CAREER RESOURCE GUIDE

Your Success is Our Business
BUILD A FUTURE
PROTECTING
THE NATION

Our Sailors and Marines count on NAVAIR professionals for equipment that works – every time. Whether working in science, engineering, technology, logistics, business or a similar field, you can help our warfighters succeed in every mission and return safely home. Join a work environment where you will experience unmatched professional growth through a combination of education, training and challenging work. NAVAIR has eight facilities across the United States, and each features opportunities for you to help support our Sailors and Marines.

Explore the benefits of a NAVAIR career at www.navair.navy.mil

LET’S GET TO WORK.
Dear Students and Alumni of the Pirate Nation:

In planning your future before and after graduation from East Carolina University, development of an action plan for future career success should rank at the top of your list of priorities. In order to compete within an increasingly competitive global workplace, a vigorous action plan is necessary in order to achieve results of employment or post graduate studies success. Internships, co-ops, leadership activities, study abroad, volunteer opportunities, part time employment and many other extracurricular activities all supplement the academic rigor of the classroom and help open the door to a smooth transition following school. This Career Resource Guide is intended to support your future success and serve as a working resource.

Included you will find assistance to explore your academic and career options, gain relevant experience and prepare your post-graduation plans.

Rely on the experts affiliated with the Career Center to support your success.

Best Wishes,

Karen S. Thompson
Director
The Career Center
East Carolina University

Career Center Quick Overview

One-on-One Career Counseling
Career Counselors are available to meet with you concerning your career needs. Contact the Career Center to schedule your personal appointment.

Walk-In Assistance
An appointment is not necessary. Available in the Main Office of the Career Center, Monday - Thursday 11:00 am - 3:00 pm and various times in the satellite offices. Spend 15-25 minutes with a Career Center Representative for:
• Resume and Interview Review and Resources
• Cover Letter Review
• Career Fair Strategies
• Job Search Tips
• Evaluating/Negotiating a Job Offer
• Graduate School Preparation
• Internship and Co-op Planning and Connections

Professional Etiquette Dinner
Each fall semester a national expert takes ECU students through the strategies to competently demonstrate business dining practices in professional and dining encounters.

Resume Blitzes
Resume critique sessions throughout both east and west campuses throughout the year.

POP (Pirates on the Porch)
Offered throughout the academic year on select days from 2:00 - 4:30 pm with employer recruiters who host fun informal information sessions on the front porch of the Career Center. Soda pops and snacks included.

CareerShift
CareerShift is a set of integrated job search tools. Search, select, and store job listings from all job boards and all company job postings. Get up-to-date contact information, including email addresses, for millions of companies. Access in-depth information about contacts and companies posting jobs. Create personal marketing campaigns, including unlimited resumes and cover letters easily, and save them to access, print, or email.

Career Clinics & Outreach Presentations
The Career Center offers a variety of programs on a request basis. Invite us to speak to your group or class on one of the following:
• Services of the Career Center
• Internships and Co-ops
• Career Options
• The Art of Resumes
• Choosing a Major
• Strategic Interviewing
• Internships
• Evaluating and Negotiation of Offers
• Career Fair Success
• Graduate School planning
• Professional Attire
• Cover Letters and Other Job Search Documents

HIRED
Need help in preparing for an interview? Helping Individuals Reach Employment Destinations offers a variety of opportunities to get prepared for interviews. Human Resource professionals volunteer to take you through the practice sessions and provide valuable feedback. Interviews available include: face-to-face, telephone and video sessions. InterviewStream is a simulated, interactive job interview in which you are asked challenging questions and offered valuable feedback.

Career Fairs
Throughout the year the Career Center hosts numerous employment, graduate and pre-professional fairs to connect you with recruiters hiring from local, national and global companies.

Career Leadership Conference
A one-day conference designed to educate students on various career-readiness and leadership topics.

On-Campus Recruiting
Each semester, employers from various industries visit ECU and the Career Centers to recruit students and conduct information sessions about their organization.

ECU CareerNET
An exclusive database of internship and job postings for ECU students and alumni.
About Us

Career Staff (Alphabetical Staff List)

Melissa Allay
Career Counselor – College of Health and Human Performance

Lee Brown
Assistant Director – College of Business

Meredith Clinard
Business Services Coordinator

Catrina Davis
Assistant Director – College of Education

Larry Donley
Associate Director – College of Engineering and Technology

Susanne Killian
Career Counselor – College of Business

Sarah Lage
Career Counselor – Graduate, PhD and student athletes and deciding students

Harriett Moore
Administrative Associate – College of Business

Nadirah Pippen
Career Counselor – College of Allied Health Sciences and College of Nursing

Rick Poe
Vet Success Career Counselor

Mary Beth Pruitt
Recruiting Program Specialist

Patrick Roberts
Career Counselor – College of Human Ecology

John Stowe
Career Counselor – College of Arts and Sciences

Curtis Street
Assistant Director – Employer Relations

Karen Thompson
Director

Carol Woodruff
Career Counselor – College of Fine Arts and Communications

OUR MISSION
The Career Center at East Carolina University supports and empowers students in their career development to succeed as professionals in a global community.

OUR VISION
ECU graduates are prepared to pursue and manage their careers within a global community.

OUR VALUES
Empowerment: Students will be empowered to make informed career decisions.
Collaboration: Through building relationships with faculty, staff, and employers, students will establish valuable career connections.
Development: Student development is enhanced by self-exploration and discovery.
Preparation: We prepare and engage students to become professionals in a changing global workforce.

Hours of Operation
Monday – Friday
8:00 am-5:00 pm, by appointment
Walk-in hours (main office only)
11:00 am-3:00 pm, Monday – Thursday

Contact Information
Main Office 701 East Fifth Street
(252) 328.6050
www.ecu.edu/career
FAX: (252) 328.6425
Email: career@ecu.edu

College of Business 3016 Bate Building
(252) 737.1236
www.ecu.edu/business/careers
FAX: (252) 737.1514
Email: cobcareers@ecu.edu
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Programs and Services

Career Exploration and Assessment

It may seem that everyone else has already decided on a major and a profession, but if you are unsure, you are not alone. Approximately 30-40% of all freshmen enter college without a major in mind and 60-70% change majors at least once.

The Career Center will help you explore majors and careers through a variety of assessment tools including CFNC and the Myers Briggs Type Indicator (MBTI). (Some tools are free and some require a nominal fee.) See pages 7 and 8 for additional information and resources.

Career Readiness

Beyond academic preparation, you need specific knowledge and skills to secure an internship, enter graduate school, and begin your career. The Career Center staff will work with you one on one, in groups, in classrooms, online, and in person to ready you for your next steps.

COUNSELING

By Appointment: During one-hour appointments, Career Counselors provide in-depth, personal assistance on all phases of career preparation.
- Career Counseling/Career Education
- Graduate School Preparation
- Interview Preparation and Practice
- Job and Internship Search
- Job Offer Evaluation/Negotiation
- MBTI or CFNC Assessment Debriefing
- Personal Statements and Graduate School Essays

Walk-In Counseling

For those times when you have a brief question or need a quick resume review, you can drop by the main office without an appointment for a 15-minute meeting, Monday - Thursday from 11 am - 3 pm when school is in session.

HIRED PRACTICE INTERVIEWS

To successfully compete in today’s job market and graduate school interviews, candidates need the skills to interview in person, by phone, video-conferencing, and in a virtual environment. HIRED, the Career Center’s comprehensive practice interview program provides opportunities in all these areas.

Practice interviews in person, phone, and video-conferencing are available by appointment.

Virtual interview practice is available 24/7 through InterviewStream, an online interview software program. See page 39 for more information.

RESUME ASSISTANCE

Recruiters typically spend about 15-20 seconds looking at a resume before they decide if a candidate is viable. The Career Center provides personal guidance, handouts, and sample documents to help you design professional and targeted job search correspondence.

EXPERIENTIAL EDUCATION: INTERNSHIPS/CO-OPERATIVE EDUCATION

Nearly 70% of individuals who complete internship or co-operative education programs are offered employment. Career Center staff works with faculty, employers, and students to help develop and facilitate internships and cooperative education opportunities.

ANNUAL ETIQUETTE DINNER: Goofs, Goblets and Getting the Edge

Business occasions and interviews frequently take place at luncheons and dinners. The Career Center’s annual fall etiquette dinner will help you know what to expect and how to perform. The five course interactive dinner will be hosted by a national professional Etiquette Consultant. Business attire, please.

CAREER LEADERSHIP CONFERENCE

A one-day conference is held each spring to provide students with concentrated sessions on resumes, interviewing, networking, successful leadership practices, etc. The conference includes employer panels, workshops and an interactive etiquette luncheon.

CLASS AND GROUP PRESENTATIONS

Counselors are available to present career-related topics to academic classes and campus groups. To request a presenter visit www.ecu.edu/career.

Employer Connections

It’s never too early to connect with employers. The Career Center actively sponsors recruitment activities throughout the year and provides resources to put you in touch with hiring officials for internships, co-ops and jobs.

ECU CareerNET

As early as your first semester, you can plug into ECU CareerNET, the Career Center’s multi-functional Career Management System. In CareerNET you can:
- Access four job and internship data bases: CareerNET, CareerShift, Internships.com, and Indeed Jobs.
- Set up job alerts
- Upload your resume, cover letter and references
- Keep current with upcoming events
- Sign up for on-campus information sessions and interviews

See page 31 to learn how to set up your account.

BETHE FIRST TO KNOW: Look for emails from your career counselor about jobs, internships, interviews and special programs. Visit the center website regularly.

www.ecu.edu/career

Connect With Us On:

www.ecu.edu/career • CAREER RESOURCE GUIDE • The Career Center at East Carolina University
ON-CAMPUS RECRUITING/INTERVIEWING
Employers from various industries visit campus throughout the year to meet students, offer information sessions and conduct interviews.

POP (PIRATES ON THE PORCH)
You never know who might POP in but you can be sure it will be worth your while to POP over to the Career Center on select days from 2-4:30 pm. Recruiters will be on hand to chat about internships, co-ops, and employment opportunities at their companies. It is a casual and relaxed atmosphere and a great way to network with company representatives. Please come as you are; suits are NOT required. Soda pops and snacks included.

CAREER FAIRS AND PROFESSIONAL AND GRADUATE SCHOOL EXPOS
Hundreds of local, national and global companies, nonprofits, government organizations, and graduate schools convene at ECU each semester to meet and recruit ECU's talented and diverse students and alumni. At these events you can speak directly with hiring officials from multiple companies and representatives from graduate programs, secure information about options, and participate in interviews. Suits and business dress required.

ONLINE SERVICES
Career Center services and resources are available online and are especially beneficial to students at a distance. Services include job and internship searches via ECU CareerNET, resume and website development and storage through ECU CareerNET, self-assessment via the College Foundation of North Carolina, and interview practice via InterviewStream.
Career Exploration

A Four-Year Plan for Career Success

Set goals for each year to achieve your career plans!

**Freshman Year**
- Explore interests and abilities through courses; demonstrate excellent academic performance.
- Strengthen communication skills in classes and labs.
- Discover on-campus resources including the Career Center, Counseling & Student Development, University Writing Center, Pirate Tutoring Center, Volunteer & Service-Learning Center, Student Employment, and various college advising centers.
- Visit [www.ecu.edu/career](http://www.ecu.edu/career) to familiarize yourself with all of the Career Center's resources available to you.
- Use the CFNC.org system (page 8) to complete self-assessments and explore/research majors and careers. Make an appointment with a Career Coach to discuss your results and plans.
- Learn the basics of resume writing, create a first draft of your resume in MS Word and have it critiqued by a Career Counselor at the Career Center.
- Login to ECU CareerNET and become familiar with the Career Center's exclusive jobs and internship database.
- Obtain an introduction to your initial field of interest through an internship, job shadow, volunteer experience and/or conversation with an ECU Career Coach.
- Consider volunteer positions or a part-time job to help build your resume and broaden your experience.
- Attend career fairs to gather information on potential careers and employers.

**Sophomore Year**
- Talk to professionals in career fields you are considering. Review the Career Resource Guide for information on conducting informational interviews (see page 36).
- Get to know faculty in a major of interest. They can talk about career options and will also be helpful when you need letters of reference for job or graduate school applications later. Don’t wait to begin building these relationships!
- Develop a professional resume and register with the Career Center to search for internship opportunities.
- Obtain experience in your field. Whether during the school year or in the summer, seek part-time jobs, internships, or volunteer opportunities in your major area of interest.
- Attend career fairs and employer information sessions that relate to your major.
- Enhance your technical/computer skills. Take workshops offered by ECU’s Information Technology & Computing Services (ITCS) department listed in the training section on OneStop.
- Use the Career Center’s resources to practice interviewing and build confidence with your interview skills.

**Junior Year**
- Seek leadership positions in co-curricular activities (committee chairs and elected positions.) Join career-related student professional associations.
- Choose electives to enhance your qualifications, especially your oral and written communication skills.
- Create an effective job search plan. Set deadlines for required steps.
- Update your resume in ECU CareerNET.
- Develop an electronic portfolio to highlight related school and employment projects.
- Attend all career fairs and interview with employers to obtain co-op or internship positions.
- Participate in a Practice Interview through the Career Center.
- Research graduate school options and required standardized tests (GRE, GMAT, LSAT, MCAT, etc.). Note deadlines so that you can plan ahead to meet requirements.

**Senior Year**
- Determine job search goals, including geographic preferences and target employers.
- Buy a suit and develop a savings plan to purchase additional professional attire and/or pay for relocation costs.
- Meet Career Counselor to discuss job search strategies, and have your resume critiqued.
- Attend Career Center workshops on job search strategies, resume writing, and job interviewing.
- Research companies before your job interviews.
- Participate in face-to-face or virtual Practice Job Interviews offered by the Career Center.
- Establish a reference list and/or ask for letters of recommendation from previous employers, internship supervisors and/or professors.
- Regularly log into ECU CareerNET to maintain an awareness of new job postings and contacts. Set a saved search to alert you when new postings are received.
- Participate in all career fairs to network with employers and access full-time, co-op, and internship opportunities.
- Conduct thorough job search campaign in addition to on-campus interviews.
- Notify the Career Center once you have accepted an offer.
Career Exploration Through Assessments

Assessments are tools (surveys) that can be used to explore, evaluate and measure various personal attributes. These tools help you gain a better understanding of yourself by reflecting your core interests, personality traits, values and skills. Self-assessments are not designed to answer all of your questions, and cannot tell you what you are "supposed to be." Rather, these tools should be used as helpful guides in discovering occupations you may not have considered and/or realistically evaluating fields that you already have in mind. The goal of the assessment process is to identify career options that would be truly interesting and satisfying to you. They are a good foundation for launching focused occupational research and making informed career and education decisions.

Types of Assessments

- **Interest Assessments**: Reflect what activities you most like to do/what you get excited.

- **Personality Assessments**: Describe how you react to certain situations and people, how you make decisions, how you organize information and go about solving problems.

- **Skills Assessments**: Are a reflection of your talents and the types of things you easily learn and excel.

- **Values Assessments**: Describe what is most important to you in your life. For example, you might value helping other people, being creative, having a secure job, etc.

**How can I complete these assessments?**

Many free assessment tools can be found online but the options can be overwhelming and they are not all reliable and valid. The Career Center provides students with access to the following tools because of their reliability, validity, and ease of use.

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**Myers-Briggs Type Indicator®**

The MBTI is the most widely used personality inventory in the world. The preferences suggested by the MBTI can help you make career and personal decisions, with scores highlighting preferences on four dimensions. The various combinations of these preferences result in 16 personality types, which relate to career choices, communication modes and learning styles. The MBTI is taken online, and the results are provided during an individual appointment with a trained MBTI professional.

Contact The Career Center at (252) 328-6050 to receive access.

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**Recommended Sources for Occupational Research**


O*NET— http://www.onetonline.org
How do I get started?

1. Create a user account at www.cfnc.org.
2. Click on the “Plan” tab and then “For a Career”.
3. Click “Learn About Yourself” to complete the following assessments:
   - Interest Profiler
   - Career Cluster Survey
   - The Career Key
   - Work Values Sorter
   - Ability Profiler
   - Basic Skills Survey
   - Transferable Skills Checklist
4. Click “Explore Careers” to learn about careers.
   - Search by name for careers you may already have in mind.
   - Search for careers that fit you based on all assessments you completed in step 3 in addition to other factors such as earnings, relation to academic subjects, military equivalents, etc.

Maximize the use of assessments by meeting with a Career Counselor!
Contact the Career Center to schedule an appointment to discuss your results. Your Career Counselor will be able to help you figure out what to do next and share additional resources.
Transferable Skills

IF YOU'RE WONDERING what skills you have that would interest a potential employer, think about your transferable skills. Also consider reviewing your coursework, work and project history, campus and community involvement, leadership and professional affiliation activities, sports involvement, language and travel, etc.

You may have a difficult time seeing how the skills you learned in college will transfer to the workplace. Keep in mind that you’ve been acquiring skills since childhood. Whether learning the value of teamwork by playing sports, developing editing skills working on your high school newspaper or developing countless skills while completing your college coursework, each of your experiences has laid the groundwork for building additional skills.

WHAT ARE TRANSFERABLE SKILLS?
A transferable skill is a “portable skill” that you deliberately (or inadvertently, if you haven’t identified it yet) take with you to other life experiences.

Your transferable skills are often:

• acquired through a class (e.g., an English major who is taught technical writing)
• acquired through experience (e.g., the student government representative who develops strong motivation and consensus building skills)

Transferable skills supplement your degree. They provide an employer concrete evidence of your readiness and qualifications for a position. Identify your transferable skills and communicate them to potential employers to increase your success during the job search.

Remember that it is impossible to complete a college degree without acquiring transferable skills. Campus and community activities, class projects and assignments, athletic activities, internships and summer/part-time jobs have provided you with countless experiences.

Identifying Transferable Skills
While very closely related (and with some overlap), transferable skills can be divided into three subsets:

• Work With People
• Work With Things
• Work With Data/Information

For example, some transferable skills can be used in every workplace setting (e.g., organizing or public speaking) while some are more applicable to specific settings (e.g., drafting or accounting).

The following are examples of skills often acquired through the classroom, jobs, athletics and other activities. Use these examples to help you develop your own list of the transferable skills you’ve acquired.

Work With People
Sell • Train • Mentor • Teach • Supervise • Organize • Solicit • Motivate • Mediate • Negotiate • Advise • Delegate • Entertaining • Represent

Work With Things
Repair • Assemble • Design • Operate • Drive • Maintain • Construct • Build • Sketch • Utilize • Create • Engineer • Process • Troubleshooting

Work With Data/Information
Write • Edit • Account • Work with spreadsheets • Research • Compare • Collect • Audit • Analyze • Forecast • Budget • Calculate • Testing

EASY STEPS TO IDENTIFY YOUR TRANSFERABLE SKILLS
Now that you know what transferable skills are, let’s put together a list of your transferable skills. You may want to work with a career coach to help you identify as many transferable skills as possible.

Step 1. Make a list of every job title you’ve held (part-time, full-time and internships), along with volunteer, sports and other affiliations since starting college. Be sure to record officer positions and other leadership roles.

Step 2. Using your transcript, list the classes in your major field of study along with foundation courses. Include electives that may be related to your employment interests.

Step 3. For each job title, campus activity and class you’ve just recorded, write a sentence and then underline the action taken. Avoid stating that you learned or gained experience in any skill. Instead, present your skill more directly as a verifiable qualification.

“While working for Jones Engineering, performed 3D modeling and drafting”

NOT “While working for Jones Engineering, I gained experience in 3D modeling and drafting”

“As a member of the Caribbean Students Association, developed and coordinated the marketing of club events.”

NOT “As a member of the Caribbean Students Association, I learned how to market events.”

Step 4. Make a list of the skills/experiences you’ve identified for future reference during your job search.

USE TRANSFERABLE SKILLS IN THE JOB SEARCH
Your success in finding the position right for you will depend on your ability to showcase your innate talents and skills. You also will need to demonstrate how you can apply these skills at an employer’s place of business. Consult the staff at the Career Center to help you further identify relevant transferable skills and incorporate them on your resume and during your interviews. During each interview, be sure to emphasize only those skills that would be of particular interest to a specific employer.

Transferable skills are the foundation upon which you will build additional, more complex skills as your career unfolds. Start making your list of skills and you’ll discover that you have more to offer than you realized!
Transferable Skills (continued)

As you begin your job search or consider careers that would be right for you, it is important to know what you are good at and what you enjoy doing. Over the years, you have developed many skills from coursework, extracurricular activities, internships, jobs, and your total life experiences. If you've researched, written, edited and presented papers for classes, you've used skills that are not limited to any one academic discipline or knowledge area but are transferable to many occupations. A prospective employer expects you to apply the skills you have learned through your studies, work, and life experiences to the work environment.

What Skills and Qualities Are Important to Employers?

According to the 2014 National Association of Colleges and Employers (NACE) Job Outlook Survey, the top 10 qualities/skills employers seek are transferable skills:

1. Ability to work in a team structure
2. Ability to make decisions and solve problems
3. Ability to verbally communicate with persons inside and outside the organization
4. Ability to obtain and process information
5. Ability to plan, organize, and prioritize work
6. Ability to analyze quantitative data
7. Technical knowledge related to the job
8. Proficiency with computer software programs
9. Ability to create and/or edit written reports
10. Ability to sell or influence others

Which of the top ten skills do you excel in? How have you demonstrated these? How can you develop them further?

Human Relations

Attend to the social, physical or mental needs of people

- being sensitive
- counsel
- advocate
- coach
- providing care
- convey feelings
- empathize
- interpersonal skills
- facilitating group process
- active listening
- motivate

Design & Planning

Imagine the future, develop a process for creating it

- anticipate problems
- create images
- design programs
- display
- brainstorming new ideas
- improvise
- compose
- think visually
- anticipating consequences of action
- conceptualize
- creating images

Communication

Exchange, transmission and expression of knowledge and ideas

- speak effectively
- write concisely
- listen attentively
- express ideas
- facilitate discussion
- provide appropriate feedback
- negotiate
- perceive nonverbal messages
- persuade
- describe feelings
- interview
- edit
- summarize
- promote
- work in a team
- make presentations
- think on one's feet
- deal with public

Organization, Management

Direct and guide a group in completing tasks and attaining goals

- initiate new ideas
- make decisions
- lead
- solve problems
- meet deadlines
- supervise
- motivate
- coordinate tasks
- assume responsibility
- set priorities
- teach
- interpret policy
- mediate
- recruit
- resolve conflict
- organize
- determine policy
- give directions

Research & Planning

The search for specific knowledge

- set goals
- analyze ideas
- analyze data
- define needs
- investigate
- read for information
- gather information
- formulate hypotheses
- calculate and comparing
- develop theory
- observe
- identify resources
- outlining
- create ideas
- identify resources
- critical thinking
- predict and forecasting
- solve problems
While the resume serves as an “advertisement” and overview of your background, the cover letter can heighten the employer’s incentive to learn more about you and connect your skills to the opportunity. Written communication also demonstrates your ability to construct and convey your writing abilities.

Cover letters and Prospect letters serve the same purpose to introduce who you are and your reason for writing. A Prospect Letter is addressed to organizations that DO NOT have an advertised position while a Cover Letter is addressed to an organization that has an advertised opening which you qualify for.

TAILORED your letter to the requirement of the position and the employer’s needs. Know your reader and the organization.

PROOFREAD, PROOFREAD AND THEN PROOFREAD AGAIN! Spell and grammar check. Check your format and punctuation. Be brief, but detailed and double check that your content is addressed and detailed for the correct employer.

Don’t make an employer guess why you are writing or what you are writing about. In choosing your words, think about the purpose of your letter and details of your individual circumstances.

**Sample Prospect Letter**

**Ima Pirate**  
701 East 5th St. • Greenville, NC 27858  
Imapirate17@students.ecu.edu • 252-328-6050

January 30, 2014

Mr. Brett Newkirk  
Director of College Recruiting  
William Morris Endeavor  
1400 W. 14th Street, 2nd Floor  
New York, NY 10003

Dear Mr. Newkirk:

I am writing to express my interest in completing the emerging media internship described on the William Morris Endeavor website. As a Communications major with a Media Studies concentration and a minor in Business Administration at East Carolina University my foundation is in place to exceed as an active member of the internship program. Additionally, my direct experience in sales and marketing make me strong candidate for this program. I am ready to apply my education, business savvy, and enthusiasm for new challenges to this internship.

The emphasis on emerging media platforms to influence customers and the launch of LVRAGE are clear displays of your forward thinking. Having studied the relationship between social media and consumerism, I was pleased to learn that your internship would include an opportunity to work with innovative technologies.

As a former employee of Kaplan Test Prep and Paradigm Books I developed strong marketing and sales skills. Both positions required personal and professional initiative and my success was due to my ability to form relationships, sell services, and prospect new business. Currently, I am employed with the university newspaper, *The East Carolinian* as a Student Advertising Manager where I not only exceed monthly sales goals, but am also responsible for supervision and training of five team members. An internship with WME will allow me to maximize my skills in sales, marketing, and advertising and to explore the use of social media.

I would appreciate an opportunity to meet with you and discuss this internship. I will be in New York the week of February 25 and will be available to meet in person any time during that week. I am also available to interview via phone (252-555-5555) or Skype (Ima.Pirate). Thank you for your time and consideration. I look forward to speaking with you.

Sincerely,

**Ima Pirate**

**Ima Pirate**  
Enclosure
February 11, 2014

2812 Thackery Road
Greenville, NC 27858

Mr. Eye Gottajob
Human Resources Manager
Google Inc.
1600 Amphitheatre Parkway
Mountain View, CA 94043

Dear Mr. Gottajob:

As a Communications major, I know the future of the business is in the Internet. I dream big and I know Google supports big dreams. Motivated dreamers make things happen. Since Google’s creation in 1998, I have watched it set new heights for the interactive world. Your company has a clear vision that I would be proud to support in either a marketing or advertising sales job.

The education I have received at East Carolina University and my previous internships have prepared me for Google. In advertising courses, I created media plans for Facebook and Microsoft’s Zune. For these, I conducted market research to determine targets and to decide which geographic regions to run advertisements in. Additionally, I also determined the most effective media to use with $20 million budgets. Both media plans had a situation analysis, an objective, strategies and rationales section, and promotions.

As a campus representative for ECU Television, I practice marketing on a daily basis. The marketing plan I devised and executed as an Intern with Panasonic placed third in a national competition for driving the most people to the website. In regards to my writing, online and leadership experience, I have had seven articles published in three publications. As an intern with Our State magazine, I used excel and Google Analytics to prepare monthly traffic reports with tables and graphs of click-through rates, pageviews, YOY% increases, unique visits, and popular content.

During the week of March 10 through 14, I will be in the Mountain View area and would like to make arrangements to meet with you. I will call you within the next ten days to determine your interest in scheduling a meeting. If you need to reach me before then, feel free to connect with me at jobhunterm14@students.ecu.edu. Thank you for your time and consideration and I look forward to meeting you.

Sincerely,

Maddie Jobhunter

Maddie Jobhunter

Enclosure: Resume
March 17, 2014

Mr. Eye Gottajob
Google, Inc.
1600 Amphitheater Parkway
Mountain View, CA 94043

Dear Mr. Gottajob:

I would like to express my gratitude for the opportunity to discuss my qualifications with you on Thursday March 13, 2014. The Advertising Representative position we discussed is a wonderful opportunity for which I feel uniquely qualified. I appreciate you taking the time to interview with me and share interesting information on Google, Inc. and the position.

As we discussed, my educational background in advertising and marketing, along with my previous advertising internship within the field, will enable me to interact effectively with clients and creatively produce results. Not only am I able to discuss the benefits of advertising with Google, but can also relate the technical aspects with the internal creative team and with the client.

Should you need additional information from me, please do not hesitate to contact me by phone or email. Again, thank you for taking the time to connect with me and I look forward to our future conversations on the wonderful opportunities with Google, Inc.

Respectfully,

Maddie Jobhunter

Maddie Jobhunterm14@alumni@ecu.edu | 252.333.4455 | 701 E. 5th Street | Greenville, North Carolina 27858

April 1, 2014

Mr. Eye Gottajob
Google, Inc.
1600 Amphitheater Parkway
Mountain View, CA 94043

Dear Mr. Gottajob:

Thank you for the recent offer of employment as an Advertising Representative with Google, Inc. It pleases me to accept this offer as the position sounds challenging and agreeable, particularly the opportunity to train with seasoned representatives. I look forward to this challenge and believe I will be successful at meeting it.

I have read and reviewed the contract and understand that your offer involves a start date of June 1, 2014 and starting salary of $35,500 plus benefits. I will contact you within the next several weeks to discuss travel and moving details as you requested.

I am excited about joining Google, Inc. and the distinguished opportunity to be a part of such a well-known organization and team of individuals. Once again, thank you for the offer.

Sincerely,

Maddie Jobhunter

Maddie Jobhunterm14@alumni@ecu.edu | 252.333.4455 | 701 E. 5th Street | Greenville, North Carolina 27858

### Thank-You and Follow-Up Letters

- Within 24 hours after the interview a thank-you letter is an expected professional courtesy.
- Handwritten thank-you letters are preferred, but email thank-you notes are acceptable.
- Express your appreciation for the opportunity to present yourself.
- Reiterate your continued interest in the position and organization.
- Supply any additional information that was requested at the time of the interview.

### Letter of Acceptance

- Write and thank the person who interviewed you and/or offered you the opportunity.
- State that you are accepting and give details about what has impressed you about the company.
- Restate any negotiated terms to make sure they are clear.
- If you would like time to consider the offer, ask the employer for a time frame in which you can respond.
Victor E. Pirate
701 East Fifth Street, Greenville, NC 27858 | 252-328-6050 | piratevictore@alumni.ecu.edu

May 26, 2014

Samuel L. Jackson
Hyatt Regency Greenville
220 North Main Street
Greenville, SC 29601

Dear Mr. Jackson:

Thank you very much for the offer to join the hospitality management team at the Hyatt Regency in Greenville, SC. I was quite impressed with your hotel and the “spirit” of customer service and quality that was demonstrated the day of my interview and tour.

While I believe your offer was generous and fair, I have decided to accept another offer at this time. This was a difficult decision as I have always valued the mission of Hyatt Regency, but I would like to formally decline your offer of employment.

Thank you for considering me as a candidate. I appreciate the hospitality that was extended to me by your branch and it was a pleasure to meet and interact with such a dedicated staff. I wish you the best in your continued search for a new member of the hospitality management team.

Best wishes,

Victor E. Pirate

Victor E. Pirate

Letter of Decline

- Professional etiquette requires that you decline a position or a site visit graciously.
- Write to the person who wrote you and thank him or her for the offer and briefly state your reason for declining the offer.
- Restate your appreciation at the end of the letter and, if so inclined, ask that you are kept in consideration for future positions.

Email Correspondence Do’s & Don’ts

DO:
- Include an appropriate subject line
- Include a professional e-signature (Name, Major/Degree)
- Include your resume/CV as an attachment in a PDF format
- Give a brief introduction of who you are and why you are writing
- Spell and grammar check before sending

DON’T:
- Send attachments without a subject, body, or signature
- Use text message formatting or shortcuts

From: Pirate, Victor E
Sent: Monday, March 10, 2014 10:11 AM
To: Jackson, Samuel L.
Subject: Victor Pirate Resume – Hospitality Management Application
Attachment(s): Victor Pirate Cover Letter; Victor Pirate Resume

Greetings Mr. Jackson.

It was a pleasure to meet you at the Spring Career Fair hosted at East Carolina University. I am writing to formally express my interest in the Hospitality Manager position that is advertised on the Hyatt Regency website. My customer service experience coupled with my extensive internships make me an ideal candidate for the position.

I have attached my cover letter and resume which further details my qualifications and look forward to the opportunity to discuss them with you. Thank you in advance for your consideration.

Respectfully,

Victor E. Pirate, B.S. Hospitality Management Candidate May 2014
Employment References

Who Should Serve as Your References?
People who can speak positively and knowledgeably about your work-related qualities and personal characteristics are appropriate references. Possible options include:

- **Volunteer/Co-op/Internship/Clinical Advisors:** have insights that could be relevant to a potential employer such as skills, maturity, initiative, interpersonal skills and leadership qualities.
- **Past and present employers:** can address your skills, reliability, initiative, and ability to work with others. This information is valuable, even if your employment was not related to your career of choice.
- **Faculty members:** can usually speak about your academic ability, productivity, and timeliness, and perhaps can reference your work with others.

Always Secure Permission From a Reference in Advance.

- Provide a current copy of your resume (or vitae) to each person who agrees to serve as a reference. Your references can serve you best when they are provided relevant and timely information.
- When possible, send your references a copy of the job description for the positions for which you are applying.
- Re-contact your references to give them a “heads up” when you expect they will be called and provide them with the names of persons and organizations to which you’ve given their names.

**Header and Address**
Use your header from your resume and title the page.

**Proofread**
Verify spelling of names, titles, and all contact information for your references.

**How Many?**
Each employer will specify the number of references they would like, however 3-4 is a good rule of thumb.

**Remember**
References = Relationships
Your references should be people whom you feel comfortable asking to speak on your behalf and someone with whom you’ve developed a working relationship.

---

**Ima Pirate**
201 Pirate Drive • Raleigh, NC 22222
imapirate10@students.ecu.edu • (919) 222-2222

**REFERENCES**

**DR. JANE DOE**
Professor ~ East Carolina University College of Human Ecology
East Fifth Street
Greenville, NC 27858
(252) 231-5555
janedoe@ecu.edu

**MR. WALTER RANDOLPH**
Assistant Store Manager ~ Walmart
210 Greenville Blvd, SW
Greenville, NC 27834
(252) 555-2045
wrandolph@walmart.com

**MS. JANE WILSON**
Department Manager, Cosmetics ~ Saks Fifth Avenue
7700 Old Wake Forest Road
Raleigh, NC 27616
(919) 555-8211
jwilson@saks.com
Resumes

Resumes 101

A resume is a document that summarizes and highlights your job-related skills, education, experiences, and activities. Getting a job or internship is a sales process; you are both the product and the salesperson, and the resume is your advertisement which clearly reflects your abilities and qualifications. The purpose of most resumes is to obtain an interview for an internship or job. College and graduate admissions offices and scholarship programs may also request a resume during the application process. An employer spends an average of 15 to 30 seconds reviewing a resume. Make your first impression a good one.

Purpose

• The purpose of a resume is to effectively communicate your potential and to obtain an interview for an internship or job.
• Your resume is an advertising tool that tells employers what you can do in their field, what you have done that relates to the job they would need you to do, and your qualifications for the job.
• Your resume advertises how you can help employers solve their problems.
• There is not one “right way” to put together a resume; many different styles can be effective.
• A sure way to know if your resume is effective is whether or not it is getting you interviews.

Guidelines

• Keep your resume to one page; include only that which is relevant to the position.
• Tailor the resume to fit each position to which you apply—it is not effective to create one resume and use it for all opportunities.
• Find out what is important to each employer by researching their website and job descriptions.
• Create a skills or capabilities section that contains important “keywords” related to the position.
• Use action verbs to describe your experiences and achievements.

Research Tools

Use the following tools to research job descriptions and to explore industries:

• ONET, http://online.onetcenter.org, is a great resource to find occupation(s) and review typical tasks.
• OOH, www.bls.gov/ooh, lists hundreds of occupations and describe What They Do, Work Environment, How to Become One, Pay, and more.

Styles

• Resume styles focus on the order and the way information is placed and presented on your resume.
• Resumes typically fit one of three styles: chronological, functional, combination.
• Choosing the right style comes down to two factors:
  1. The amount, consistency, and depth of work experience you have accumulated so far in your career field and;
  2. How well the job you seek is aligned with your past work experience.

Chronological resumes present your job-related experiences in reverse chronological date order (most recent listed first and then going backwards in time). Consider using this style if you have an established career direction and you are continuing on the same or similar career path.

Functional resumes group your skills and experiences together based on job-related functional areas. Place your experience statements together beneath job-related functional areas. A chronological listing of employment history should also be included. Consider using this style if you are changing career direction or if you have skill sets from past experiences that may not be directly related.

Combination resumes bring relevant work experience/history to the forefront by breaking the experience/work history into two sections: “Related” and “Other/Additional.” The combination resume generally starts with a functional resume format that allows the reader to see your skills, accomplishments, and qualifications. It first lets the reader see the experience you have that is related to the job opening, then lets the potential employer look at your work history. This style allows the reader to first match your qualifications against the needs of the job opening, and then gives the reader a sense of where the accomplishments took place.

Content & Format

• Content deals with the actual information you have included on your resume regarding your skills, qualifications, experience, and achievements.
• Format deals with the layout of your resume; margins, font type and spacing.
• Both are important because they will impact the employers’ ability to easily read your resume.

Objective Statements

• There are mixed opinions about the value of including an objective on a resume.
• All agree that an objective is a waste of space if it is too general or simply states that the job fits your professional goals.
• A tailored objective demonstrates that you understand the needs of the position and allows you to highlight relevant strengths and experiences.
• A well-written objective statement includes: job title, industry, what you want to do and highlights key relevant skills.

Resume Writing Pitfalls

• Too long. Keep it to one page.
• Typos/errors. Suggests carelessness. Have two people proof-read your resume. Don’t rely on spell-check.
• Hard to read. Use quality paper on a laser printer, plain typeface, no smaller than 10-12 point font.
• Too verbose. Do not use complete sentences or paragraphs. A, An and The can be left out.
• Too sparse. Give more than the bare essentials when describing related experience.
• Irrelevant info. Customize your resume to each position. Emphasize only relevant experiences. Do not include personal information.
• Too generic. This employer needs to feel that you are interested in that particular position with his or her company.
• Boring. Use action verbs to describe your experiences and avoid repeating words.
• Too modest. Put your best foot forward without misrepresentation, falsification or arrogance.
Describing your “duties” or “responsibilities” in an effective manner can be a daunting task. This process can be simplified by breaking the tasks into three distinctive components:

**Goal**: The objective or purpose of the task.

**Effect**: The outcome or result of the task.

**Success**: The benefit of the task and how the contribution positively impacted the organization.

Consider the following task: Answered phones.

*New, consider enhancing the statement by applying the Goal, Effect and Success process.*

**Goal**: To answer the phone and direct to appropriate staff.

**Effect**: Answer the phone quickly and efficiently.

**Success**: Minimized the amount of time a caller had to wait on the phone.

**Revised Statement**: Directed callers to appropriate staff quickly and efficiently, minimizing caller wait time.

**Time to practice!** Describe one task using the Goal, Effect and Success process.

Goal: 

____________________________________________________________________________________________________

____________________________________________________________________________________________________

Effect: 

____________________________________________________________________________________________________

____________________________________________________________________________________________________

Success: 

____________________________________________________________________________________________________

____________________________________________________________________________________________________

**Resume Content – Suggested Section Headings**

<table>
<thead>
<tr>
<th>Objective</th>
<th>Professional Background</th>
<th>Special Skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job Objective</td>
<td>Other Work</td>
<td>Interests</td>
</tr>
<tr>
<td>Teaching Objective</td>
<td>Additional Experience</td>
<td>Travel Abroad</td>
</tr>
<tr>
<td>Career Objective</td>
<td>Part Time &amp; Summer Work Experience</td>
<td>Travel</td>
</tr>
<tr>
<td>Professional Objective</td>
<td>Volunteer Activities</td>
<td>Foreign Language Skills</td>
</tr>
<tr>
<td>Position Desired</td>
<td>Related Activities</td>
<td>Language Competencies</td>
</tr>
<tr>
<td>Teaching Philosophy</td>
<td>Civic Activities</td>
<td>Military Service</td>
</tr>
<tr>
<td>Education</td>
<td>Professional &amp; Community Activities</td>
<td>Computer Hardware/Software</td>
</tr>
<tr>
<td>Educational Background</td>
<td>Community &amp; Other Activities</td>
<td>Computer Language Skills</td>
</tr>
<tr>
<td>Educational Preparation</td>
<td>College Activities</td>
<td>Exhibits</td>
</tr>
<tr>
<td>Academic Background</td>
<td>Activities &amp; Distinctions</td>
<td>Publications</td>
</tr>
<tr>
<td>Academic Training</td>
<td>Special Honors</td>
<td>Current Research Interests</td>
</tr>
<tr>
<td>Special Training</td>
<td>College Distinctions</td>
<td>Presentations</td>
</tr>
<tr>
<td>Certification</td>
<td>Honors/Awards</td>
<td>Public Speaking</td>
</tr>
<tr>
<td>Endorsements</td>
<td>Memberships</td>
<td>Conferences Attended</td>
</tr>
<tr>
<td>Professional Skills</td>
<td>Professional Memberships</td>
<td>Areas of Expertise</td>
</tr>
<tr>
<td>Student Teaching Experience</td>
<td>Professional Affiliations</td>
<td>Educational Highlights</td>
</tr>
<tr>
<td>Practicum Experience</td>
<td>Professional Organizations</td>
<td>Achievements</td>
</tr>
<tr>
<td>Teaching Experience</td>
<td>Special Talents</td>
<td>Career Achievements</td>
</tr>
<tr>
<td>Coaching Experience</td>
<td>Leisure Activities</td>
<td>Employment</td>
</tr>
<tr>
<td>Experience Summary</td>
<td></td>
<td>Areas of Knowledge</td>
</tr>
<tr>
<td>Experience Highlights</td>
<td></td>
<td>Areas of Experience</td>
</tr>
</tbody>
</table>
The rubric below can be used to score the effectiveness of your resume. Use the rubric to score your resume before meeting with a Career Counselor to have your resume critiqued. After your final edits are completed, score the final version of your resume using the rubric.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Excellent (3)</th>
<th>Good (2)</th>
<th>Poor (1)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Overall Appearance &amp; Style</strong></td>
<td>• Appropriate use of bold, italics, &amp; underlines to emphasize key points</td>
<td>• Fills one page but with too much white space</td>
<td>• Exceeds one page due to irrelevant information</td>
</tr>
<tr>
<td><strong>Goal:</strong> To ensure your resume is well-structured and highlights skills, strengths, and experiences that are relevant to the employer/audience.</td>
<td>• Good use of space; not a lot of extra white space</td>
<td>• Some inconsistent fonts &amp; section headings</td>
<td>• Does not fill majority of one page</td>
</tr>
<tr>
<td><strong>Comments:</strong></td>
<td>• Fills one page without over crowding</td>
<td>• Some relevant information throughout</td>
<td>• Font style &amp; size are unreadable and/or inconsistent</td>
</tr>
<tr>
<td><strong>SCORE:</strong></td>
<td>• Relevant information appears throughout</td>
<td>• Important information is not clear to reader</td>
<td>• Information not laid out in a clear &amp; consistent layout</td>
</tr>
<tr>
<td></td>
<td>• Section headings reflect content &amp; content substantiates headings</td>
<td>• Categories need to be structured differently to be more effective</td>
<td>• Overall lack of structure</td>
</tr>
<tr>
<td><strong>Typos, Grammar &amp; Spelling Errors</strong></td>
<td>• Free of spelling, punctuation &amp; spacing errors</td>
<td>• Few &amp; minor spelling, punctuation, &amp; spacing errors</td>
<td>• Resume is hard to understand due to numerous errors in spelling, punctuation, grammar, &amp; spacing</td>
</tr>
<tr>
<td><strong>Goal:</strong> To ensure your resume is free of errors in mechanics, usage, grammar, or spelling.</td>
<td>• Grammar is appropriate &amp; consistent</td>
<td>• Some personal pronouns</td>
<td></td>
</tr>
<tr>
<td><strong>Comments:</strong></td>
<td>• No personal pronouns present</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SCORE:</strong></td>
<td>• Clear &amp; concise</td>
<td>• Missing key information</td>
<td></td>
</tr>
<tr>
<td><strong>Objective Statement</strong></td>
<td>• Type of work is clear &amp; targeted</td>
<td>• Does not clearly state the position, industry &amp; relevant skills</td>
<td></td>
</tr>
<tr>
<td><strong>Goal:</strong> To ensure your statement is clearly targeted to a specific company, industry, and/or position.</td>
<td>• Contains the type of position being sought</td>
<td>• Includes too much or too little information</td>
<td></td>
</tr>
<tr>
<td><strong>Comments:</strong></td>
<td>• Contains industry and/or company name</td>
<td>• Does not contain key information</td>
<td></td>
</tr>
<tr>
<td><strong>SCORE:</strong></td>
<td>• Contains skills relevant to the position</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Education Section</strong></td>
<td>• Entries are in reverse chronological order</td>
<td>• Degree is abbreviated</td>
<td>• Missing institution name and location</td>
</tr>
<tr>
<td><strong>Goal:</strong> To convey academic qualifications and relevant training and certifications.</td>
<td>• Degree is spelled out</td>
<td>• Coursework listed is not all relevant</td>
<td>• Entries are not listed in reverse chronological order</td>
</tr>
<tr>
<td><strong>Comments:</strong></td>
<td>• Major(s) is indicated</td>
<td>• No minor/concentration indicated</td>
<td>• List start and finish range of graduation date</td>
</tr>
<tr>
<td></td>
<td>• Indicate minor/concentration, if applicable</td>
<td>• Institution is named but abbreviated</td>
<td>• Irrelevant or outdated high school information listed</td>
</tr>
<tr>
<td></td>
<td>• Graduation month/year are indicated</td>
<td>• Specific department is listed</td>
<td>• List institution from which no degrees were received</td>
</tr>
<tr>
<td></td>
<td>• Course work listed is relevant</td>
<td></td>
<td>• Missing degree, major, and/or concentration</td>
</tr>
<tr>
<td></td>
<td>• Each institution includes: name, location, &amp; dates</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Indicate relevant trainings and/or certificates</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• GPA listed is a 3.0 or above</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SCORE:</strong></td>
<td>• Relevant information appears throughout</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Experience Section</strong></td>
<td>• Organization name, position title, location, &amp; dates are included</td>
<td>• Action verbs are weak</td>
<td>• Entries do not include organization name, dates, position title, or location</td>
</tr>
<tr>
<td><strong>Goal:</strong> To highlight your relevant experiences, skills, and accomplishments.</td>
<td>• Bullets/SARs begin with strong action verbs, do not repeat, and are in correct verb tense</td>
<td>• Verb tense is incorrect and/or inconsistent</td>
<td>• Bullets are written in complete sentences</td>
</tr>
<tr>
<td><strong>Comments:</strong></td>
<td>• Bullets/SARs are concise, direct, &amp; indicate one’s impact/accomplishments</td>
<td>• Verbs repeat frequently</td>
<td>• Verb tense is incorrect and/or inconsistent throughout</td>
</tr>
<tr>
<td></td>
<td>• Results are quantified (lbs, $, %, etc.)</td>
<td>• Bullets/SARs are not concise or direct and do not indicate impact</td>
<td>• Bullets/SARs are wordy, vague, do not indicate one’s impact</td>
</tr>
<tr>
<td></td>
<td>• Experiences and/or skills are listed in order of relevance</td>
<td>• Does not indicate accomplishments or results</td>
<td>• Bullets are not listed in order of importance to the reader</td>
</tr>
<tr>
<td></td>
<td>• Bullet/SARs under experiences and/or skills are listed in order of importance</td>
<td></td>
<td>• Results are not quantified when appropriate</td>
</tr>
<tr>
<td></td>
<td>• Use industry specific language &amp; terminology</td>
<td></td>
<td>• Irrelevant or outdated information is listed</td>
</tr>
<tr>
<td><strong>SCORE:</strong></td>
<td>• Action verbs are weak</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Additional Sections</strong></td>
<td>• Action verbs are weak</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Goal:</strong> To demonstrate additional relevant experiences, skills, or accomplishments.</td>
<td>• Verb tense is incorrect and/or inconsistent</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Comments:</strong></td>
<td>• Verbs repeat frequently</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SCORE:</strong></td>
<td>• Bullets/SARs are not concise or direct and do not indicate impact</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL SCORE:</strong></td>
<td>• Some listings are relevant</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Some listings are concise</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Section title is appropriate</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Items are wordy</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Items are vague or irrelevant</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Resume Power Verbs

<table>
<thead>
<tr>
<th>Fundraising</th>
<th>Public Relations</th>
<th>Accounting</th>
<th>Leadership</th>
<th>Writing</th>
<th>Craft / Artisan</th>
<th>Innovating</th>
<th>Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>research</td>
<td>record</td>
<td>create</td>
<td>conceive</td>
<td>design</td>
<td>create</td>
<td>translate</td>
<td></td>
</tr>
<tr>
<td>analyze</td>
<td>assess</td>
<td>lead</td>
<td>construct</td>
<td>create</td>
<td>modify</td>
<td>interpret</td>
<td></td>
</tr>
<tr>
<td>strategize</td>
<td>prepare</td>
<td>encourage</td>
<td>craft</td>
<td>build</td>
<td>change</td>
<td>lecture</td>
<td></td>
</tr>
<tr>
<td>program</td>
<td>coordinate</td>
<td>manage</td>
<td>integrate</td>
<td>entertain</td>
<td>upgrade</td>
<td>converse</td>
<td></td>
</tr>
<tr>
<td>develop</td>
<td>present</td>
<td>organize</td>
<td>interpret</td>
<td>perform</td>
<td>improve</td>
<td>negotiate</td>
<td></td>
</tr>
<tr>
<td>contact</td>
<td>negotiate</td>
<td>compare</td>
<td>capture</td>
<td>draw</td>
<td>design</td>
<td>compare</td>
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Victor E. Pirate
701 East Fifth Street, Greenville, NC 27858 | 252-328-6050 | piratevictore@alumni.ecu.edu

Objective
To obtain the position of Event Planner at the Hyatt Regency hotel utilizing my skills in communication, sales, and hospitality management.

Education
East Carolina University, Greenville, North Carolina May 2016
Bachelor of Science in Hospitality Management
Concentration: Conventions and Special Events
Major GPA: 3.6/4.0 Honors: Chancellor’s List, Dean’s List

Relevant Coursework
Wine and Beverage Management Lodging Revenue Management Food Prep and Menu Planning
Meetings, Events and Conventions Sales and Services Management Hospitality HR Management

Relevant Experience
Residence Inn Greenville, North Carolina May 2014 - Present
Events Intern
• Coordinated planning for large convention and business events that included live music and food vendors
• Operated with a total budget of $10,000 for the year to spend on company renovations and equipment
• Communicated via email, fax and phone to potential and secured clientele, coordinating upcoming events
• Organized the annual local business conference with over 300 guests in attendance and 10 staff members
• Utilized the Purchase Management Software (PMS) to conduct room reservations and banquet venues
• Researched and identified potential new business leads for Hyatt to pursue in local, state and national areas

Vector Marketing Greenville, North Carolina August 2010 – May 2014
Sales Associate
• Received the GOLD STAR award for sales person of the month after selling $500 in consumer products
• Performed cold calls to new clients using regions and district coding to determine the high need areas
• Utilized a multi-line telephone system to transfer incoming calls and schedule appointments

YMCA Raleigh, North Carolina May 2010- August 2010
Counselor/Front Desk
• Organized events for children and families ranging from ages 6 and up
• Facilitated meetings with staff to brainstorm new activity ideas and events
• Secured local vendors for events including a one day community fair with carnival games, pie eating contest and dunk tank

Da Pizza Truck Raleigh, North Carolina May 2008- May 2010
Shift Manager
• Supervised staff of 6 employees, training on cash intake, customer service and company policies
• Trained new employers on customer service and food sanitation regulations
• Applied management and motivation skills to create a fun team environment for all staff

Professional Affiliations
Pirate Planners, Member May 2010 – Present
National Society of Minorities in Hospitality, Member May 2012 – Present

Chronological—present your job-related experiences in reverse chronological date order (most recent listed first and then going backwards in time). Consider using this style if you have an established career direction and you are continuing on the same or similar career path.
Sample Resume—Functional

Ivanna Tawk
701 East Fifth Street  tawki13@students.ecu.edu
Greenville, NC 27858  252-328-6050

OBJECTIVE
To obtain an internship in the Corporate Benefits Department at Time Warner Cable Corporate Office utilizing my formal education and strong organization, customer service, and communication skills.

CAPABILITIES PROFILE
Teamwork  Time Management  Fundraising
Public Speaking  Spanish  French
Social Media  Research  Photoshop

EDUCATION
East Carolina University  Greenville, NC
Bachelor of Science, Communication  May 2017
Minor, Business Administration

RELEVANT COURSEWORK

EXPERIENCE
Organizational/Planning Skills
• Maintained accurate inventory through effective planning and forecasting
• Coordinated schedules of seven busy stylists to ensure maximum efficiency
• Provided prompt, efficient, and accurate service while operating cash register and computers to itemize and total customer purchases and collect payments
• Verified and reconciled daily cash records, deposits, and receipts to ensure accuracy
• Developed and utilized a specific evaluation process to assure fairness in selecting dance team members
• Prepared and enforced detailed contracts for twelve dance team members and their parents
• Organized, planned, and executed dance team performances, classes, and rehearsals
• Created and organized fundraising programs involving the local community to ensure survival of dance team

Sales/ Customer Service Skills
• Delivered professional and courteous customer service while multi-tasking in hectic retail and service environments
• Upsold products and recognized as top sales associate for two consecutive months
• Assisted clients by scheduling appointments and provided requested information on services and products offered
• Maintained and updated salon customer clientele for future call-backs on sales promotions
• Created attractive displays to market new retail products

Communication Skills
• Anticipated and met needs of members and clients while working efficiently in upscale fast-paced environments
• Utilized interpersonal communication skills to interact with diverse clientele
• Recognized for ability to quickly establish rapport with customers and build a loyal clientele
• Collaborated with team members to deliver maximum service as well as worked independently

RECENT EMPLOYMENT HISTORY
Food and Beverage Service: Ironwood Golf and Country Club- Greenville, NC  May 2013-Present
Receptionist: Salon French and Day Spa- Greenville, NC  May 2011-January 2013
Dance Team Coach: Macomb Senior High School- Macomb, IL  May 2010-May 2012

VOLUNTEER/COMMUNITY SERVICE
NC Foodbank, Relay for Life, Give to the Troops

Functional—group your skills and experiences together based on job-related functional areas. Consider using this style if you are changing career direction or if you have skill sets from past experiences that may not be directly related.
Sample Resume—Chronological

IMA PIRATE  
techpirate@gmail.com | 252.328.6050  
701 E. 5th Street | Greenville, North Carolina 27858

Objective
Technical Support/Information Technology position, where my five years direct experience in the administration of Windows-based servers & desktops in an Active Directory environment, network administration, & technical support can be utilized.

Education
East Carolina University Greenville, North Carolina  
Bachelor of Science  
Information & Computer Technology  
Concentration: Information Technology  
GPA: 3.3/4.0  
Minor: Business Administration  
May 2016

Technical Skills
Windows XP, Vista, & 7  
BlackBerry Enterprise Server 4.0  
Microsoft Project 2010 & Visio  
Microsoft Active Directory  
Microsoft SharePoint 2.0 & 3.0  
Cisco IOS  
Microsoft Exchange 2003 & 2007  
Microsoft Virtual Server 2005  
Mac OS X  
Microsoft IIS 6.x & 7.x  
Symantec Anti-Virus Business Edition 10.0  
Red Hat Enterprise Linux 5 & 6  
Microsoft ISA Server 2004 & 2006  
VMware Server 2  
Adobe Acrobat, Photoshop, & Illustrator  
Microsoft Office 2003, 2007, & 2010  
VMware Workstation 7 & 8

Experience
East Carolina University Greenville, North Carolina  
Technology Analyst, Campus Recreation & Wellness  
July 2014 – present  
• Provided computer & technical support to staff of 20+ in main office & six satellite offices.  
• Spearheaded migration & redesign of website from ASP & HTML to CommonSpot content management system.  
• Facilitated migration of 40+ computers from Windows XP to Windows 7 & from Office 2007 to Office 2010.  
• Designed marketing materials for special events utilizing Adobe Illustrator & Photoshop.

Web Designer & Developer, College of Technology & Computer Science  
April 2013 – present  
• Sought by the Associate Dean of the College to update & determine the needs of each department’s website.  
• Led restructuring & redesign of department websites using HTML & CSS within the CommonSpot content management system.  
• Produce & design graphics for website using Adobe Illustrator & Photoshop.

Web Editor, The East Carolinian Newspaper  
November 2009 – May 2011  
• Published articles & photos to website each time newspaper was printed & when breaking news stories were released.  
• Planned & facilitated migration from College Publisher 4 to College Publisher 5 content management system.  
• Designed & coded pages for content management system using HTML & CSS.  
• Revamped & migrated e-mail system to Google Apps, allowing staff to have a vanity email account.

Twisted Networx, Inc Greenville, North Carolina  
Senior Server Engineer/Tier-3 Technical Support/Network Administrator  
October 2008 – April 2010  
• Implemented Windows Server 2008 cloud server system to manage user authentication, assign user policies, deploy software, & manage document storage on network with approximately sixty users in two cities for behavior health facility.  
• Managed security camera & door badge access systems as well as user, e-mail, & voicemail account creation.  
• Installed structured network & security camera cabling & configured firewall/network policies for HIPAA regulations.  
• Wrote visual training guides & how-to’s on using e-mail, phone, & the ticket support system.  
• Trained & supervised other technicians that worked on-site.

Law Office of Jennifer R. Cooney; Baer & Baer, Attorneys at Law, PA Fayetteville, North Carolina  
System Administrator  
February 2006 – October 2011  
• Designed and administered two Windows Server 2003-based domains, including configuration of WINS, DNS, & DHCP.  
• Implemented Microsoft ISA Server 2004 to act as the network firewall/proxy server and Exchange Server 2003 for e-mail.  
• Implemented Microsoft SharePoint Services 3.0 for easy document & calendar sharing throughout the network.  
• Provided technical support & training for users of the network.

Chronological—present your job-related experiences in reverse chronological date order (most recent listed first and then going backwards in time). Consider using this style if you have an established career direction and you are continuing on the same or similar career path.
Sample Resume—Chronological

Gina J. Pirate
Giprofessional@gmail.com | 252.111.1234
720 Pirate Lane Unit 104 | Greenville, North Carolina 27858

OBJECTIVE
To obtain a position as an English/Language Arts educator in the middle grades that will allow me to showcase my content knowledge, along with skills in classroom management, instruction and assessment.

EDUCATION
East Carolina University, Greenville, NC
Bachelor of Science in Middle Grades Education GPA 4.0
Licenses: Math and English/Language Arts, Grades 6-9

University of North Carolina at Chapel Hill, Chapel Hill, NC
Bachelor of Arts, Journalism and Mass Communication, PR Sequence, GPA 3.4; Minor in History

TEACHING EXPERIENCE
Riverwood Middle School, Student Teacher Intern, Grade 7 ELA, Clayton, North Carolina, August 2013 - present
• Create original lesson plans and units in accordance with the North Carolina Common Core Standards for English Language Arts grade 7.
• Well-versed in methods of instruction and assessment, creating clear objectives for each lesson and aligning assessments with objectives.
• Solid classroom management procedures and experience in maintaining a productive classroom environment.
• Work with students of all ability levels ranging from AIG to EC students.
• Experience working with IEP and 504 accommodations and modifying lessons and/or assessments to adhere to such modifications.
• Attend parent-teacher meetings to ensure that parents are kept abreast of their child’s progress in the classroom.
• Sit-in on PLC meeting to gain experience on how the curriculum will be employed in the classroom.

Cary Family YMCA, Swim Coach, Swim Instructor, Lifeguard, Cary, North Carolina, October 2011 - present
• Coach the Mini Competitor Swim Team (ages 5-8) and Summer Swim team (ages 7-8), working to build both physical endurance and strength of character to prepare young athletes to swim in competitive environments. Focus is on individual growth and self-improvement.
• Swim Instructor for children of all ages and ability levels, even working with adults at times. Work on building confidence in the water; solidifying technique, and learning water safety all while encouraging the values set forth by the YMCA of caring, honesty, respect, and responsibility.
• Lifeguard to ensure the safety and enjoyment of all who come to the YMCA. Focus on water safety and encouraging children to be responsible in the water. Current certifications in CPR, First Aid, and Oxygen/AED for the professional rescuer.

AquaVentures Swim Academy, Swim Instructor, Raleigh, North Carolina, June 2011–August 2011
• Worked with children ages 5-18 who were at various ability levels.
• Instructed children in the basics of swimming and fine tuning technique based on current skill levels.
• Delivered fun and personal swimming experiences to each student, instructing in a friendly and caring environment.

Youth Guidance, Volunteer, Vero Beach, Florida, June 2007
• Assisted with after-school art program aimed at youths from single-parent homes and in need of mentors.
• Helped to encourage confidence in children through art, focusing on respect of self and others, and on kindness and caring.

WORK HISTORY
• Launched and managed PRBrandBuilder, a subsidiary of ClearImage; administered the business development and public relations initiatives for Peak 10, a national data center and managed services provider; xaitment, a global AI middleware tool provider for the video game and simulation industries, and Gamebase USA, a global game engine provider for the video game industry.

• Worked with multiple accounts across various industries including environmental, pharmaceutical, technology, real estate, education, economic development firms and research institutes.

HONORS
East Carolina University; Chancellor’s List: Spring 2012, Fall 2011
University of North Carolina at Chapel Hill; Awarded the Association of Women in Sports Media (AWSM) PR scholarship/internship;
Dean’s List: Sigma Alpha Lambda Member

TECHNICAL SKILLS AND PLATFORMS

Chronological—present your job-related experiences in reverse chronological date order (most recent listed first and then going backwards in time). Consider using this style if you have an established career direction and you are continuing on the same or similar career path.
College of Business Sample Resume—Chronological

Alex Smith

123 Executive Drive                                      252-111-2222                                      123 Business Ave.
Greenville, NC 27858                                     ProfessionalEmail@gmail.com                         Raleigh, NC 27601

Education
May 2014  East Carolina University College of Business, Greenville, NC
Bachelor of Science in Business Administration, Management
GPA: 3.6/4.0

Experience
September 2011-Present  Outback Steakhouse, Greenville, NC
Waiter/Trainer
• Accurately and efficiently place 25+ customer orders daily
• Supervise and train 5 employees on restaurants policies and procedures
• Reconcile all sales, cash, credit, checks and other accounts to balance and pay hostesses and bartenders nightly

May 2011-August 2011  The Little Bank, Raleigh, NC
Intern
• Implemented electronic banking products and services
• Assisted with resolving customer questions about their accounts
• Shadowed operations manager handling daily duties
• Integral part of a special projects team assigned to develop and implement a marketing strategy to reach new customers

September 2010-May 2011  Target, Raleigh, NC
Retail Associate
• Assisted customers in finding/selecting merchandise
• Balanced register on a regular basis
• Ensured that shelves were stocked with appropriate inventory levels

Skills
Proficient in Microsoft Word, Excel, PowerPoint and Access, conversational Spanish

Honors / Activities
• Dean’s List (2011, 2012)
• Golden Key International Honor Society Member
• Relay for Life Volunteer
• Habitat for Humanity Volunteer
• College of Business Scholarship Recipient, Fall 2012
• Intramural sports participant (softball, soccer, and football)

Chronological—present your job-related experiences in reverse chronological date order (most recent listed first and then going backwards in time). Consider using this style if you have an established career direction and you are continuing on the same or similar career path.
Sample Resume—Combination

Nurse N. Student
1243 Pirate Lane | Greenville, NC 27858 | (252) 555-5555 | studentn10@students.ecu.edu

OBJECTIVE

MOTIVATED and EAGER upcoming nurse graduate seeking a challenging position in the New Graduate Residency Program with Vidant Medical Center to employ comprehensive health care training and demonstrate established customer service, organization and relevant technical skills.

EDUCATION

East Carolina University, Greenville, NC
Bachelor of Science in Nursing
Honors: Beta Nu Chapter of Sigma Theta Tau International Nursing Honor Society, North Carolina Nurse Scholar
May 2014

Saint Mary’s College, Raleigh, NC
Associate of Arts
Honors: Academic Achievement Society, Phi Theta Kappa Honor Society
May 2012

CLINICAL ROTATIONS

Nash General, Rocky Mount, NC
Capstone Emergency Department
January 2014 – May 2014

Rex Healthcare, Raleigh, NC
Rex Cardiac Rehabilitation
January 2014 – May 2014

Vidant Medical Center, Greenville, NC
Pediatric, Labor and Delivery, Postpartum, Antepartum, Newborn Nursery Orthopedic, Cardiac Intermediate Care
August 2013 – December 2013

Washington Head Start, Greenville, NC
Community Health
January 2013 – May 2013

Vidant Medical Center, Greenville, NC
Clinical Student Leadership Pilot
August 2012 – December 2012

CLINICAL COMPETENCIES

• Monitor blood pressure, pulse, oxygen saturation and electrocardiogram readings during cardiac rehabilitation
• Develop blood pressure education program based on target population for community service project
• Assess, amend, monitor and report on patient care plans for diverse population
• Record intake and output and medication administration in medical record
• Screen preschoolers for blood pressure, height and weight
• Participate and observe in teaching of preschoolers
• Plan and implement teaching of the five senses to preschoolers
• Selected as a Student Clinical Leader to assist a new instructor on the Pediatric Unit at Vidant Medical Center

RELEVANT EXPERIENCE

Vidant Medical Center, Greenville, NC
Care Tech - Cardiovascular Intensive Care Unit
August 2012-Present

• Measure vital signs, intake and output, finger stick blood sugars; Obtain EKG readings; Perform trach care, venipuncture and blood specimen collection; Document using EPIC software
• Perform hygienic and comfort related tasks including baths, personal grooming, oral hygiene, skin care, perineal and catheter care and maintenance of a sanitary and safe patient environment

Nurse Extern - Cardiac Intensive Care Unit
August 2012-December 2012

• Assessed, monitored, managed, and documented care for critically ill cardiac patients
• Assisted with various procedures including: bronchosopies, thoracentesis, Swan-Ganz catheter placement at bedside, central line placement, radial arterial line placement, temporary pacemaker placement at bedside, discontinuation of intraaortic balloon pump, transesophageal echocardiogram and suturing of head trauma at bedside

ACTIVITIES

Christian Medical and Dental Association
(Student Participant in Saline Solution Program)
August 2012-Present

Pitt County Council on Aging
(Volunteer, Caregivers Program)
October 2011-February 2012

Combination—The combination resume generally starts with a functional resume format. This style allows the reader to first match your qualifications against the needs of the job opening, and then gives the reader a sense of where the accomplishments took place.
Find Opportunity At Mayne Pharma.

METRICS IS NOW PART OF THE GLOBAL MAYNE PHARMA FAMILY.

At Mayne Pharma, we don’t just develop drugs. We also develop opportunity for the people of North Carolina. Since the founding of Metrics, Inc. in 1994, our company has generated hundreds of new jobs. We are one of the fastest-growing CDMO and specialty pharma companies in the U.S., providing quality formulation, manufacturing and analytical services to the pharmaceutical industry.

And Mayne Pharma and Metrics Contract Services are on track to grow for the foreseeable future. That’s good news for us, and even better news for the community we call home.

To learn more about career opportunities at Mayne Pharma and Metrics Contract Services, visit careers.metricsinc.com.

PHARMACEUTICAL DEVELOPMENT • ANALYTICAL TESTING • CTM MANUFACTURING • POTENT PRODUCTS • SPECIALTY TECHNOLOGIES
Mayne Pharma / Metrics Contract Services / 1240 Sugg Parkway, Greenville, NC 27834 / 252.752.3800
To produce 100% natural chicken, we start with the best people.

Start your career with a Fortune 1000 company that’s nationally respected for producing the finest 100% natural chicken.

Visit our website for information about Summer Internships and Trainee Programs. Positions available in Mississippi, Louisiana, Texas, Georgia, and North Carolina.

SandersonFarms.com/careers

100% Natural
## Sample Resume—Combination

**MICHAEL CANNON**  
244 10th Street • Greenville, NC 27834 • 829.253.9380 • mcannon@gmail.com

### Objective
To obtain a position as a Health Educator utilizing my strengths in needs assessment, program planning, and health education.

### Capabilities Profile
<table>
<thead>
<tr>
<th>Program Planning &amp; Evaluation</th>
<th>Communication</th>
<th>Public Speaking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Implementing Programs</td>
<td>Health Promotion</td>
<td>Certified Peer Educator</td>
</tr>
<tr>
<td>Health Education</td>
<td>Epidemiology</td>
<td>Needs Assessment</td>
</tr>
</tbody>
</table>

### Education
East Carolina University  
Greenville, NC  
May 2015

Bachelor of Science in Public Health  
Concentration: Community Health  
Minor: Biology  
GPA: 3.24  
Honors: Chancellor’s List (Spring 2012, Fall 2012)

### Related Coursework
- Needs Assessment and Program Planning, Program Evaluation, Applied Principles of Health Promotion, Community Strategies for Health Education, Theory and Practice in Community Health Education

### Relevant Experience
**East Carolina University**  
Greenville, NC  
January 2012 – May 2012

**Student: Program Planning & Needs Assessment**
- Observed food choices & health behaviors of female mall patrons
- Completed needs assessment on African American women of reproductive age
- Created a program to increase the knowledge and awareness of preconception care among African American women

**Office of Public Health**  
Greenville, NC  
November 2011-May 2012

**Certified Preconception Peer Educator**
- Family life planning; before, during & after care; risk assessment
- Informed females on the steps in becoming healthy before conception
- Educated males and females on preconception and how to decrease barriers and increase a healthy pregnancy
- Performed risk assessment on men and women to better understand their reproductive health behaviors
- Distributed resources on contraceptives, smoking cessation, BMI, and stress management
- Encouraged and educated males on how to increase support of pregnant partner before and after pregnancy

**Pitt County Preconception Health Campaign**  
Goldsboro, NC  
August 2011- November 2011

**Volunteer**
- Informed women about the importance of creating a reproductive life plan
- Educated females about making smart food choices and increasing physical activity
- Created flyers to explain the importance of taking a multivitamin with folic acid to prevent birth defects

### Work Experience
**Server, Carolina Ale House**  
Greenville, NC  
August 2011 – Present

**Mentor, Boys and Girls Club**  
Greenville, NC  
October 2010 – August 2011

### Leadership Activities
- Member, North Carolina Society of Public Health Education  
  September 2011 - Present
- Member, Eta Sigma Gamma (Health Education Honor Society)  
  September 2011 - Present
- Secretary, Eta Sigma Gamma (Health Education Honor Society)  
  January 2012
- Volunteer, Special Olympics  
  October 2011
- Volunteer, Relay for Life  
  September 2011

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**Combination**—The combination resume generally starts with a functional resume format. This style allows the reader to first match your qualifications against the needs of the job opening, and then gives the reader a sense of where the accomplishments took place.
FIRST THINGS FIRST: WHAT IS A CURRICULUM VITAE?

The word “vitae” is derived from the Latin language meaning “life.” Thus, the purpose of completing “vitae” are to describe people’s lives, their “courses of life,” your “course of life,” their professional lives. The singular form of the term is “vita.”

A Curriculum Vita is a marketing tool. It is created for the purpose of pursuing career and educational goals. A vita should thoroughly describe your experiences and accomplishments in a way that best demonstrates your qualifications for the type of position you are seeking.

Comparison of CV vs. Resume

**Curriculum Vita**
- Overview of academic accomplishments
- Primarily used for academic positions
- Should be frequently updated
- Generally several pages in length
- Constructs a scholarly identity

**Resume**
- Highlights job-related skills, education, experiences and activities
- Primarily used for non-academic positions
- Should be targeted and 1-2 pages
- Purpose is to obtain an interview
- Constructs a professional identity

WHEN WOULD A CURRICULUM VITA BE USED?

If you seek a faculty, research, clinical, or scientific position, you will need a Curriculum Vita. You may also want to consider this format when in the fields of healthcare, athletic training, education, social work, counseling, psychology, philosophy, anthropology, journalism, or other areas where you may have participated in various applied, “hands-on” experience and training opportunities related to your major field of interest.

A vita can range from 2 to 12 pages or more, depending on experience, and offers an in-depth look into any and all professional experiences you care to relate to the position you are seeking. For example: Education, Awards and Fellowships, Teaching Experience, Research Experience, Computer/Technical Skills, Honors, Professional Activities, Presentations, Publications, Professional Memberships, Travel/Cultural Experiences, and others.

You should begin with a heading that includes your name, address, telephone number, and email address. If you plan to move, be sure to provide a way for employers to reach you, such as a family member’s address. If your email account was established through the university, make sure you set up an account that will remain active after you leave school (Always choose an email address that appears professional).

WHAT HAVE YOU DONE?

Your Experience section is key and it usually is listed directly following Education. Whatever order you choose for your vita, you should use the Experience section to highlight your work-related accomplishments, whether they are paid or unpaid. Emphasize the areas related to the position you are seeking. For example, if you are applying to work in a hospital setting, you may identify a section called “Clinical Experience” or “Hospital Experience.”

Quantify and qualify what you did—for example, in a clinical position, such as a Physician’s Assistant, include how many rotations you completed. You can also include experience gained through participation in organizations and associations in a “Professional Memberships” section, or “Committee and Administrative Experience” section, as long as you can relate the experience to the job for which you are applying.

WHAT HAVE YOU LEARNED?

You’ll need a section for your education that highlights the knowledge you have acquired through your university preparation and professional and educational experiences. At a minimum, the Education section should include your university, your degree and major, and when your degree was earned or is expected, as well as any certifications or credentials you have earned or expect to earn. Other education-related information which can be included is: GPA, academic minor (or second major), and related coursework (remember to include those courses in which your potential employer will be most interested).
Paula L. Pirate

111 Pirate Lane, Greenville, NC 27858 ● O: 252-328-1111 ● C: 252-328-0000 ● piratep@gmail.com

EDUCATION
Ph.D., Biochemistry and Molecular Biology, East Carolina University, Greenville, NC  September 2015

Dissertation Title: Biochemical and Cellular Characterization of Nicotinamide Mononucleotide Adenylytransferase 2 (Nmnat2): A Brain Specific Isoform of an Essential NAD Synthesizing Enzyme

Master of Science, Biochemistry, North Carolina State University, Raleigh, NC  May 2011
Thesis Title: Computational Approaches to RNA Aptamer Design and Optimization

Bachelor of Science, Chemistry, University of North Carolina at Chapel Hill, Chapel Hill, NC  May 2008

EDUCATION
•  Planned and implemented study which will be included in upcoming Scientific Journal article by Dr. P. Ph.D., Biochemistry and Molecular Biology, East Carolina University, Greenville, NC  September 2015

Dissertation Title:
•  Directed staff of four research associates to resolve issues, track timeline, and facilitate meeting submission deadlines.

Thesis Title:
•  Isolation and spectral analysis of photosynthetic reaction centers.

PUBLICATIONS and POSTER PRESENTATIONS
Pirate, P. L. and J.T. Jones. 2013. Avian predation on Anolis lizards in the northeastern Caribbean: an Inter-TEACHING EXPERIENCE
PUBLISHED ABSTRACTS

AWARDS and HONORS
•  National Science Foundation Graduate Fellowship, 2014
•  ECU Foundation Graduate Research Fellowship, 2013
•  Phi Beta Kappa, 2013-present

AFFILIATIONS and LEADERSHIP
Treasurer, American Chemical Association
Senator, ECU Graduate & Professional Student Senate

CAMPUS AND COMMUNITY INVOLVEMENT
•  Pitt County Health Sciences Academy Lecturer
•  Organized biochemistry division graduate recruitment dinner
•  Judge for NC state-wide Science and Engineering Fair
•  Coached City of Greenville little league soccer team

LANGUAGES
Fluent in conversational Spanish and Mandarin
Job Search Strategies


Q: What is ECU CareerNET?
A: ECU CareerNET is The Career Center’s job and internship database, exclusive to ECU students and alumni. This system allows you to search for full and part-time jobs, internships, on campus interviews, and career events such as workshops and career fairs. As a user of the system you can upload resumes, cover letters, references and portfolios to be visible to employers that are actively recruiting. Set up job alerts and receive an email when the job you want is posted. You can also search employers and jobs by industry or location.

Q: Who can access ECU CareerNET?
A: All current students and alumni have access to the system as well as employers that have registered with The Career Center.

Q: Where can I access the system?
A: To log in visit: www.myinterface.com/ecu/student

Q: When can I begin to use ECU CareerNET?
A: NOW! Whether you are a freshman or alumni, it is never too early to start exploring possible internship and career opportunities!

Q: How Do I Get Started?
A: Current students follow the steps below:

REGISTER
1. Visit: www.myinterface.com/ecu/student
2. Click “Forgot Password” under the username and password box
3. Enter your pirate id (ex.smithj09) in the Username (Pirate ID) box
4. Click Reset Password
5. A unique password will be sent to your email so you can log in

Alumni: Please call The Career Center at 252-328-6050 to create your account
* Signing up for ECU CareerNET certifies that you have read and voluntarily agree to the Student Disclaimer Agreement located on our homepage.
### Pros and Cons

<table>
<thead>
<tr>
<th>STRATEGIES</th>
<th>TOOLS</th>
<th>PROS</th>
<th>CONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>WANT ADS</td>
<td>Newspapers, Journals, Newsletters, Trade magazines, Cover Letters, Targeted Resumes</td>
<td>Involves minimal investment of time in identifying companies. Resume and cover letter are sent for actual job opportunity.</td>
<td>Resume and cover letter will complete with large number of others. Be wary if you, instead of the employer, have to pay a fee.</td>
</tr>
<tr>
<td>EMPLOYMENT AGENCIES</td>
<td>Resumes and Business Attire</td>
<td>Fee-paid jobs for graduates in technical fields or those with marketable experience.</td>
<td>May be less help to non-technical/inexperienced graduates. Be wary if you, instead of the employer, have to pay a fee.</td>
</tr>
<tr>
<td>INTERNET</td>
<td>Access to the Web, Electronic Resume</td>
<td>Actual job opportunity. Employers use a wide variety of job listing services. Many listings have free to low-cost access. Worldwide reach.</td>
<td>Competition is growing as use of the web increases. Pay attention to multiple listings—one position listed on a few sites to avoid applying twice.</td>
</tr>
<tr>
<td>TARGETED MAILING</td>
<td>List of well-researched companies. Use Reference USA to research employers at: <a href="http://www.referenceusa.com">www.referenceusa.com</a> Tailored Cover Letters, Resumes</td>
<td>Better approach than the mass-mailing method. Investment of time and effort should merit stronger response from employers</td>
<td>Requires a significant investment of time in researching companies and writing cover letters as well as following up with contacts.</td>
</tr>
<tr>
<td>IN-PERSON VISIT</td>
<td>Business Attire, Company Address List, Resumes</td>
<td>Resume and application are on file with the company.</td>
<td>Requires a great deal of time to make a relatively small number of contacts.</td>
</tr>
<tr>
<td>RESUME REFERRAL</td>
<td>Registration Form Supplied by Service</td>
<td>Another way to monitor the job market and get your qualifications to the attention of employers.</td>
<td>May involve a fee. Often more helpful to those in technical or specialized fields. May not learn of the status of your materials.</td>
</tr>
<tr>
<td>SOCIAL MEDIA</td>
<td>Access to the Internet, Social Media Accounts, Electronic Resume</td>
<td>Access to wide variety of employers, contacts and current job openings.</td>
<td>Employers can view your information and/or pictures. Be sure your profile is professional.</td>
</tr>
</tbody>
</table>

**Helpful Hints:**
- STRATEGIES: Use a selective/targeted approach. Use as a gauge on how the job market looks in a certain career field.
- EMPLOYMENT AGENCIES: Identify agencies that specialize in your field. Make frequent contact with your counselor to obtain better service.
- INTERNET: Use the web frequently as information and sites change quickly.
- TARGETED MAILING: Try to find out who is in charge of the area in which you want to work; send materials to that person.
- IN-PERSON VISIT: Research the companies prior to your visit. Ask for a specific person or ask about a specific type of job.
- RESUME REFERRAL: Use only with other job search strategies.
- SOCIAL MEDIA: Follow your favorite companies. Show off your education and skills. Display an appropriate photo. Use a separate account for connecting with employers.
Getting the Most Out of a Career Fair

Many employers use career fairs—both on and off campus—to promote their opportunities and to pre-screen applicants. An employer’s display area could be a simple table with a stack of brochures and business cards and a lone representative or an elaborate multimedia extravaganza with interactive displays, videos, posters and a team of recruiters. Knowing how to navigate a career fair properly could mean the difference between getting the internship and job you want or never hearing from the employer. Here are some helpful tips to successful career fair navigation.

What to Wear
- Business professional is the norm
- It is better to be overdressed than underdressed
- Think of it as a dress rehearsal for your real interviews

What to Bring
- Copies of your resume (or resumes, if you have several versions tailored to different career choices)
- Pens and pencils (have backups—they have a way of disappearing)
- Folder or portfolio and some sort of note-taking device (a paper or electronic pad)
- Don’t bring your backpack; it’s cumbersome for you, it gets in the way of others and it screams “student!” instead of “candidate!”

Ask Quality Questions
- If you are interested in finding out about a particular career field then ask generalized questions about working within the industry
- If you’re seeking career opportunities with a specific employer, focus your questions on the application and interview process, and ask for specific information about that employer

Stay Engaged
- Modify your “Power Greeting” to include information you know about the employer
- Be an active participant and not just a browser
- Keep track of the recruiters with whom you speak and send follow-up notes

Career Fair Etiquette
1. Be Courteous
   Don’t interrupt the employer reps or your fellow job-seekers. You can always move to the next exhibit and plan to come back later.

2. Be Proactive
   Don’t just drop your resume on employers’ display tables. Try to get it into a person’s hands and at least say a few words. Look around the display for the recruiter’s business card (or at the very least, write down his or her name and get some literature with the company’s address) and send a follow-up note and another copy of your resume.

3. Be Sincere
   Sincerity always wins. Don’t lay it on too thick, but don’t be too relaxed either. Virtually all employers are looking for candidates with good communication skills.

4. Be Researched
   If you know ahead of time that one of your “dream companies” is going to be at the career fair, do some prior research (at minimum, visit their web site and company information provided online). A little advance preparation goes a long way and can make you stand out among the masses of other attendees.

5. Be Prepared
   If you have a real interest in an employer, find out the procedures required to secure an interview. At some career fairs, initial screening interviews may be done on the spot. Other times, the career fair is used to pre-screen applicants for interviews to be conducted later (either on campus or at the employer’s site).
CareerShift Can Help You
Find a Job Now!

What is CareerShift?

CareerShift is a set of integrated job search tools.

Search, select, and store job listings from all job boards and all company job postings.

Get up-to-date contact information, including email addresses, for millions of companies and industry professionals.

Access in-depth information about contacts and companies posting jobs!

Easily create personal marketing campaigns, including unlimited resumes and cover letters, and save them to access, print, or email.

Access CareerShift for free!
Networking: The Number One Job Search Strategy

It is not so much what you know but who you know in today’s job market that seems to provide a big advantage to successfully landing a first internship, co-op or full time job. Most job opportunities are never formally published. Networking is key to locating those non-published jobs that are in the “hidden” job market, which may constitute over 80% of jobs.

What is Networking?

Networking is the process of discovering and utilizing existing connections between people. It’s an information exchange between you and people you know or acquaintances who, over time, can help you in your search and ultimate career destination. Networking is a planned process. In formal and informal settings, you will interact with and become known to people who can provide information about the world of work, job openings, leads, personal contacts, and employers who are hiring. Networking is about talking with people and obtaining referrals so that every contact you make is based on a referral from a person you know on some level. It may feel a bit awkward asking for a contact at the start, but it is a way of beginning and advancing your connections to employment success.

Networking Basics

With practice comes improvement. Ever hear the phrase, “fake it ‘til you make it?” No one needs to know that you’re nervous or that you’ve never done this before. On the other hand, if it makes you more comfortable, feel free to tell people this is new for you. It’s okay. Even after years of practice, introducing yourself to someone new can feel risky. Students say that their level of nervousness far exceeded the actual task, and that the conversation was fun! Remember that almost any interpersonal encounter can be an opportunity for intentional networking:

- Know yourself: skills, interests, values, personality and accomplishments.
- Make a list of your current relationships—personal, professional, academic and beyond. Add ECU alums to your list! Your first degree contacts will be instrumental in connecting you with other people you do not yet know, your second-degree contacts.
- Do not discount individuals because you think they do not know the right people. They do not need to be in the area you are pursuing to have valuable relationships to share.
- Create a plan for reaching out to your first-degree contacts and for keeping track of your communications. You might want to start with people who seem to have the closest connections to your interest area OR with those whom you feel most comfortable. Either way will work. The point is to create a plan you can act on!
- Do your homework. Learn a little bit about each person you contact (profession, current projects, company, relevant personal information, etc.). Use the power of the internet to your advantage.
- Draft and practice your opening communication (verbal introduction, email, etc.). Discuss this with a friend, career counselor, or someone that you respect.
- Make your move! Send an email first; follow with a phone call. Or simply CALL! Assign yourself a daily quota. Be persistent but not pushy.
- Follow up! Call again within a week if you receive no response. Arrange a meeting in person or by phone. Ask for 20 to 30 minutes only.
- Set the tone. Know and explain why you are calling and what you hope to learn (industry information, career exploration, job search advice, graduate or professional school guidance, etc.) You are NOT asking for a job.
- Ask for referrals. One of the most important questions is, “Whom do you recommend I contact for additional information?”
- Send a thank-you note within 48 hours! Email is okay, but a personal letter can be very effective and demonstrate the extra effort.
- Maintain connections. Nurture the relationships by staying in touch and letting them know where you land.

The Value of Networking

Strategically connecting with people enables you to:

- Gain insider knowledge and insight into the career field, industry, or organization and the day-to-day experiences, career paths, terminology, organizational culture, sources of industry information, and more.
- Build confidence over time in speaking about yourself, career interests, and future goals.
- Expand the number of people you know who are doing things you are curious about.
- Learn about opportunities, sometimes before they become publicized.
- Refine your goals, make well-informed decisions in your search, and make a positive impression on employers and those who are evaluating your candidacy.

Your golden opportunity in a fast-growing field.

Earn a master’s degree in communication with an emphasis in health communication.

ECU’s School of Communication offers an innovative 30-semester-hour master’s degree program in communication, with a focus on the quickly growing area of health communication. Our graduates are recruited into the health-care industry and not-for-profit sector, and they are also well prepared to enter doctoral programs. Whether you are seeking advanced academic study or career mobility, you will be prepared to excel.

For the convenience of today’s busy student, we also offer:

- a 12-semester-hour graduate certificate in health communication,
- evening and online classes,
- thesis and non-thesis options,
- competitive research and teaching assistantships, and
- instruction by award-winning faculty.

Learn more at www.ecu.edu/comm.
What is informational interviewing?
Quite simply, it is a meeting in which an individual can meet with an industry or organization professional to learn about field(s) of interest and establish a professional network. It is not a job interview.

Aren’t professionals too busy?
Yes, but many people enjoy talking about themselves, discussing their field, and sharing information about their pathway to success. Most, if asked appropriately, are willing to meet and answer career-related questions. Depending upon the professional and his or her schedule, the interviews can be conducted in person, by phone, or perhaps even by email or Skype.

How do I set up an informational interview?
Develop a list of potential contacts in the field. Call in advance to request an appointment. Explain why you are calling; be polite, positive, and professional. You may want to rehearse beforehand. If you receive a “no,” move on to the next contact on your list.

How long should the interview last?
Set your interview for 15-30 minutes and DO NOT exceed the time to which you both agreed.

Should I send a thank-you note?
Absolutely. Thank the individual for sharing his or her time and expertise and indicate how you plan to use what you learned or what steps you have already taken as a result of the conversation.

Should I give my resume to the contact?
If you are seeking a job/internship now or will begin soon, you may ask your contact to keep you in mind if any prospects or opportunities arise. It is acceptable to leave a copy of your resume or send one along with a thank you note. Be sure that your resume is up to date, polished, and targeted.

How should I prepare for the interview?
Research the company’s website and visit your contact’s LinkedIn site for context and background. You can also use www.Inthedoor.com on Facebook to find out if anyone you know is employed at the company.

Is there anything I should not ask?
Overly personal questions such as “what is your salary?” are clearly off limits. Also avoid asking questions whose answers you could easily find on your own such as “What does your company do?”

What should I ask?
When developing questions keep in mind that your goal is to develop a relationship with someone in a company or organization of interest to you and to learn more about the field or industry. See sample questions below.

Potential Informational Interview Questions

Career Path/Career Development
Can you tell me how you got into this field?
Are specific majors or coursework necessary for entering and succeeding in the field?
What does a typical career path look like in your industry?
What professional or trade associations do you recommend?
What do you read—in print and online—to keep up with developments in your field?

About the Field/Industry
Can you describe a typical day?
What are some of the biggest challenges facing your company and your industry today?
How do you see your industry changing in the next 10 years?
What do you like most about your field/occupation and what would you change if you could?
What is unique or differentiating about your company?
Which professional publications/organizations and other resources do you consider relevant?

Concluding Questions
Can you recommend other professionals in this field with whom I should speak? May I use your name when I contact them?
Use Social Media to Network and Find a Job

Universal Social Media Tips

1) Take a close look at your profile and decide what you want business contacts or prospective employers to see, changing your privacy setting when needed. Note: You must change your privacy settings on each operating system (iProducts and Windows products).

2) Choose your friends wisely. Consider creating restricted groups for all professional networks. Remember your professional network can see information your other connections post/tweet on your account.

3) Join professional groups and frequently post professional related comments, questions, links, or articles.

4) Let others know you are searching for a job, internship or networking opportunities.

Quick Tips for Using Facebook for Professional Networking

1) First, make a decision whether to keep Facebook social or expand it to include professional purposes.

2) Create a simple profile (or clean up your existing one) with minimal graphics and widgets.

3) Limit the photos you post. Be cautious of the photos you post.

4) Use Facebook email to build relationships with your friends.

5) Utilize social media job searching resources like: www.inthedoor.com, which links your Facebook to Indeed, a national job search engine.

6 Tips for Using Twitter for Professional Networking

1) Learn Twitter language.

2) Include Bio and Resume.

3) Learn to Use Hashtags Properly: #jobsearch.

4) Use Proper Keywords for Others to Search.

5) Use Other Twitter Jobs Websites: twitterjobsearch.com, tweetmyjobs.com, jobshouts.com

6) Learn How to Retweet.


Tips for Using LinkedIn for Professional Networking and Job Searching

Build your network before you need it
No matter how the economy or your career is doing, having a strong network is a good form of job security.

Get LinkedIn recommendations from your colleagues
Show future employers your strengths and unique qualities.

Find out where people with your background are working
Search for keywords, industries, educational backgrounds.

Find out where people at a company come from
“Company Profiles” show the career path of current employees.

Check if a company is still hiring
Check the “New Hires” company page for details on new employees.

Source: http://blog.guykawasaki.com/2009/02/10-ways-to-use.html#ixzz0UgOlOYbr

Get to the hiring manager
Determine the managers who are two degrees away from you as well as who in your current network is already connected to them. Ask your first degree contact to introduce you to the second degree hiring manager.

First degree contacts
Seek someone in the company you know to give the manager your resume and get inside information on the job and company.

Customize invitations to connect
Change the automatic message “I’d like to add you to my professional network,” to a customized message which reminds the contact of where you met and your discussion.
Develop Your Power Greeting

A Power Greeting is like a “30-second commercial.” It provides just enough information to make the listener want to know more about you and sets a professional tone for the rest of your interaction. A Power Greeting is composed of 4 distinct parts and a follow-up question:

1. Your education and credentials (what you have studied).
2. Your experience in the field (employment, internship/co-op, volunteer positions).
3. Your strengths and interests (what you do best and enjoy, as related to the position or employer).
4. An open-ended probing question about their needs, problems, and challenges.

When to Use the Power Greeting

Networking Events
Power Greetings can be used at networking events or professional conferences to confidently introduce yourself and share relevant information to colleagues and potential employers.

Career Fairs
Use your Power Greeting during a career fair or recruiting event to introduce yourself to an employer. Make sure to show off your research on their organization and make a clear connection between yourself and the employer.

Interviews
Nearly every interview begins with “Tell me about yourself.” Responding with a well-prepared Power Greeting sets the tone for the rest of the interaction, creates a favorable first impression, and shows strong communication skills.

Anytime
Power Greetings are also referred to as elevator pitches. If you were to meet a dream employer during an elevator ride, you should be able to catch their attention with a compelling statement about yourself. Utilize the Power Greeting to impress anyone at any time.

Here’s an Example:
Hello, my name is Pete Robertson and I hold a Bachelor’s degree in Industrial Technology from East Carolina University with a minor in Business Administration. I have a year and a half experience in the field through a Summer Internship with NACCO Material Handling Group in Greenville, NC, and a two-semester co-op position with National Waterworks in Charlotte, NC. I have discovered that I excel at supply chain management and Just-in-Time delivery challenges. I chose this field because I enjoy finding new ways of solving problems, I am a hands-on person, and I like getting into the thick of things and dealing with tangible, concrete problems. What role does logistics play in your business?

Your Turn

Hello, my name is (only if they do not know it) _______________ and I hold a degree in ______________ from East Carolina University. (add your minor/concentration if relative)

I have _____ semesters/years/months/etc. experience in the field of_____________ and through ____________ I have discovered that I excel at _______________. I chose this field because ________________.

I believe that I can contribute to your organization by _______________. (relate to employer’s needs)

How does this play a role in your organization? (probing question to engage employer)
Don’t Get Caught Unprepared!

Free Online Practice Interviews

- See and hear yourself responding to real interview questions before being in front of an employer.
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- Critique yourself or share your interview with others.
- Practice as much as you’d like—anywhere, anytime from any computer.

www.ecu.interviewstream.com
Interviews

What You Need to Succeed in a Professional Interview

Hiring managers say that one of the biggest mistakes candidates make is coming to interviews unprepared. The candidates don’t know the simplest of details: what the position entails, what the company provides, and what benefits they would bring to the company. You can greatly increase your chances of interview success by researching and practicing beforehand.

Prepare
Know the job, the company, and the value you will bring.

Analyze the Position
• What is the primary function of the position? Sales? Service? Products? Planning?
• Who uses the services or products?
• What are the basic tasks?
• What are the required skills, abilities and education?
• Does the position function independently or as part of a team? Does it do both?

Research the Company
• Explore the company website and familiarize yourself with size, location, customers, products, services, names of decision makers, competitors, etc.
• Uncover needs, problems, and challenges, missions, and values.
• Where is the position located? What is the typical salary for the position in the geographical region?
• Research the company further: contact anyone you know in the business, read current or recent articles, visit Hoover’s Guide and Career InfoNet.

Identify What You Have to Offer
• Inventory your skills and abilities and identify all the areas in which you have relevant strengths and experiences.
• Reflect on your successes and your experiences in previous jobs, group and individual projects, volunteer activities, and campus involvement.
• Develop a written list of examples that demonstrate your readiness to meet the needs stated in the job description.
• Review your resume and prepare to answer questions about anything that is mentioned.
• Think of stories and examples to tell to demonstrate your ability to handle various situations that might come up in your job. Use the STAR model described on page 43.

Practice
Analysis and research alone are not enough. Practicing out loud is vital.
• Obtain a list of potential interview questions and decide how you would answer them. Take the time to write the answers down and practice saying them out loud. See page 43 for likely questions.
• Prepare two or three questions to ask the interviewer that show off your research and professional interest. See page 43 for examples.
• Write a power greeting and practice saying it aloud until it sounds and feels natural to you. See page 38 for more information.
• Practice talking about how you have successfully completed activities that demonstrate the skills and experiences employers seek.
• Practice shaking hands. A handshake should last no more than a few seconds and the grasp should be firm.
• Review common illegal questions and decide how you would answer them. Plan how you would respond if asked to provide your Facebook password.
• Practice out loud in the mirror or with a friend.

Perform
You were invited to interview because the recruiter was impressed by your resume. Now, communicate that you are the best person for the job.
• Arrive ten to fifteen minutes early.
• Carry a briefcase or professional portfolio, not a bookbag.
• Bring several extra copies of your resume.
• Maintain a professional image and treat everyone you meet with politeness and consideration. You never know who might be in the elevator or parking lot next to you or who might be asked for an opinion.
• Express a positive attitude; greet your interviewer(s) with a warm smile, direct eye contact, and a firm handshake.
• Be mindful of non-verbal communication. Maintain eye contact, sit up straight, and avoid crossing your arms across your chest.
Perform (continued)

- Most interviews begin with: “Tell me about yourself.” This is not a request for personal information; it is your first opportunity to highlight your education and experiences as they relate to the position in a well-prepared Power Greeting. See the Power Greeting found on page 38.
- Don’t try to memorize “the right answer” to interview questions. Instead, answer with the idea in mind that each question is a version of “Why are you the right person for the job?” which is best answered by giving examples of successes that align with the job needs.
- Answer questions to demonstrate what you can do for the company, not what the company can do for you.
- If you are interested in the position, say so. Surprisingly, many interviewees neglect to let the interviewer know that they truly want the position. “Thank you for inviting me to meet with you today. After meeting with you and learning more about the position I am sure that I would like to be a part of your team.”
- At the end of the interview, summarize why you are the best match for the position and thank the interviewer(s) for the opportunity to meet with them. Ask for business cards.
- Ask for a business card for contact information and follow-up interactions.

Follow Up

- Send a thank you within 24 hours of the interview. You may call or phone, but a handwritten note or card is especially effective.
- Call within the week to ask if additional information is needed and to re-express your interest.

Navigating Phone and Skype Interviews

While face-to-face interviews are still the preferred interview model for final hiring decisions, some recruiters utilize phone and virtual interviews to narrow the interview pool to a short list.

Phone Interviews

- Schedule your phone interview at a time when you can be in a quiet space without interruption.
- Be available at the interview time to which you agreed.
- Speak clearly and maintain a reasonable volume and pace. If you are asked more than once to repeat an answer, you are probably speaking too softly or quickly, or both. Slow down and speak up.
- Your voice should convey energy and confidence. Some people find that smiling when answering questions helps them sound upbeat and positive.
- You might find it helpful to have your written answers handy, and/or the company’s website open on the computer. If you choose this route, glance at the answers now and again, but do not read the responses verbatim. Also, avoid using the keyboard as the keying will be obvious to the listeners.
- Dress as if you were meeting face to face. Wear a suit or professional business attire. You will be more likely to speak, move, and act professionally if you are professionally dressed. When you are lounging around in your sweats, your demeanor is likely to come across as too casual.

Skype Interviews

- Create a professional Skype username.
- Practice operating the technology in advance until you are comfortable with it. Have a backup plan in place should the technology fail.
- Wear a suit or professional business attire.
- Be mindful of the background and location of your interview. The area should be uncluttered, quiet and project a professional image.
- Practice interviewing in front of the camera and utilize practice software like Interview Stream on page 39.
- Be careful not to fidget or bob in and out of the camera’s view.

Opportunities for Practice Interviewing

The ECU Career Center offers a wide range of opportunities for you to prepare and practice interviewing. Try one or try them all.

<table>
<thead>
<tr>
<th>OPTIONS</th>
<th>AVAILABILITY</th>
<th>HOW TO SCHEDULE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Practice by phone or face to face with a Career Counselor</td>
<td>Monday - Friday 9 am - 4 pm</td>
<td>Call (252) 328-6050 to schedule an appointment</td>
</tr>
<tr>
<td><strong>INTERVIEW STREAM</strong></td>
<td>24/7 - Online</td>
<td>Visit: <a href="http://www.ecu.interviewstream.com">www.ecu.interviewstream.com</a> Learn more on page 39</td>
</tr>
<tr>
<td>Practice by phone or face to face with a professional as part of the HIRED program</td>
<td>Registered classes only</td>
<td>Visit <a href="http://www.ecu.edu/career">www.ecu.edu/career</a> for details on dates, times, and registration</td>
</tr>
<tr>
<td>Skype Room at the Career Center</td>
<td>Available by appointment</td>
<td>Call (252) 328-6050 to schedule an appointment</td>
</tr>
</tbody>
</table>
Attire for the Interview

What Should I Wear?

Wear a suit. When you wear a suit you communicate that you are serious about the position and that you respect the process, the position, the company, and the interviewer. If the company or position is casual, you may be tempted to dress down. However, for the interview, you should dress up. Once you have been offered the position, you can adjust your attire to the company culture. If you feel strongly that wearing a suit would be inappropriate, call the company in advance to inquire what is considered proper interview attire.

Males
- Dark suits (black or navy) in natural fabrics (wool or cotton) are safe bets.
- Polished dress shoes (solid heels, complete soles, and no scuffs).
- Dark suit, dark socks. Light suit, light socks (not white).
- Ties should be conservative, limited to small patterns or solid colors.
- Pockets should be free from bulging wallets, tobacco products, or jingling coins.
- Remove earrings and other piercings; cover up visible tattoos.
- Facial hair and nails should be clean and cut short.

Females
- Pant suit or dress suit in conservative colors—black, navy, grey.
- No low-cut shirts
- Skirt lengths that are not revealing (no higher than 2 inches above knee).
- Makeup should be minimal and hair neatly styled and away from your face.
- Avoid flashy, excessive jewelry, remove body piercings, and cover visible tattoos.
- Wear polished pumps or dress flats.
- Non-textured, neutral hose or socks that complement your attire.
- Clear or conservative nail polish on an appropriate nail length.
- Small purse

Tips and Reminders

Don’t forget the little details. If you are expecting to receive calls for interviews, make sure that your outgoing phone message conveys a professional image. Record the message in your own voice and use your first and last name. Speak slowly and clearly. The message should be free of background noises, and should not include jokes or music.

- Call the day before to confirm the interview time.
- Take a trial drive beforehand to make sure that you know the way and travel time; your GPS is not fail proof.
- Bring a list of questions, extra copies of your resume, and pen/paper to make notes.
- Take a last glance in the mirror. Check that your tie is spot free and your teeth are free of lipstick or food.
- Turn off your phone.
- No excessive cologne or perfume.
- No gum.

Want more visual examples of what to wear? Follow us on Pinterest.com/ECUCareerCenter
Sample Interview Questions

Behavioral Questions

Many recruiters use a technique known as “behavioral interviewing” as part of the interview process. Instead of, or in addition to asking hypothetical questions about how you would behave in various situations, behavioral questions ask what you did or how you handled a particular situation.

Typically behavioral interview questions revolve around work experiences, initiative, planning, teamwork, problem-solving, leadership, and collaboration. Anticipate that you might be asked to explain or talk about times when you demonstrated these behaviors and prepare and practice your answers in advance.

The STAR Model

Use the STAR model (Situation, Tasks, Actions, Results) to set up a situation, describe the tasks needed to be completed, the actions you took, and the favorable result or outcome. Be specific; don’t forget that you should be the hero of the story.

Example: Tell me about a time that you had to work with a difficult person.

S. Last semester I was working on a group project. When we were at an important stage, one of the teammates stopped coming to meetings and doing his part. We called and texted and emailed him over and over but he never responded.

T. We needed this teammate to help us contribute to the assignment and the group asked me to address him in person.

A. One afternoon I went to his house to talk to him in person. I told him that the team was concerned about him and frustrated because we were counting on him. He said that he was sorry to let us down but he was failing Chemistry and was preoccupied. I got him in touch with one of my friends who is a chemistry major, and they set up some tutoring sessions.

R. Once my teammate started working with my friend and doing better in class he returned to the group and did his part and even more. The project was finished on time, we all got a good grade, and our teammate passed Chemistry.

Opening Questions

• Tell me about yourself.
• Why did you choose to interview with our organization?
• What do you know about our organization’s products or services?
• Why are you interested in this industry?

Experience

• What job-related skills have you developed?
• Did you work while going to school? In what positions?
• What did you learn from these work experiences?
• Why should we hire you rather than another candidate?
• What did you enjoy most about your last employment? Least?
• Have you ever quit a job? Why?
• How do you think a former supervisor would describe your work?
• Can you tell me about a time when you had to manage multiple deadlines?
• Give an example of a situation in which you provided a solution to an employer.
• Give an example of a time in which you worked under deadline pressure.

Education-Oriented Questions

• How does your college education relate to this job?
• Why did you choose your major?
• Why did you choose to attend your college or university?
• Describe how your campus activities helped prepare you for this position.
• Which classes in your major did you like best? Least? Why?
• Do your grades accurately reflect your ability? Why or why not?
• What concepts from your academic program could you apply to this position?

Additional Questions

• Describe your ideal job.
• What do you consider to be your greatest strengths and weaknesses?
• Of which three accomplishments are you most proud?
• Who are your role models? Why?
• What motivates you most in a job?
• Where do you want to be in five years? Ten years?
• Do you prefer to work under supervision or on your own?
• Describe your preferred style of supervision.
• Would you be successful working with a team or independently?
• Do you prefer large or small organizations? Why?
• Tell me about a time when you worked in an unstructured environment.
• Have you had difficulty getting along with a former professor/supervisor/co-worker? How did you handle it?

Questions to Ask Employers

Specific questions about the job are better asked during second meetings or with Human Resources staff. Ask more general questions that show your interest in the industry or organization.

• What is the biggest challenge the industry will face over the next six months?
• Is there a service or product that you would like to offer your customers that is not currently being offered?
• What products are in the development stage?
• How would you describe the company culture?
• What are the ideal qualities you are looking for in the candidate for this position?
• What do you enjoy about working here?
• What are the next steps in this hiring process?

Examples of Behavioral Questions are written in italics above.
Considering Graduate School?

During your college career, you must decide what you would like to do after graduation. If you’re trying to determine whether graduate school is right for you, here are some tools to help you make an informed decision.

Is Graduate School for You?
Label each statement below as True, False, or Unknown. Every statement marked “True” is a reason for you to consider graduate school.

1. If I do not go to graduate school now, I may never go. ___
2. I can get a job in my field without a graduate degree, but need one in my specialized area of interest. ___
3. I am unsure of my career goals and graduate school will help me clarify my interests. ___
4. I am actively exploring both graduate school and direct entry into the market place. ___
5. My professors are encouraging me to attend graduate school. ___
6. I cannot work in my field of interest without a graduate degree. ___
7. The job market is crowded and a graduate degree will make me more competitive. ___
8. A graduate degree will significantly increase my entry-level salary. ___
9. I like school; I am not ready to leave the academic environment. ___
10. I have career-related experience as part of my background. ___
11. I have always known that I would go directly from undergraduate school into graduate study. ___
12. Most students entering my field go to graduate school directly from undergraduate school. ___

9 Factors to Consider:
1. Geographical Area
   Consider whether you can afford in-state vs. out-of-state tuition, how much you can spend on travel expenses, how far you want to be from loved ones, internship and employment opportunities in the region and how far-reaching the programs reputation is.

2. Finances
   Consider how much you can pay toward tuition, books, housing, living expenses, etc. Are you interested in fellowships, scholarships, tuition waivers or graduate assistant stipends, and are they available?

3. Experiential Learning
   Does the school offer graduate assistantships? If so, are they related to your studies and will they afford you related practical or professional experience, or only teaching experience?

4. Reputation
   Are the programs accredited by the appropriate accreditation boards?

5. Quality
   Consider the quality of the academic courses, the library, the equipment or labs, advising, etc.

6. Demographics and Culture
   Consider these factors for both the student body and the faculty. What is your impression of faculty/student interaction? How is morale of the department? Do you “fit” with the environment?

7. Publications and Faculty Research
   How well known are professors in the academic marketplace? Do you wish to study or conduct research under a particular “expert” in the field who teaches at a particular institution?

8. Requirements
   How many credit hours (or years) is the program? Does the program require students to take comprehensive finals (final exams which cover the entire curriculum), or research and write a thesis?

9. Preparation/Placement Record
   What types of positions have previous graduates of the program gone on to hold?

Going to graduate school might be a good idea if you...
• want to be a professor, lawyer, doctor, investment banker or work in any profession that requires a post-secondary education.
• wish to develop additional expertise in a particular subject or field to maximize your future earning potential and opportunities for career advancement.
• are deeply interested in a particular subject and wish to study it in-depth—AND have the time and financial resources to devote to further education.

Going to graduate school might not be a good idea if you...
• are trying to delay your entry into the “real world” with real responsibilities and real bills.
• are unsure about your career goals and/or lack career-related experiences.
• aren’t prepared to devote the time and hard work needed to succeed.
• want to stay in school longer to avoid a poor job market.

Is it better to work first or attend graduate school immediately after I complete my undergraduate degree?

Work first if...
• you would like to get some real-world work experience before investing thousands of dollars in a graduate degree.
• the graduate school of your choice prefers work experience (most MBA and some Ph.D. programs require this).
• you cannot afford to go to graduate school now, and you haven’t applied for any scholarships, grants, fellowships and assistantships, which could pay for a great deal of your education.

Go to graduate school now if...
• you are absolutely sure you need a graduate degree to pursue your dream job.
• you have been awarded grants, fellowships, scholarships or...
assistantships that will help pay for your education.

- you are concerned that once you start earning real money, you won’t be able to return to the lifestyle of a “poor” student.
- your study habits and mental abilities are at their peak, and you worry whether you’ll have the discipline (or motivation) to write papers and study for exams in a few years.

**How will I pay for tuition, books, fees and living expenses?**

- **Family:** You’ve likely borrowed from them in the past; maybe you’re lucky enough for it to still be a viable option.
- **Student Loans:** Even if you’ve taken out loans in the past, another $50,000 - $75,000 may be a sound “investment” in your future.
- **Fellowships/Scholarships:** A free education is always the best option.
- **Teaching/Research Assistantships:** Many assistantships include tuition waivers plus a monthly stipend.
- **Employer Sponsorship:** Did you know that some companies actually pay for you to continue your education? The catch is they usually expect you to continue working for them after you complete your degree so they can recoup their investment.

**Write a Winning Personal Statement**

**How to Set Yourself Apart With a Unique Personal Statement**

Writing an essay or personal statement is often the most difficult part of the application, as well as the most distinguishing. It is the one portion of the application that allows you to really set yourself apart and tell the admissions committee what you have to offer that is unique from other applicants. It should be something that only you could write and does not resemble what all other applicants are likely writing. It should be well thought out, a clear, succinct statement showing that you have a definite sense of your goals, and be grammatically perfect.

**Types of Essays**

Some programs request only 1 or 2 paragraphs about why you want to pursue graduate study. Others require 5 or 6 separate essays in which you are expected to write at length about you motivation for graduate study, your strengths and weaknesses, your values and philosophies on a given topic, your greatest achievements, an influential life event and solutions to hypothetical problems.

**Content**

A graduate school essay should be essentially a statement of your ideas or goals. Usually it includes a certain amount of personal history, but you do not have to supply autobiographical information unless required by the school. In deciding whether or not to include personal history, consider its influence on your future plans and ability to distinguish you further from other applicants. Keep your essay positive and upbeat. It is better not to mention low grades or test scores unless specifically asked to. If negative circumstances must be addressed, they should: 1) be in the past; 2) be currently resolved; and 3) be unlikely to recur. Avoid long, tedious excuses. You may also wish to ask one of your references to address these issues in the recommendation letter.

**Assuming I want to go to graduate school in the near future, what should I do now?**

- Identify your true strengths, interests and values to help you discover what is right for YOU—not your friends or parents.
- Keep your grades up and sign up (and prepare) to take the required standardized tests.
- Talk to faculty, friends and family who have gone to graduate school to get their perspective about the differences between being an undergraduate and a graduate student.
- Talk to faculty, friends and family who are in your targeted profession to get a realistic sense of the career path and the challenges associated with the work they do.
- Investigate creative ways to finance your education—by planning ahead you may reduce your debt.
- Research graduate schools to help you find a good match.
- Investigate the admissions process and the current student body profile of your targeted schools to evaluate your probability for admission.
- Have faith and APPLY! Remember, you can’t get in unless you apply.

**Tips**

- Write down the most unique things about you. List your goals, accomplishments, and influences.
- Concentrate on the opening paragraph. Avoid “I have always wanted to be a ____.” Consider opening with an epiphany—the moment you realized your passion.
- Have an angle or a “hook” that emphasizes a distinguishing characteristic about you or a life event.
- Tell a story. Even if it includes autobiographical information, it does not have to be written chronologically.
- Demonstrate that you have researched the program(s) and know why you are choosing to apply.
- Consider the reader’s point of view. Avoid any statements that could be interpreted as dishonest.
- Less is more. Illustrate the salient points in depth and refer to supporting materials for more detail.
- Open or end with a quote that has particular relevance to you, your philosophies or the field.
- In addition to going to the Career Center to review your materials, utilize the Writing Center as well.

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The Pitt County School System is accredited by the Southern Association of Colleges and Schools as a Quality School System. The system was one of the first 100 school systems in the nation to achieve this distinction. District Accreditation is a process designed to recognize school systems that embrace improving student learning as a systematic process. This achievement recognizes the quality of education afforded the students in Pitt County Schools through the leadership of the superintendent and governing authority, the dedication and service of the professional staff, and the support of community stakeholders.

Pitt County Schools currently serves more than 23,500 students in 36 schools and is continuing to see annual growth in its student population.

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