retrieved

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## HELPING SKILLS

Adapted Attended Developed Familiarized Mentored Represented  
Adjusted Cared Furthered Motivated Resolved  
Advised Clarified Diagnosed Guided Perceived Safeguarded  
Advocated Coached Directed Helped Prevented Serviced  
Aided Collaborated Educated Integrated Provided Simplified  
Answered Contributed Encouraged Insured Referred Spoke  
Arranged Cooperated Ensured Intervened Rehabilitated Supplied  
Assessed Counseled Expedited Led Related Supported  
Assisted Demonstrated Facilitated Listened Rendered

## ORGANIZATIONAL/DETAIL SKILLS

Accomplished Compared Executed Logged Provided Routed  
Achieved Compiled Facilitated Maintained Purchased Scheduled  
Approved Completed Filed Recorded Screened  
Arranged Configured Followed Monitored Registered Standardized  
Catalogued Corrected Obtained Reserved Submitted  
Charted Corresponded Generated Operated Responded Supplied  
Classified Dispatched Implemented Ordered Retained Systematized  
Coded Distributed Incorporated Organized Retrieved Tabulated

## TEACHING SKILLS

Adapted Communicated Empowered Focused Instructed Simulated  
Adopted Conducted Enabled Guided Invented Stimulated  
Advised Coordinated Encouraged Individualized Motivated Taught  
Benchmarked Counseled Enlightened Influenced Persuaded Tested  
Briefed Critiqued Evaluated Informed Schooled Trained  
Clarified Decided Explained Initiated Shaped Transmitted  
Coached Developed Facilitated Instilled Shared Tutored

## TECHNICAL SKILLS

Adapted Computed Determined Maintained Rectified Restored  
Applied Conserved Developed Operated Re-designed Solved  
Assembled Constructed Engineered Overhauled Re-engineered  
Specialized  
Automated Converted Fabricated Printed Regulated Standardized  
Built Debugged Fortified Programmed Remodeled Studied  
Calculated Designed Installed Rebuilt Repaired Upgraded

## MANUAL SKILLS

Assembled Built Drove Moved Pulled Skilled  
Bound Controlled Fed Operated Tended  
Bent Drilled Handled Performed Retooled Worked

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## Action Words by Major

Below is a list of **key words** based on major (transferrable and industry-specific)

### ACCOUNTING WORDS

#### Transferrable

Coordinate, Evaluate, Identify, Present, Analyze, Monitor, Prepare, Develop, Implement, Perform, Conduct, Collaborate, Improve, Establish, Review, Consult, Research

#### Industry-Specific

Advanced excel skills, Problem-solving, Internal data, external Data, Confidentiality, ERP system experience, Analytical skills, Financial statements, Accounting processes, Deadlines, Client relationships, Tax provision software (Corp Tax, OneSource), Tax research, Budget reports, financial inquiries

### APPAREL DESIGN

#### Transferrable

Build, Design, Develop, Coordinate, Create, Organize, Analyze, Launch, Maintain, Construct, Resolve, Research, Deliver, Schedule, Lead, Innovate, Review, Grade

#### Industry-Specific

Design concept, Construction details, Material cost, Prototypes, Color management, Product development, Textile, Quantitative skills, Adobe Illustrator, Apparel development, Fit standards, Commercialization timeline, Patternmaking, Garment construction, Quality control, Quality assurance

### BIS

#### Transferrable

Conduct, Support, Develop, Execute, Compile, Troubleshoot, Research, Document, Assist, Clarify, Adhere, Coordinate, Analyze, Monitor, Perform, Plan, Create, Extracting, Manipulating

#### Industry-Specific

Customer relationship management (CRM), Enterprise Resource Planning (ERP), Analytical skills, Data relationships, Electronic Data Interchange (EDI), XML (Extensible Mark-up Language), Structured Query Language (SQL), Software development, C#, C++, Javascript, Coding, Data modeling, Data gathering

### ENTREPRENEURSHIP

#### Transferrable

Expand, Sell, Track, Monitor, Guide, Assist, Strategize, Forecast, Regulate, Collaborate, Create, Maintain, Report, Plan, Organize, Drive, Identify, Communicate, Propose, Supporting, Develop, Negotiate

#### Industry-Specific

Sales performance, Increase revenues, Team development, Project support, Identify solutions, Client relationships, Client satisfaction, Results, Business development, Sales development, Increase sales

### FINANCE

#### Transferrable

Perform, Strategize, Develop, Analyze, Model, Initiate, Improve, Prepare, Forecast, Report, Plan, Solve, Review, Record, Test, Conduct, Identify, Recommend

#### Industry-Specific

Financial modeling, Financial impact, Financial reports, Financial process improvements, Structured Query Language (SQL), Microsoft Access, Data translation, Data mining, Revenue growth, Enterprise Resource Planning (ERP), Large volumes, Complex data

### GRAPHIC DESIGN

#### Transferrable

Create, Handle, Determine, Design, Produce, Detect, Present, Demonstrate, Market, Interact, Advertise, Brand, Strategize, Edit

#### Industry-Specific

Adobe Creative Suite, Digital marketing publications, Graphics, Print production, Client relationship, Design trends, Principles of design, Web design, Quality control, Brand identity, Creative solution, HTML, CSS

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## INTERIOR DESIGN

### **Transferrable**

Consult, Plan, Specify, Provide, Design, Create, Communicate, Cooperate, Develop, Consult, Plan, Produce, Listen, Share, Innovate, Transform

### **Industry-Specific**

Space planning, Client relations, Design trends, AutoCad, Revit, Scope, Adobe Creative Suite, Materials research, Palette development, Materials application, Sustainability, Furniture specification

## MANAGEMENT

### **Transferrable**

Present, Improve, Create, Coordinate, Plan, Evaluate, Execute, Negotiate, Schedule, Solve, Implement, Execute, Develop, Manage, Lead, Organize, Monitor, Implement, Process, Recommend

### **Industry-Specific**

Innovative solution, Supply chain modeling, Strategic planning, Project development, Project coordination, Report preparation, Strategic problem-solving, Scope, Event development, HTML, Analytical skills, Bottlenecks, Data monitoring, Project management

## MARKETING

### **Transferrable**

Assess, Serving, Create, Track, Optimize, Manage, Establish, Develop, Promote, Strategize, Plan, Maximize, Lead, Brand, Advertise, Analyze, Design, Market, Review

### **Industry-Specific**

Media advertising, Results analysis, Marketing reports, Marketing projects, Marketing objectives, Event strategy, Customer Relationship Management (CRM), Target market, Scope, Trend analysis, Performance analysis, Marketing campaign, Project management

## MERCHANDISING MANAGEMENT

### **Transferrable**

Organize, Design, Maintain, Display, Collaborate, Forecast, Market, Prepare, Present, Implement, Monitor, Build, Engage, Schedule, Direct

### **Industry-Specific**

Customer-centric, Merchandise strategy, Inventory management, Size profiling, Inventory analysis, Sales volume, Merchandising planning, Merchandising analysis, Maximize sales, Branding, Target market, Trend analysis

# 02

## Résumés: What Not to Do

To write and format a strong résumé, **consider the following sample** and corresponding notes of what to avoid.

Benny Beaver **1**

1800 Polk Avenue, Corvallis, OR 97331

2smart4u@gmail.com **2**

**3** TELEPHONE: (541)749-0000

**Objective** **4**

To use my skills and experience in a rewarding position with your company.

**6** **7** **Education** **5**

**OSU**, *B.S. in Marketing* **8**

**9** GPA 3.75

**10** **Corvallis High School**, Diploma 2009 – 2012

**Employment**

**Café Yumm**, Assistant 2008 – 2009

**11** I escorted customers to their tables and arranged their seating, presented menus, and answered questions about menu items. I have excellent customer service skills. **12**

**13** **Orgon State University**, Office Worker 2011 – Present **14**

**15** • Completed a variety of written projects and presented work status to supervisor.

- > Created office manuals
- > Typed minutes
- > Wrote pamphlets

• Maintained office scheduling and event calendars.

- > Entered events on calendar
- > Entered person who schedule event on calendar

**Leadership**

**16** I was vice president of sales club last year.

**Awards and Recognition** **17**

*Member, Sales Club*

*Member, Finance Club*

**Computer Skills**

**18** Microsoft Word

- 
1. Draw attention to your name by increasing its font size by at least 2 points more than the font size used throughout the rest of the résumé.
  2. Avoid creating a negative impression. Use your student email or a professional email with your first and last name.
  3. Labels like 'telephone' and 'email' are not needed.
  4. Generic objective statements do not communicate anything meaningful to the employer. Their purpose is to demonstrate a clear career goal and unique abilities that the applicant will bring to the position. If you choose to include an objective statement, ensure it is customized to the position you are applying for.
  5. Centering all résumé sections wastes valuable space and can make it difficult to discern headings from content.
  6. Spell out the name of your educational institution.
  7. Use the exact and unabbreviated degree title.
  8. Include the graduation year.
  9. Include GPA on a résumé as applicable. Generally, include it if it is 3.0 or higher. Accounting students are expected to include GPA.
  10. After your first year of college is completed, remove high school education and experience from the résumé.
  11. Write your résumé in third person point-of-view. This means there should be no personal pronouns (I, me, my, you, your) in the résumé.
  12. Descriptions of work performed should be bulleted and demonstrate results and contributions.
  13. Proofread your résumé for spelling mistakes.
  14. Place the most recent experience first in each section.
  15. While bullets are an excellent method of concisely representing experience, using a tiered system of bullets is confusing.
  16. Use the space on your résumé more effectively by restructuring sentences into simple facts:  
*Vice President, Sales Club 2014*
  17. Place correct information in each section. If the information doesn't fit the section title, rename the section. This section could be renamed "Professional Associations."
  18. It is expected that business majors will be able to use Microsoft Office programs. Only include software programs that show a higher level of computer mastery.

## Sample Résumé Outline

# 02

This is an optional section of your resume outline. Tell the employer the specific position in which you are interested.

**Objective**

Name  
Address  
Phone Number  
Email address  
LinkedIn address

**Education**  
College, City, State  
Degree, Major, honors, expected graduation date  
Only list your college education (No High School)  
List Colleges in reverse chronological order (most recent first), including study abroad

**Summary of Qualifications**  
Summarize your best selling point: relevant experience, skills, and personal qualities.  
Use specific examples of what you have done to showcase your skills.

**Experience**  
This is an important part of the résumé. Here you can list your previous employment history and other relevant experience, including internship, volunteer, organizational leadership. List in reverse chronological order. Think broadly – student involvement and major school projects are appropriate.

**Achievements**  
If you have any special achievements you would like to announce, you can use this section.  
Examples: Awards, scholarships, presentations, honors.

**Special Skills**  
If you have specific skills that relate to the position, you can create a special skills section. Skills can include fluency in another language and computer skills.

**References**  
You should leave this section out altogether. References are not required at this stage and stating the “references are available upon request” is assumed. If you are applying for a position that asks for references, provide them on a separate sheet, titled References.

**Additional Optional Sections**  
You can add additional sections of your résumé outline such as **Leadership**, **Volunteering**, **Community Involvement**, or **Honors**.

**Layout** – The layout you choose depends on what you want to emphasize on your résumé. Chronological layout focuses on employment history. Functional focuses on transferable skills.

**Font** – Choose a common font and medium range font-size between 10-12 pt. Decide how you want to highlight section headings. Some people use bold and a larger font size (14-18 pt.) to highlight their name on the résumé.

## Sample Résumé Highlighting Coursework

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**Matthew Smith**  
matthew.smith@yahoo.com (503) 555-5555  
2525 Crystal Court · Salem, Oregon 97304

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**EDUCATION**  
Oregon State University, Corvallis, Oregon  
Bachelor of Science Business Administration, Marketing  
Minor: Entrepreneurship

Expected: June 2016

**MARKETING PROJECTS**  
**Market Research Class Project**  
Spring 2014

- Formulated and compiled data for inclusion in a statistical analysis report.
- Performed relative analyses based on advertising models including radio, television, Internet, print, brochures, direct mail campaigns, catalogs, sales force efforts, annual reports.
- With the cooperation of sales representatives conducted independent research on two major retailers to determine the effectiveness of several marketing strategies.
- Integrated findings into comprehensive marketing research reports.

**Brand Management Class Project**  
Fall 2013

- Developed a proposal to create a brand identity for local non-profit
- Responsible for the creation and preparation of the copy of brochure for youth guidance camp
- Prepared branded slide show and video for marketing campaigns

**WORK EXPERIENCE**  
**Ivey Performance Marketing**, Public Relations Intern  
Summer 2014

- Responsible for the research on the Spain and American metal trade
- Prepared status report and presented in press release for several companies
- Responsible for meeting with clients of various industries and company cultures

**Ulla Beauty**, Campus Representative/Ambassador  
2012-2013

- Responsible for the representation of brand for new cosmetic products on campus
- Worked with the advertiser to increase sales of cosmetic products
- Updated database by feeding the reports of the activities
- Designed presentations and demonstrated the product on campaign promotions

**ACADEMIC HONORS & ACTIVITIES**

- Dean's List – Spring 2012, Fall 2013, Winter 2014
- Marketing Club, Member, 2012-Current
- American Marketing Association, Member, 2013 - Current

**COMPUTER SKILLS**  
Social Media: Facebook, Twitter, LinkedIn, Pinterest, Instagram, Google+, YouTube  
Software: Adobe, HTML, Microsoft Project

# Sample Functional Résumé

## ANNA MILLER

1418 Grant Street Corvallis, OR 97330 | (541) 737-6789 | amiller@ond.oregonstate.edu | www.linkedin.com/in/annamiller

### EDUCATION

Bachelors of Science in Finance, *Oregon State University*  
GPA: 3.78

Expected Graduation  
Fall 2015

### SUMMARY OF SKILLS

**Budget Development and Management** – Three years' experience streamlining and managing organizational budget of local fast food franchise.

**Financial Investments** – Participated in a student-led organization that actively manages a \$1.2 million equity portfolio on behalf of the Oregon State University Foundation.

**Leadership** – Served as an elected member of Weatherford Hall Council, governing activities and resolving concerns of 2,400 students.

### RELEVANT EXPERIENCE

**Café Yumm, Corvallis, Oregon**  
Assistant Manager

2012 – Present

- In cooperation with owner, manage organizational budget to serve a community of over 50,000 people.
- Participates in panel to interview new employees, and produces weekly personnel schedule.
- Train approximately two employees per month resulting in new hires achieving a high level of competency in new duties.

**Oregon State Investment Group**  
Domestic Fund Portfolio Manager

2013-Present

- Accountable for valuing and analyzing companies within domestic sector for possible investment opportunities.
- Work with team of students to manage more than \$1 million of investments.

**Delta Gamma Sorority**  
Finance Chair

2013 – 2014

- Collaborated with other club members to execute philanthropy project to help local schools.
- Responsible for managing fundraising budget and goals of \$5,000 per term for local organizations.

### AWARDS & RECOGNITION

Member, *Beta Gamma Sigma Honor Society*  
*Oregon State University Dean's List*  
Recipient, Outstanding Business Student of the Year

2013 - Present  
2011 – Present  
2013

### COMMUNITY/LEADERSHIP INVOLVEMENT

- *Relay for Life, 2010*-Present
- *Weatherford Hall Council, 2013* – Present
- *Boys & Girls Club, 2013* – 2014
- *American Red Cross, 2011* – 2012

# Sample Chronological Résumé

## JOSEPH HERNANDEZ

14188 Campus Way | Corvallis, OR 97330 | (541) 323-4567 | jhernandez@ond.oregonstate.edu

### OBJECTIVE

Educated business information systems professional with four years training and experience seeking position within the Information Technology field.

### EDUCATION

Oregon State University, Bachelors of Science in Business Information Systems  
GPA 3.67  
Expected 2015

### WORK EXPERIENCE

**Daniel, Information Systems Intern**  
June 2013 - December 2013

Portland, OR

- Provided front-line information technology support for a company of 20,000 employees in more than three geographic markets.
- Maintained exceptional standards of customer service, receiving recognition from clients and vendors for quickly resolving IT issues.
- Worked with a team to perform process analysis on data warehouse systems thereby decreasing customer wait time by 10%.

**Maxim Staffing, Administrative Assistant**  
January 2011 – September 2012

Portland, OR

- Maintained accurate digital records for an average of 400 calls per day, continually met or exceeded daily goals.
- Assisted with planning and carrying out events for a staff of 60 people.
- Regularly created documents, designed marketing materials, and produced web content using Microsoft Office Suite and Adobe Suite software.

**Server, Agua**  
July 2010 – January 2011

Corvallis, OR

- Recognized for polite, helpful, and courteous customer care.
- Utilized computer to check work schedule, complete time sheets, and monitor online customer evaluation forms.
- Ensured accuracy when operating cash register and assisting with inventory control and ordering.

### COMPUTER SKILLS

Process Analysis	Data Warehouse Systems	SOL
HTML	JAVA	TCPIP
Computer-based Auditing	Data Mining	E-Business Concepts

### ACTIVITIES

Volunteer, Elementary School Asthma Prevention Program, Corvallis  
Information Systems Tutor, Oregon State University, Corvallis  
2012 – 2013  
2011 – Present

# Sample Combination Résumé

# 02

(541) 123-4567  
 cvwilliams@gmail.com  
 www.linkedin.com/in/clintwilliams/  
 2200 South Garfield Street Corvallis, OR 97330

**CLINT R. WILLIAMS**

**PROFESSIONAL SUMMARY**

Goal-oriented, high-energy, supply chain management professional with five years experience solidifying business relationships and streamlining data processes in the public sector. Adapt at procurement, logistics and transportation, commodity management, and finance. Highly effective trainer and staff motivator, committed to collaboration, quality, productivity, and efficiency.

Sales & Operations Planning Business Development Planning & Logistics	Inventory Management Contract Administration Communications & Negotiations	Business Leadership CAPEX Management Process Improvement
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**EDUCATION**

**Oregon State University, Corvallis, OR**  
*Masters of Business Administration in Global Operations*      Expected July 2017  
 3.62 GPA

**Oregon State University, Corvallis, OR**  
*Bachelors of Science in Accounting*      July 2010  
 3.87 GPA

**RELEVANT EXPERIENCE**

**Horizon Restoration, Portland, OR**      August 2010 - Present  
*Operations Manager*

- Developed business strategy through a comprehensive analysis of financial and operational key performance indicators, while accounting for variance, and employed plan through inclusive team goal setting.
- Implemented a system of process improvement through collaborative performance evaluations and results-focused goal setting for seven project managers.
- Created and presented quarterly business unit analysis to communicate company performance trends and achievement of benchmarks.

**CBS Interactive, Portland, OR**      June 2010 – August 2010  
*Business & Finance Intern*

- Calculated liquidity, solvency and profitability ratios for Pacific Northwest division of the company.
- Worked with a team to identify, research, and document key variances for MIS projects.
- Identified and assisted in the correction of inconsistencies in process or accounting treatment resulting in a requisition of \$39,000 in funds for materials.
- Assessed with the preparation of monthly financial presentations decks, financial dashboards, metric analysis and rate volume analysis for the department.

**COMMUNITY INVOLVEMENT**

**Habitat for Humanity, Portland, OR**      2014

- Assisted with connecting agency to sponsors, thereby raising over \$400,000 in materials for new homes.
- Constructed three homes with CBS Interactive Habitat for Humanity Team.

**Mercy Corps Northwest, Corvallis, OR**      2008 – 2010

- Partnered with the Asian Pacific Network of Oregon to operate a food drive benefiting 25,000 clients.
- Served as a member of the Oregon Asset Building Corps to introduce sustainable change among low-income communities, recruit community volunteers, and establish sound fiscal policies.

# Sample Chronological Résumé

987 Southwest 2<sup>nd</sup> Street • Corvallis, OR 97333 • (541)123-4567 • jessicachen@gmail.com

**Jessica Chen**

Anticipated July 2016

**EDUCATION**

**Oregon State University**  
*Bachelor of Science Business Administration, Management*      Anticipated July 2016

*Bachelor of Science Business Administration, International Business*

**Aarnhus School of Business, University of Aarnhus**  
*Study Abroad*      Fall 2015

**WORK HISTORY**

**Best Buy, Sales Consultant**      January 2013 – August 2014  
 Salem, OR

- Ensured excellent customer service by offering technological solutions to individual and corporate customers and responding to client phone requests.
- Met or exceeded company quarterly sales quotas by 10 – 15%.
- Adhered to company policies as written in Employee Policy Guide.

**Safeway, Courtesy Clerk**      January 2012 – December 2012  
 Corvallis, OR

- Helped customers feel valued by quickly fulfilling client requests and thereby reducing wait times.
- Assisted approximately 150 customers per day with transporting purchases to their cars.
- Monitored shelves and restocked product when levels decreased below 50% capacity.

**LEADERSHIP EXPERIENCE**

**Student-Athlete, Oregon State University Women's Rowing**      2012 – Present

- Maintained high level academic performance and developed time management skills while training or competing six hours per day during the school year.
- Collaborated with team members from diverse backgrounds in order to compete in Pac-12 Rowing Championships.

**Student Coordinator, Oregon State University Earth Day of Service**      2012

- Planned an eight-hour service project in conjunction with Corvallis Parks and Recreation.
- Supervised over 100 volunteers removing invasive plant species at Dunawi Creek Boardwalk natural area.

**COMMUNITY & CAMPUS INVOLVEMENT**

- Member, Oregon State University Finance Club, 2014** – Present
- Member, Oregon State University Management Club, 2013** – Present
- Volunteer, Jackson Street Youth Center, 2012** – 2014
- Coach, Corvallis City Youth Baseball, 2011** – 2013

**LANGUAGE/COMPUTER SKILLS**

- Fluent in Mandarin
- Proficient in Adobe Creative Suite

**AWARDS/HONORS**

- Oregon State University Honor Roll, 2012-2014**
- Bernie Newcomb Scholarship, 2012-2014**

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# Cover Letter

The purpose of a cover letter is to **introduce yourself** and show how your background fits the particular position and/or employer you are applying to. It provides an opportunity to expand on points from your résumé that you feel are especially noteworthy or specific to the job description. This is also where you should explain anything odd (gaps in timeline, lower GPA, etc.).

Your Street Address  
City, State ZIP

Date

First and Last Name of Person  
Title  
Company  
Street Address  
City, State ZIP

Dear Mr./Ms. Last Name,

Opening paragraph. In the first paragraph, state the reason for the letter, the specific position you are applying for and indicate how you heard about the position if there is a relevant connection. It is also a good idea to mention any company reps or contacts who directed you to apply.

Second (and possibly third) paragraph. Use the next one to two paragraphs to explain why you are interested in the position and the company. Use specific examples to show how you are qualified for the position. If you have had relevant work experience, point out the specific achievements or unique qualifications from those roles. If you have experience in your academic classes, such as class projects, use those examples as well.

Closing paragraph. The last paragraph should include your desire to personally interview for the position. You should also refer the reader to your résumé which summarizes your experience and qualifications. Close your letter with a statement that will encourage the company to respond.

Sincerely,

Your Signature

Your Name  
Enclosure

## TIPS

1. **Customize.** Make sure each cover letter is tailored specifically to the position you are applying for.
2. **Be positive.** Tell the employer about the experiences you have that match the required qualifications for the job. Do not highlight qualifications you do not have.
3. **Be concise.** This is never to be longer than one page.
4. **Be honest.** Do not embellish your accomplishments, skills or qualifications.
5. **Format.** Make sure that the font style, size and color are uniform for presentation. They should match your résumé.
6. **Proofread.** The cover letter is often the first sample of your writing that an employer sees. Make sure that you proofread for spelling, grammatical and punctuation errors.

# 02

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## References

A reference sheet is used to share a list of **people who can elaborate on your experience and skills** to potential employers.

References are not part of your résumé. This is a separate document. People to consider having on this list can include:

- Past employers (bosses)
- Professors
- Advisors

### A FEW THINGS TO NOTE

- Use the same heading as in your résumé
- Keep the list to 3-4 individuals total
- The individuals should know enough about you to be able to speak to your character
- You should choose those who will positively reflect your skills and abilities
- Ask people permission to be a reference prior to adding them to your list
- Do not use friends or family members; use only professional references

Your Name  
Address  
Phone number  
Email  
LinkedIn Address

References:

Name  
Job Title  
Company  
Address  
Phone number  
Email address

Name  
Job Title  
Company  
Address  
Phone number  
Email address

Name  
Job Title  
Company  
Address  
Phone number  
Email address

# Portfolio Development

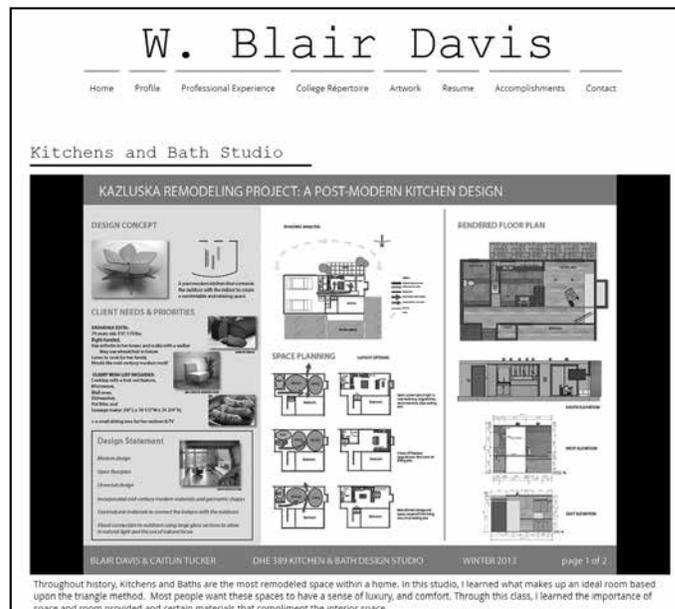
Portfolios are an essential job search tool for design majors. A portfolio is a **collection of documents** and other **work samples** organized in some form of case or binder. The purpose is to showcase your qualities and skills as a job candidate. Keep in mind that a professional portfolio should contain only your best work that is relevant to the position/field you are applying for.

## COMPILING A PORTFOLIO

Throughout your industry and academic experiences, you should compile significant work to include in your professional portfolio. Once you begin developing the portfolio, you can easily add additional work that appropriately represents and showcases your skills and qualifications.

## WEB PORTFOLIOS

Web portfolios are hosted online and are an interactive web page. The biggest benefit of a web portfolio is its accessibility. Employers can access the web portfolio at any time by visiting the web portfolio's web address. Consider purchasing a personalized domain name for your portfolio. It's a great, inexpensive investment in your professional development. Several online sites allow students to create and host attractive professional portfolios. Some suggested sites: **myportfolio.com**; **squarespace.com**; **weebly.com**; **sites.google.com**; **styleportfolios.com**, **coroflot.com**. Please consult with your Design Faculty for additional information on finding approved sites and structuring your portfolio.



# 02

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## HARD COPY PORTFOLIOS

Developing a hard copy portfolio involves creating a digital portfolio that is then printed and inserted into a hard copy case. You can use any computer program you are comfortable with to develop your portfolio pages. Powerpoint and Adobe InDesign/Photoshop are commonly used.

### Step 1: Planning

- ❑ Decide what program you will use to design/develop your portfolio pages.
- ❑ Decide on size of page layout and size of portfolio case. Common sizes are 8.5X11", 11X14" or 11X17". If you have a lot of large projects with small details, a larger case will be more appropriate. Choose a case that you are comfortable with carrying and presenting.

### Step 2: Selecting

- ❑ Select which portfolio artifacts you are going to include in your portfolio from the following three categories. Choose no more than 10 artifacts. Aim for quality rather than quantity; include only your best work.
  - **Academic:** Include your most successful course projects from your coursework.
  - **Professional:** Résumé, letters of recommendation, professional experience shown visually, performance evaluations.
  - **Self-directed:** Any reproduced work or work done on the side, awards/scholarships, leadership documentation, volunteer work, artwork.
- ❑ Once you've selected which portfolio artifacts you want to include, convert all work into digital format. For physical pieces, take photos of the work. For flat pieces, scan the work. For your significant experiences, capture with photographs.

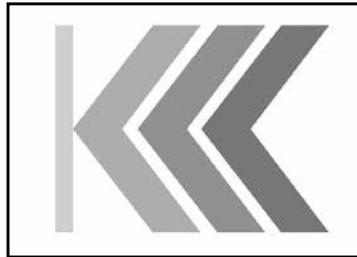
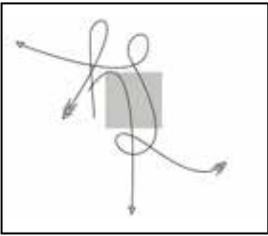
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**KNOW YOUR AUDIENCE:** The goal of your portfolio is to show you FIT within the organization you are targeting. If the company you are targeting is known to be innovative, trendy and fashion-forward, your portfolio style should also be. If the company is more traditional and formal, your portfolio style should reflect the same style.

### Step 3: Organizing

The next step is to develop your portfolio outline. Decide where each artifact is going to be included. Consider the following page order.

- ❑ **Intro page:** This page introduces you. It should consist of your name, title, major and brand mark. Table of contents: Lists key pages in your portfolio with page a number.
- ❑ **Design philosophy/purpose statement:** This can take many forms (design philosophy, professional statement, bio, about me, personal catch phrase, career objective, etc.).
- ❑ **Résumé:** It can be a PDF of your résumé or the same content in a new layout.
- ❑ **Divider pages:** Include divider pages that introduce each section of your portfolio.
  - Academic projects: Choose 3-5 key academic projects. Start with the most relevant ones.
  - Each project can take up a few pages. Remember these pages are going to be printed, so make sure you don't cram too much on one page.
  - Remember to show process. Create several pages for each project that shows how you progressed from beginning to end. Make sure the arrangement of your images and diagrams are organized on your page so there is a natural flow and it's easy to follow.
  - Some projects may be very tactile. You may want to reproduce these projects to include on your page, or consider bringing these physical projects to your meeting if the employer wants to see your actual work.
  - Remember to include reflection statements with each project that give necessary background for the reader. Add information about why the project was completed, challenges you overcame successfully, what you learned, and what skills you mastered. Add pertinent details about the project. Describe the inspiration behind the project.
- ❑ Professional artifacts
- ❑ Self-directed artifacts
- ❑ Closing page/thank you page



#### Step 4: Designing

Incorporate the basic principles and elements of design when creating your page layouts. Consider the rule of thirds (third blank space, third text, third visual).

Creating a brandmark: A brandmark is a visual presentation of you as your own brand. This can be a symbol, logo, icon or repetitive visual element that is presented throughout your portfolio. By branding yourself, you are creating a perception of who you are and the quality of work you can produce. Be sure your brandmark is visible on every page and each page represents a clear, consistent brand identity.

REMEMBER: Your portfolio design should be consistent with your brand package (which includes your résumé, cover letter, business card and web portfolio). The goal is to have a consistent brand identity in all your work.

#### Step 5: Printing

Time to print and put it all together! Once your portfolio is complete, be sure to practice handling it and presenting your pages (especially if you chose the larger portfolio case).

An additional step is to create a leave-behind portfolio for employers. For example an 8.5X11" reprint of your pages that are bound together can be left behind with employers. You can also save your work on a CD and leave it behind. More commonly, you can direct employers to your web portfolio.

Printing is available at OSU Student Multi-Media Services (they scan and print student portfolio pages free of charge), Corvallis Custom or FedEx. Portfolio cases can be purchased at [portfolios-and-art-cases.com](http://portfolios-and-art-cases.com) or from other online sources.





03

Interviewing

# 1.

**Research the employer** to prepare for your interview:

- a. Current news
- b. Employer initiatives
- c. Position you are applying for
- d. Company strengths, weaknesses, opportunities and threats (SWOT Analysis)

# 2.

**Prepare five or more stories** using the STAR method (see page 32).

# 3.

**Make a great impression.** Be on time, dress professionally, make eye contact, give a firm handshake, be positive, confident and listen to what the representatives have to say.

# 4.

**Always ask questions** about the employer and position. Make sure you are not asking about things easily found on their website. Again, do your research. Also avoid asking about salary and benefits.

# 5.

**Follow up with interviewer(s).** Send a thank you letter that restates your skills and interest in the company within 24 hours of the interview.

# 03

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## Types of Interviews

Successfully managing an interview is key to getting any job.

The interview provides employers with an **opportunity to get to know your personality** and to examine closely your verbal communication skills. What you say—and how you say it—is critical to an employer’s assessment of your “fit” with a company.

**Nonverbal behavior** during interviews is also a form of communication. An interview is a naturally anxiety producing situation. To do your best, make sure you prepare and practice. Following are several different types of interviews you may experience.

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## **TRADITIONAL INTERVIEW**

This type of interview includes broad-based questions to see if the candidate has the skills to perform the job and to determine whether or not they are a fit for the company. Be prepared to answer traditional interview questions in a straightforward manner:

- Why did you choose your major?
- Tell me about yourself (keep this to 2-3 minutes)
- What are your strengths and weaknesses?
- Why do you want to work here?

## **BEHAVIORAL INTERVIEW**

Behavioral interviews are based on the idea that past behavior is the best indicator of future performance. Many companies today use this type of interview. Questions for behavioral interviews usually start with “Tell me about a time when.” When answering and preparing for these interviews follow the STAR format on page 24.

## **CASE INTERVIEW**

Case interviews are typically used by consulting companies in various industries, as well as banking and financial firms. This specific type of interview is leveraged to test the candidate’s analytical, communication, problem-solving and adaptability skill sets. Types of case interviews include: written cases, business cases and brain teasers.

## **PHONE INTERVIEW**

A phone interview is usually the first interview many companies use as a screening process for candidates.

Here are a few tips:

- Use a landline when possible. If you use a cell phone, make sure you are in a quiet area with good reception.
- Provide detailed and specific answers just as you would in person.
- Be prepared.

## **VIDEO INTERVIEW**

If you are interviewing with a company and are unable to travel to the site, a video interview may be arranged.

- Dress professionally, as you would for an on-site interview.
- Practice by recording yourself or utilize the CSC resources.
- Choose a quiet area to interview where you will not be disrupted.
- Give yourself plenty of time to set up equipment so that you are ready to go at interview time.
- When speaking, focus your eyes on the video camera, not on your screen, so that you appear to make eye contact with the interviewer.
- Tape a post-it note or small piece of paper with a few of your notes about the employer and relevant highlights about yourself next to the computer camera. This will help you stay on topic and look directly into the camera.

## **INFORMATIONAL INTERVIEW**

Read about informational interviews on page 7.

# 03

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## STAR Method

### Behavioral Interview Example:

“Describe a time when you had to solve a problem.”

#### SITUATION

Describe the setting in which your example takes place. What was the situation? What were you doing? Who were you working with? What were you working on?

**Answer:** “During my role as an intern at Company X, I was responsible for managing all of the details of events and supervised a group of five for hosting events.”

#### TASK

Explain the “problem” and what you needed to address. What was the goal you were striving for? Or the problem you were trying to solve?

**Answer:** “After reviewing past reports, I found that event attendance had dropped by 20% over the past few years. I wanted to make sure that we brought attendance back up.”

#### ACTION

Talk through the specific steps that you took in order to address the task at hand. Demonstrate and mention skills that you utilized. What did you do to resolve the problem or reach your goal?

**Answer:** “First, I collected feedback from past attendees and vendors by sending out a survey. I used this to design a new approach that would be more effective in promoting our event.”

#### RESULT

Explain how your actions contributed to the overall result. How did the story end? What did you learn from this experience? Include concrete, quantifiable data to provide specific details in your response.

**Answer:** “The company was able to use the new plan to host a new event. By utilizing my strategies, we raised attendance by 30% in the first year. I learned that it is important to continually adapt strategies to increase participation.”

---

# Common Interview Questions

## LEADERSHIP

- Give me an example of a time when you successfully motivated other people under challenging circumstances.
- Describe a situation where you used persuasion to successfully convince someone to see things your way.
- Give me a specific example of something you did that helped build enthusiasm in others.

## COMMITMENT TO TASK

- Tell me about a time when you failed to achieve the stated objective/goal in a work or educational situation.
- Tell me about a time when you completed a project with minimal direction.
- Give me an example of an important goal you had to set and tell me about your progress in reaching that goal.
- Tell me about a time when you had to go above and beyond the call of duty in order to get a job done.

## PROBLEM SOLVING

- Tell me about a time when you made a decision and it ended up being a disaster.
- Give an example of a time when you had to be relatively quick in coming to a decision.
- Give me an example of a time when you used your fact-finding skills to solve a problem.
- Give me a specific example of a time when you used good judgment and logic in solving a problem.

## COMMUNICATION SKILLS

- Tell us about the last presentation you conducted.
- Tell us about a time when you facilitated a discussion that got off track—how did you handle it?
- Tell me about a time when you had to use your presentation skills to influence someone's opinion.
- Describe a time when you had to use your written communication skills to get an important point across.

## EDUCATION/GOALS

- What has been your role within each of the extracurricular activities that you participated?
- How do you think you will use/apply your degree in your new job?
- What accomplishments are you most proud of?
- We have a very competitive candidate pool for our company. Sell me on why you should be selected.
- How or why did you choose your major?
- Is your GPA a good reflection of your performance in school?
- What type of position are you interested in?
- What types of campus activities have you participated in?

## TEAMWORK/GROUP PROJECTS

- Tell me of a time when you disagreed with a team member or manager.
- Tell me about a time when you realized in the middle of a project that things were not going as planned—what did you do?
- Tell me about a situation where you knew your boss (or another team member) was wrong, you were right, and how you dealt with the situation.
- Tell of a time when you worked with a colleague who was not completing his/her share of the work.
- Tell me about a time when you had a disagreement with a team member or coworker.

## STRENGTHS AND WEAKNESSES

- Tell me about a time when you showed poor judgment. How did you resolve this situation?
- Tell me a story of a time you disappointed a manager or team member. What lesson did you learn from the experience?
- Give an example of how you have been able to motivate yourself to action when you just didn't feel like doing a particular task.

# 03

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## Follow-Up

Follow up after an interview by **sending a thank you letter** to those you interviewed within 24 hours. You can send a letter through the mail or by email. Email is the best way to ensure it is received in a timely manner. Sending a thank you letter through the mail is more formal and appropriate.

Applicant's Current Address  
City, State, ZIP Code

Date of Writing

Ms. Jane Doe  
Title  
Organization  
Street Address  
City, State, ZIP Code

Dear Ms. Doe:

1st Paragraph: Express appreciation for opportunity; mention location and date of interview or meeting; make a positive statement about your interest in the organization.

2nd Paragraph: Emphasize a specific point which will make you stand out in the employer's memory; supply any additional information which was omitted from the interview.

3rd Paragraph: Close with additional appreciation; make a positive statement about your qualifications for the position.

Sincerely,

(your name signed)  
Type your name

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# Negotiating

Congratulations! Your hard work has paid off and now you have a job offer. Here are a few tips to **consider when negotiating the offer**.

## READ IT

The first step to approaching a job offer is to carefully read all of the material sent. This includes the email, the formal offer (typically a PDF attached to the email), any other attachments and all relevant links. Make sure you clearly understand:

- Salary (or hourly wage)
- Location
- Start date and end date (in the case of internships)
- Expenses covered
- Benefits (probably not included in an internship offer)
- Contacts
- Date to accept offer by

## WRITE BACK

The next step is to send an email to your contact, thanking them for extending the offer. Confirm that you will have a response for them before the date indicated on the offer. At this point, if there are any unclear points on the offer, don't be afraid to ask questions in your response.

## SALARY NEGOTIATING

Begin the negotiation process by asking if the job offer is negotiable. If you have a previously established line of communication with your contact over the phone, give her/him a call to ask how much flexibility the company has to discuss salary. Once you have determined that it can be adjusted through negotiations, do your homework. Have a good, sound reason for negotiating. Below are some of the resources that will help you establish an appropriate salary range.

- NACE Salary Survey: The National Association of Colleges and Employers ([naceweb.org](http://naceweb.org)) produces quarterly surveys of entry-level salary. You can use the NACE Salary Calculator to establish a salary range based on occupation, education and location.
- Bureau of Labor Statistics ([bls.gov/bls/blswage.htm](http://bls.gov/bls/blswage.htm)): The BLS produces salary data on a state, regional, and national level. [careeronestop.org/toolkit/wages/find-salary.aspx](http://careeronestop.org/toolkit/wages/find-salary.aspx) is a tool for retrieving the BLS salary information. This is the best place to review salaries by state and county.

## ACCEPT OR DECLINE THE OFFER

By now you have thoroughly reviewed the offer and considered whether you fit within the company and the position. Regardless of whether you are accepting or declining the offer, be sure to do so both verbally and in writing.

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04

Business Etiquette

Employers rate candidate skills - in order of importance:

**Ability to communicate**

**Ability to work in a team structure**

**Ability to make decisions and solve problems**

Ability to plan, organize and prioritize

Ability to obtain and process information

Ability to analyze quantitative data

Technical knowledge

Computer proficiency

Ability to create and/or edit written reports

Ability to influence others

Source: Job Outlook 2013, National Association of Colleges and Employers

# 04

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## Professional Communication

Whether you are in an interview, responding to an email or talking on the phone, it is important to **keep all communication**—both verbal and non-verbal—**professional**. The relaxed tone and correspondence used with friends is not the same as professional communication at work or with business professionals. Here are some tips to make sure your communication meets the professional standard:

### EMAILING

1. **Include a clear and brief subject line.** You don't want to make the other person guess what your message is about. The subject line is often the deciding factor whether email gets read or discarded. Make sure your subject line is clear, concise and direct.
2. **Always re-read before sending.** Make sure you proofread your emails before sending them, eliminating any errors that your message may contain and checking the tone of the email. You want to give a good impression while clearly communicating the intent of the message.
3. **Use a professional email address.** If you want to be taken seriously, use an email address appropriate for the job or position. What may seem like a funny address to you and your friends is likely inappropriate for the workplace and will be looked down upon by potential employers.
4. **Mind your manners.** Remember the rules you were taught when you were younger, such as saying please and thank you. Using these words in your emails will make you sound more professional and respectful. Address everyone using the proper title, such as Mr., Ms. or Dr. A title is a sign of respect and should be used until you are otherwise instructed.
5. **Respond in a timely manner.** Responding within 24 hours is considered proper etiquette, even if you just reply to acknowledge the email and will get back to them later. This shows you have read the email and are being proactive.
6. **Avoid using exclamation points.** When writing a professional email, do not overuse exclamation marks and bolded words. Write your email as if you were writing a formal letter to someone and use exclamatory language and symbols sparingly. Emoticons or smiley faces are never acceptable in professional emails. Leave those for friendly communication on Facebook or text messages with friends and family.

### PHONE CALLS AND VOICEMAIL

1. **Identify yourself quickly.** You don't want to leave the other person guessing who it is. State your name and where you are calling from to give context for the phone call.
2. **Have an appropriate voicemail.** Your voicemail should be easy to understand and appropriate for all callers. State your full name and phone number with a brief message. This may be someone's first impression of you, so make it professional.
3. **Be prepared.** Have a notepad and pen ready. Be ready to ask questions to avoid awkward silences in the call. When calling out make sure you use direct communication so the point of the call is quickly understood.
4. **Slow down.** Since interviewers are unable to read your facial expressions and body language it is important to slow down your vocal rate to allow them to understand exactly what you are saying. You will also sound more confident and professional.
5. **Practice ending your phone call.** Ending a phone call can be awkward, so practice having a concise goodbye. It is suggested that you thank the interviewers for their time and summarize any actions you will take after the call. Try not to prolong your goodbye.

### NON-VERBAL COMMUNICATION

Much of the first impression you make will be based on non-verbal communication:

- Make eye contact with the interviewer.
- A firm handshake will exude confidence and capability.
- Sit up straight with feet either flat on the floor or ankles crossed.
- Lean forward slightly to appear interested and engaged.
- Relax your shoulders.
- Smile and nod while listening.
- Don't cross your arms.
- If you need to do something with your hands, interlock your fingers and hold them loosely in your lap, or hold a pen and a notepad.
- Don't fidget or use excessive aggressive gestures.

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# Networking

One of the best ways of finding a job is to network. Networking is a successful **technique for finding your first internship or job**, or throughout your entire career. You may not realize it, but you already have a network. Faculty, family and friends may not have a job for you, but they may know someone who does, or have useful information about a company for which you would like to work. Networking can help you:

- Learn about jobs that are not publicly advertised
- Learn about an employer's culture and expectations
- Share job leads
- Gather information to help you decide if a career is right for you

## TIPS FOR NETWORKING SUCCESS

- 1. Play the student card:** Alumni and other contacts are more likely to want to help you while you're still a student. If you want to pick the brain of someone who works in the industry or request an informational interview, now is the time to do it. Grow these relationships while there's no pressure, so those contacts will want to help you when you transition to the work world.
- 2. Use your friends' parents as resources:** They've got decades of experience and are probably willing to share their expertise with you—and maybe even their contacts. Students tend to overlook their parents' friends when it comes to networking, but parents are often well connected or know people who are. Also, look to relatives and family friends.
- 3. Get out of the bubble:** You can get ahead by networking off campus. Leverage the Career Success Center's off-campus networking opportunities. Check out conferences in your field or your local Chamber of Commerce.
- 4. Use LinkedIn:** Use LinkedIn now to track the network you're building. LinkedIn recently launched new options for students that make it easy to understand this network. There is even a tool to find alumni from your university.
- 5. Use Twitter strategically:** While LinkedIn is the professional social network, Twitter can be even more useful for connecting with people you want to know. Make a list of people in your industry who you look up to, and use the network strategically to connect with them. Like LinkedIn, Twitter can help you take these strategies to the next level because it provides an opportunity to keep in touch with the network you're building.
- 6. Get an internship:** This is the most obvious option, but it can't be overstated. The value of an internship is tremendous, both in terms of skills and contacts. Employers often hire full-time workers from their internship pool, which means having an internship puts you ahead of other job seekers. In addition to giving you real-life experience to put on your résumé, an internship puts you in eyesight of people who work in your field of choice, and they are more likely to think of you when job opportunities arise.

# 04

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## Elevator Pitch

If you're looking for a job, one of the first tasks on your to-do list should be crafting an ideal "elevator pitch." It's the **30-second speech** that summarizes who you are, what you do and why you are the perfect candidate. You should be able to give your elevator pitch at any time, from a job interview to a cocktail party conversation.

### PUTTING TOGETHER YOUR ELEVATOR PITCH

- A quick introduction (name, college, major)
- What are your career goals?
- Experience (relevant to your goals)
- What can you offer? (skills and how you would benefit an organization)

### TIPS

- Keep it short and simple
- Maintain eye contact
- Have a firm handshake to signal confidence
- Research the company you talk with
- Smile—show your enthusiasm
- Practice, practice, practice!

— intro — goals — experience — fit →

## LinkedIn

More and more recruiters and employers are using LinkedIn to find and hire talent. Make sure your LinkedIn profile represents you and sends the right message to your network and potential employers.

- **Completely fill out your profile** and use keywords so others can search and find you easily. Use a professional or professional-quality headshot of you dressed in business attire.
- **Connect with everyone:** Connect with classmates, professors, faculty, past employers, family, family friends and more. You never know how those connections will pay off. Follow companies you are interested in or in the industries you want to work in. Join groups as well.
- **Ask for recommendations:** Take advantage of the connections you've already made, and ask if they will recommend you on LinkedIn.
- **Interact with your network:** Send comments, offer congratulations, and "like" things so people know you're active. Also, introduce people if you think they should be connected—that may help you in the future.
- **Take advantage of new resources:** You can list projects, honors, organizations and courses you have taken so that you can include all relevant experience.
- **Find people to network with:** Find alumni who work in the fields and areas you want to work in. Reach out and ask for an informational interview.



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# Professional Dress

Professional attire is usually classified as either **business professional** or **business casual**. In most situations, it is best to err on the side of caution and dress business professional, but be sure to research the company you'll be speaking with to know if something different is expected. If you are interviewing for a creative position in fields such as graphic or apparel design, you may have more freedom to dress fashion-forward. Research the corporate culture and expectations before deciding.

## MEN

### Business Professional

For men, business professional dress means a full suit, button-up shirt and tie. The jacket sleeves should end at your wrist, and the jacket should be long enough to cover your bottom. The shirt should be fitted, and a plain colored or simple patterned tie should be worn and tied so it ends at the center of your belt. Shoes should be dark leather and should match your belt. Do not wear a casual belt with a business suit. Dress socks should be worn in a color that matches the suit and should extend over your calf so skin does not show when you sit down. Hair and facial hair should be clean and well groomed. Jewelry should consist only of a watch and simple rings (such as a wedding band or class ring). Remove piercings and any other jewelry.

### Business Casual

Business casual dress includes slacks or khaki pants. A suit jacket is not required, but a sport jacket may be worn. Depending on the company, business casual may be a nice button-up shirt with or without a tie or a light sweater. A polo shirt is sometimes considered business casual. Wear loafers or leather shoes and always wear matching socks (not athletic socks). Hair and facial hair should be clean and well-groomed.

## WOMEN

### Business Professional

Business professional dress for women includes a full suit—a jacket with either slacks or a matching skirt. A skirt should be no higher than an inch above your knee. Overall, the suit should be tailored to your body without being too tight. Underneath your jacket, wear a button-up shirt in a neutral color. Shoes should be closed-toe in a dark color to match your suit. Hair should be clean and styled, and makeup should be subtle and neutral.

### Business Casual

Business casual dress is more relaxed than business professional. Slacks or a skirt are required, but a suit jacket is not necessary. Cardigans and blouses can be worn on their own and can be more colorful than the suggested business attire.



# College of Business Corporate Partners and Ambassadors

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# Notes

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