

# CAREER DEVELOPMENT CENTER

# Career Toolbox

Your Job & Internship Guidebook



**Connect with the Career Development Center**  
**University Commons 301**

**973-720-3291**



**@wpcareercenter**



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# WRITING YOUR RESUME

# RESUME OVERVIEW

## RESUME WRITING OVERVIEW



### WHAT IS A RESUME?

Your Resume is a marketing piece used during professional job searches, internships, part-time jobs, and graduate programs. It is an overview of your knowledge, skills, abilities, experiences, and accomplishments relevant to your employment goals. Resumes are used to screen applicants for interviews and determine which candidates most closely match the employers' needs. This is done through a combination of human and electronic screening methods.

## 3 STEPS TO DEVELOPING YOUR RESUME



### SELF REFLECTION & GENERATE A LIST OF ACCOMPLISHMENTS

- ✓ Make a list of your education and experiences including internships, part-time jobs, activities, and leadership.
- ✓ Create an inventory of your accomplishments—tasks that you have enjoyed, did well, and are proud of. Assess what you have accomplished and the skills you have developed in each role.



### RESEARCH TARGET MARKET/ INDUSTRIES

- ✓ Research career fields, industries, and companies using the internet and resources from the Career Development Center.
- ✓ Review several job descriptions for your field of interest to determine the knowledge, skills, and abilities employers are seeking.
- ✓ Compare your qualifications/skills to the requirements found in the job descriptions. Highlight all of the preferred and required skills as well as industry keywords. This list will help you determine what words to include in your targeted resume.



### SELECT A FORMAT

- ✓ **Chronological** - This is the recommended format for college students and recent graduates with limited experience. You will organize your experience by date, beginning with the most recent and working backwards. It works best when your work and academic experience relate directly to job you're applying for. It highlights continuity of experience and emphasizes job titles and employers' names.
- ✓ **Functional** - Organize your experience by skill sets or industry areas and is particularly suited for career changers as well as people with little work experience or large gaps in work history. This layout highlights your qualifications and will use skills headings to relate to the position you are applying. A work history is summarized in a brief section at the bottom of the page.
- ✓ **Hybrid** - Combine the functional and chronological structure. This format allows you to first highlight your key skills and selling points, then present your work history.

Preferences for resume formats vary with individuals; consultation with a career professional will help you to decide on the most effective style to use.

# ACTION VERBS

➔ Use action verbs at the beginning of each statement to describe your duties and accomplishments for work, volunteer, leadership, or academic experiences.

## ADMINISTRATIVE/DETAIL-ORIENTED

accomplished determined maintained prepared  
approved documented minimized prioritized  
arranged generated modernized processed  
calculated identified modified provided  
classified improved monitored purchased  
collected inspected multiplied reported  
compiled interviewed operated scheduled  
computed issued organized translated  
consolidated launched overhauled upgraded

## FINANCIAL

administered invested  
allocated lessened  
amplified lifted  
appraised maximized  
audited projected  
balanced reconciled  
budgeted reduced  
calculated solved  
computed sustained  
financed tabulated  
forecasted troubleshoot  
formulated yielded

## CREATIVE

acted integrated  
adapted invented  
crafted originated  
created performed  
designed revamped  
directed revitalized  
fabricated shaped  
fashioned synthesized  
founded transformed  
illustrated traveled  
visualized

## HELPING/ TEACHING

adapted encouraged rehabilitated  
advised explained represented  
aided educated reported  
assessed engaged referred  
assisted explained resolved  
attended expedited shaped  
cared for facilitated served  
clarified informed set goals  
coached instructed tailored  
coordinated lectured taught  
counseled mentored trained  
diagram motivated transformed  
delivered overcame translate  
demonstrated planned tutored  
defined provided updated

## TECHNICAL

assembled  
built  
calculated  
computed  
designed  
devised  
engineered  
fabricated  
maintained  
operated  
overhauled  
programmed  
remodeled  
repaired  
solved  
upgraded

## MANAGEMENT

achieved exceeded  
analyzed forged  
appointed implemented  
assessed improved  
assigned increased  
chaired led  
coached marketed  
consulted motivated  
controlled negotiated  
coordinated planned  
cultivated reviewed  
delegated recruited  
developed supervised  
directed trained  
engineered targeted  
evaluated utilized

## RESEARCH

calculated experimented qualified  
clarified explored quantified  
correlated extracted researched  
critiqued gathered summarized  
deciphered inspected surveyed  
diagnosed investigated traced  
discovered mapped tested  
examined measured tracked  
monitored monitored validated

## COMMUNICATION

addressed edited officiated  
advised engaged persuaded  
aided explained publicized  
articulated inspired promoted  
authored interpreted recruited  
clarified interviewed referred  
communicated lectured represented  
composed lobbied sold  
conceived marketed spoke  
conducted mediated suggested  
contributed moderated summarized  
corresponded motivated translated  
debated negotiated transmitted  
deliberated publicized updated  
drafted promoted wrote

# RESUME CHECKLIST

## ✓ GENERAL FORMAT

- Did I start from a blank Word Document or resume builder in Trailblazer?
- Is my resume an appropriate length (usually 1 pg.)?
- Is my formatting consistent throughout the entire document (font type, size, use of bold, italics/underlines, heading alignments)?
- Margins are within 0.5' –1" all around?
- Did I use a standard font (Times New Roman, Calibri, Cambria, Arial, Sans Serif, etc.)?
- Appropriate font size or style 10-12?
- Are verb tenses in the present tense for current positions? Are verb tenses in the past for previous jobs?
- Did I leave out personal pronouns (eg., I, my)?
- Have I proofread the document for spelling, grammar, punctuation, formatting errors?

## ✓ CONTACT INFORMATION

- Is my name at the top in bold and a larger font?
- Did I include my current address, cell phone number, and professional email?
- Do you have a professional voicemail message?
- Optional: LinkedIn URL, Blog, Social Media Handles

## ✓ PROFILE/ OBJECTIVE

- Is my objective or profile an appropriate length (not too text dense)?
- Did I utilize keywords that are specific to company/ industry to which I am applying?
- Is it employer focused? Did I highlight my value and what I can offer?
- Objective formula: who you are + what you want (position) + what you can offer?

## ✓ EDUCATION

- Did I include School Name, College, City, State? Did I spell William Paterson University correctly?
- Did I list the full name of degree (ex., Bachelor of Science in...)?
- Did I list accreditation information for my academic program, if applicable?
- Is the month and year of graduation listed? Or Class of 20XX listed?
- Is my most recent school/degree listed first?
- Is my grade point average accurately listed?

## ✓ CONTENT

- Are the employer, city, state, position title, and dates (start-end) listed for each experience?
- Do my accomplishments begin with strong action verbs? (**See list included**)
- For each position, did I use the STAR Method (Action Verb + What You Did + Result) when creating accomplishment statements?
- Are the most relevant experiences listed at the top or in a separate related experience section?
- Do I have 3-5 solid accomplishment statements for each of my relevant experiences that highlight my contributions, skills, and keywords?
- Did I avoid the phrases "Responsible for" and "Duties include"?
- Are my unrelated work experiences listed under a separated heading (e.g., Work History, Work Experience)?
- Do my Honors, Activities, and Volunteer Sections demonstrate leadership and/or relevancy to the position I am applying?
- Did I include any relevant computer, software, and/or language skills?



# RESUME COMPONENTS

## STEP BY STEP GUIDE TO WRITING YOUR RESUME



### SECTION 1: IDENTIFYING INFORMATION

The first item to add to your resume will be your contact information.

#### EXAMPLE FORMAT & INFORMATION

The diagram illustrates two examples of resume contact information boxes. The left box contains the name 'WILLIAM PATERSON', address '1234 Pioneer Way, Wayne, NJ 07427', and phone number '973-720-3241' along with the email 'Patersonw@wpunj.edu'. The right box contains the name 'WILLIAM PATERSON', address '2138 Pioneer Way, Wayne, NJ 07427', and phone number '73-720-3241' along with the email 'Patersonw@wpunj.edu'. A central circle lists the following information: NAME, ADDRESS, PHONE NUMBER, and Optional Items: LINKEDIN PROFILE, PERSONAL WEBPAGE/, and BLOG.



### SECTION 2: OBJECTIVE V. PROFILE

Including an objective or profile statement at the top of your resume is optional. However a well-written statement can help introduce who you are, what you are looking for, and what some of your unique selling points are to a prospective employer.

#### HOW TO WRITE AN EFFECTIVE OBJECTIVE

- ✓ Objectives are recommended for students and recent graduates with limited experience.
- ✓ Your objective should be concise and stated in one sentence.
- ✓ The content should focus on what you can offer an employer not what the employer can offer you.
- ✓ Objective formula: who you are + what you want (position) + what you can offer.

**WILLIAM PATERSON**  
1234 Pioneer Way, Wayne, NJ 07427  
973-720-3241 - Patersonw@wpunj.edu

#### OBJECTIVE

Focused and detail oriented student seeking an internship utilizing analytical and project management skills.

#### EXAMPLES OF TARGETED OBJECTIVES



Seeking to contribute skills in research design, data analysis, and report writing in a research position



Focused and detail oriented finance student seeks an internship utilizing analytical and project management skills



A position as an elementary school teacher, utilizing prior experience in creating a positive classroom environment



To apply social service training and administrative experience in an internship with a non-profit organization.

# RESUME COMPONENTS

## STEP BY STEP GUIDE TO WRITING YOUR RESUME

### SECTION 2: OBJECTIVE V. PROFILE

#### HOW TO WRITE AN EFFECTIVE PROFILE STATEMENT

- ✓ Profile statements are recommended for those who possess relevant work experience. Typically used by graduate students, alumni, career changers, or undergraduates with relevant work experience.
- ✓ Focus on your skills, areas of expertise, accomplishments, and utilize industry keywords.
- ✓ Profile statements are usually between 3-4 sentences or could be targeted bullet statements.

**WILLIAM PATERSON**  
1234 Pioneer Way, Wayne, NJ 07427  
973-720-3241 - Patersonw@wpunj.edu

**PROFILE**  
Dynamic and charismatic accounting professional seeking a full-time position within a public accounting firm. Possess concrete interpersonal skills which will motivate other members of the firm to achieve business goals. Proven ability to utilize leadership, problem solving, and critical thinking skills to address client issues and requests in a professional manner

### EXAMPLES OF TARGETED PROFILES

➔ Creative and detail oriented writer with internship experience within two major news organizations. Possess proven ability to analyze assignments, uncover resources, and meet deadlines. Published over 15 articles in local and campus newspapers. Bilingual in English and Spanish.

➔ A marketing professional with expertise in the areas of sales and distribution, strategic planning, product introduction, and advertising. Results oriented with proven leadership experience. Ability to build relationships with clients, colleagues, and supervisors. Track record of increasing revenues, enhancing profitability, and improving customer service.

### SECTION 3: EDUCATION

#### INFORMATION TO HIGHLIGHT

**NAME OF INSTITUTION**

**COLLEGE, DEGREE**

**MAJOR, MINORS**

**YEAR OF GRADUATION**

**GPA (ABOVE A 3.0)**

➔

**WILLIAM PATERSON**  
1234 Pioneer Way, Wayne, NJ 07427  
973-720-3241 - Patersonw@wpunj.edu

**PROFILE**  
Dynamic and charismatic accounting professional seeking a full-time position within a public accounting firm. Possess concrete interpersonal skills which will motivate other members of the firm to achieve business goals. Proven ability to utilize leadership, problem solving, and critical thinking skills to address client issues and requests in a professional manner

**Education**  
**William Paterson University , Wayne, NJ**      **May 20XX**  
Cotsakos College of Business (AACSB)      **GPA 3.7**  
Bachelor of Science in Marketing

- ✓ List your college(s) of attendance
- ✓ If you transferred from another institution only include if you obtained a degree
- ✓ If you have multiple degrees, list your most recent experience first (reverse chronological order)

# RESUME COMPONENTS

## SECTION 4: EXPERIENCE

The **EXPERIENCE** section needs to focus on relevant skills and accomplishments gained through your work and related experiences. Your experience can be separated into two sections focusing on **Related Experience and Work Experience**. This will be the focus of your resume for most employers.

### INFORMATION TO HIGHLIGHT

**WILLIAM PATERSON**  
1234 Pioneer Way, Wayne, NJ 07427  
973-720-3241 - Patersonw@wpunj.edu

**PROFILE**  
Dynamic and charismatic accounting professional seeking a full-time position within a public accounting firm. Possess concrete interpersonal skills which will motivate other members of the firm to achieve business goals. Proven ability to utilize leadership, problem solving, and critical thinking skills to address client issues and requests in a professional manner

**Education**  
William Paterson University, Wayne, NJ May 2018  
Cotsakos College of Business (AACSB) GPA 3.7  
Bachelor of Science in Marketing

**Related Experience**  
KPMG, Montvale, NJ June –August 2016  
**Audit Intern**

- Tested and audited cash for clients
- Prepared benefit plan worksheets
- Priced, referenced, and filed audit reports for client portfolios
- Researched accounting practices for client’s quarterly filing

**Work Experience**  
Conference & Events, William Paterson August 2015– Present  
**Student Assistant**

- Collaborate with staff to organize campus events calendar
- Assist university staff members with online events scheduler

- NAME OF COMPANY
- LOCATION (CITY, STATE)
- POSITION TITLE
- EMPLOYMENT DATES  
(MONTH, YEAR) FORMAT
- BULLETED LIST OF DUTIES  
(USE ACTION VERBS)
- LIST EXPERIENCE IN  
REVERSE CHRONOLOGICAL ORDER  
(MOST PRESENT –PAST)

### HOW TO WRITE AN EFFECTIVE EXPERIENCE SECTION

- ✓ For each experience, list company/organization name, position title, location, dates of employment.
- ✓ Include work experience, internships, senior practicum, student teaching, related leadership experiences.
- ✓ For each job, create a bulleted list of accomplishments and duties. When writing your bulleted statements focus on the skills that may “transfer” to your intended field. Use our action verbs on pg 4.
- ✓ Consider separating your work experience (which can include relevant volunteer experience and campus activities) into 2 sections; one for positions relevant to the position you are applying to, and the other for additional experience.

### EXAMPLES OF HOW TO WRITE ACCOMPLISHMENT STATEMENTS



Create your bullets using the **STAR Method (Action Verb + What You Did + Result)**.  
Quantify your results whenever possible, using percentages, dollars, volume, numbers.

GOOD	BETTER	BEST
Provide customer support and product demonstrations for clients	Conducted 10 customer support and product demonstrations programs for 20 clients	Reduced customer complaints by 20% in a 6 month period by conducting 10 customer support and product demonstrations programs for 20 clients

# RESUME COMPONENTS



## ADDITIONAL SECTIONS

Employers want to see what you have accomplished inside and outside of the academic environment. Below is a list of additional category sections that can be included on your resume.



### HONORS & AWARDS

- ✓ HONOR SOCIETIES
- ✓ SCHOLARSHIPS
- ✓ ACADEMIC ACHIEVEMENTS
- ✓ DEAN'S LIST
- ✓ SPECIAL AWARDS/DESIGNATIONS



### ACTIVITIES & LEADERSHIP & VOLUNTEER EXPERIENCE

- ✓ Student Clubs, On or Off-Campus Organizations, Volunteer Experience, Athletics, Professional Organizations
- ✓ For each organization, include the organization name, position(s) you have held, location, and dates that you worked in the position(s). Depending on your experience you may also include a list of bulleted statements



### COURSES & PROJECTS & ACADEMIC RESEARCH

- ✓ If you have not yet gained relevant work experience in your field of interest you can include related academic components including: coursework, projects, educational highlights.
- ✓ For each project, include a project description, dates that you worked on the project, and duties.
- ✓ For academic coursework, you can identify 6-9 courses that are related to your field of study to be included in a list. If you wanted to specifically target 2-3 courses you can include action bullets highlighting your accomplishments from the course.
- ✓ If you have conducted research either with a professor or off-campus, you can include that experience in your resume.
- ✓ **Example of Research Experience section:**  
William Paterson University – Biology Department - Wayne, NJ Jan. 2015 – March 2016  
Research Assistant, Summer Program for Undergraduate Research
  - Participated in all aspects of the research process (literature review, data collection, data analysis, research paper)
  - Coded and analyzed data
  - Presented research at annual conference



### SKILLS

- ✓ Highlight technical, computer software, social media, language skill sets.
- ✓ Include your written and/or speaking skills in languages other than English; you can demonstrate your knowledge using words such as “Basic”, “Intermediate”, “Conversational”, or “Fluent”.
- ✓ Include your skills in social media sites in the Skills Section (this is applicable to those who are applying to positions involving social media or in communications/journalism).
- ✓ Try to target these specific skill sets to the position/industry you are applying.
- ✓ List equipment you are knowledgeable in using (relevant to the TV, radio and science fields).

# APPLICANT TRACKING SYSTEM



## WHAT IS THE APPLICANT TRACKING SYSTEM (ATS)

The applicant tracking system, or ATS, is a software program that allows a recruiter to easily manage and track the large number of applications they may receive. With one click, an ATS can sort and organize hundreds, and even thousands of resumes, while simultaneously sending only a handful of them to the recruiter to view. Thus, even for a qualified job candidate, it may be quite difficult to get past the initial screening process, as small discrepancies in the format, word choice, and even alignment of a resume may not adhere to the parameters of the ATS .

### OPTIMIZING RESUMES FOR APPLICANT TRACKING SYSTEMS (ATS)

By following a few basic tips you can greatly increase your chances of being chosen by the application tracking system.



#### FORMAT YOUR RESUME CORRECTLY

- **DO NOT use a resume template!** The embedded tables cannot be read by ATS.
- Use a standard Word document, and save in .doc format.
- Use a sans serif font (Calibri, Tahoma or Arial work well).
- Do not use underlining (use bold and capital letters instead for emphasis).
- Do not use lines, borders, or symbols (plain round bullet points are fine).
- Do not put your contact information in a header.
- Dates for your experiences should come at the end or be on the right side (not placed before your role or the organization).



#### CUSTOMIZE YOUR RESUME

- Customize each resume for the specific position being sought using language from the job description.
- "One-size-fits-all" does not work with applicant tracking systems. Incorporate relevant, targeted keywords and phrases for the position being sought.
- Read the job description, and mirror that language in your resume, including the same exact words present in the job description to describe your own experience.



#### USE KEYWORDS IN CONTEXT

- After reading the job description, make a list of several "keywords" that jump out at you.
- Use the exact same keyword and punctuation as in the job description.
- Incorporate keywords into descriptive achievement oriented bullet points; do not just include them as a list of skills or competencies.
- Do not "Keyword Stuff" your resume. It is appropriate to use a keyword two to three times per resume, taking placement into account.
- For abbreviations and acronyms, use the full term first, followed by the shortened term. For example: "Master of Business Administration (MBA)."



#### ONLINE RESOURCES

- **JOBSCAN:** <https://www.jobscan.co/>
- **JOBSCAN BLOG:** <https://www.jobscan.co/blog/>
- **WordCloud:** <http://www.wordle.net/>
- **Mashable.com :** [12 Ways to Optimize Your Resume For Applicant Tracking Systems](#)





# RESUME EXAMPLES

WILL PATERSON

300 Pompton Ave, Wayne NJ 07470
XXX-XXX-XXXX
Email@student.wpunj.edu

OBJECTIVE

Focused and detail oriented finance student seeks an internship utilizing analytical and project management skills.

EDUCATION

William Paterson University, Wayne, NJ May 2017
Cotsakos College of Business (AACSB Accredited) GPA: 3.25
Bachelor of Science in Finance, Minor Professional Sales

HONORS/AWARDS (Optional)

Dean's List - Fall 2014, Spring 2015
Presidential Scholarship

RELEVANT COURSEWORK (Optional) – Highlight Coursework related to your career objective

Financial Accounting Global Business Consumer Behavior
Intermediate Accounting Micro/Macroeconomics Negotiation

ACADEMIC PROJECT

Global Marketing Strategy, Marketing Principals, WPUNJ March 2015
Developed a global marketing strategy to transition Netflix's video on demand service to France
Performed market research, SWOT analysis, social media tools, and promotional strategies to add value in the Netflix experience for the international consumer

RELATED EXPERIENCE

RBI Professional Sales Triathlon October 2014
Participant
Competed in sales pitch, mock interview, and professional presentation categories
Pitched financial services product to a panel of corporate judges

WORK EXPERIENCE

WPUNJ Information Technology, Wayne, NJ May 2014 - Present
Technology Consultant
Report all hardware/software problems and follow up to ensure issues are resolved
Provide assistance to students, faculty, and staff with software applications and hardware

LEADERSHIP EXPERIENCE

Residence Life Committee , Resident Assistant August 2014- Present
Professional Sales Club, Member August 2014- Present
Investment Club, Secretary August 2014-Present
Alpha Kappa Psi, Member August 2014- Present

SKILLS

Language: Fluent in Spanish
Technology: Microsoft Excel, Salesforce, Bloomberg



**ANDREW ANALYST**

300 POMPTON ROAD, WAYNE, NJ 07044

E: [andrewa@gmail.com](mailto:andrewa@gmail.com) || LinkedIn: <https://www.linkedin.com/in/andrewanalyst>

C: (973) 588-8980

**OBJECTIVE**

Seeking a full-time opportunity to use strong problem-solving, analyzing and organization skills to grow professionally within the financial and accounting fields.

**EDUCATION**

**William Paterson University of New Jersey, Wayne, New Jersey** **May 2017**

Major: Bachelor of Science in Mathematics, GPA: 3.15

Minor: Accounting and Economics

*Academic Awards and Recognitions:* INROADS/Novartis Intern Scholarship, Dean’s List 2016, Student-Athlete

Academic Honors Award (2014 & 2015) and The National Society of Leadership and Success Recipient (2015 & 2016)

**Relevant Coursework:**

- Probability and Statistics
  - Statistical Computing (SAS)
  - Topics from Applied Mathematics\*
  - Taxation I\*
  - Intermediate Accounting\*
  - Mathematical Models in Finance and Interest Theory
  - Business Statistics I-II
  - Economic Impact on Globalization
- \* *Currently Taking*

**WORK EXPERIENCE**

**William Paterson Print Services, Wayne, NJ** **Student Office Assistant** **September– May 2016**

- Assisted staff with high-volume printing jobs and executed binding books.

**Novartis Pharmaceuticals, East Hanover, NJ** **Summer Analyst** **June 2016 – September 2016**

- Supported and contributed to the annual budget planning process, including analysis, preparation, and consolidation of financial data.
- Completed actual results vs. budget/forecast/prior month variance analysis and identifying key business drivers including written business performance commentary.

**Smashburger, East Hanover, NJ** **Cashier/Hourly Associate** **May 2013 – January 2014**

- Maintained high standards of customer service during high-volume, fast-paced operations.

**LEADERSHIP ACTIVITIES**

**Filipino American Cultural Entity** **September 2012 – Present**

- Active member in FACE, which holds various campus activities to promote Filipino American culture and heritage.

**Men’s Soccer Team** **September 2012 – May 2016**

- Assumed leadership position, while acting as a senior forward in a rigorous New Jersey Athletic Conference.

**Student Government Association** **January 2014 – September 2014**

Sophomore Class Treasurer and Finance Committee Representative

- Regularly monitored and prepared budgets for the SGA strengthening areas in finance, internal audit, and project management.

**ACTIVITIES/VOLUNTEER WORK**

**Participant, Oasis House Ministries, Paterson, New Jersey** **December 2012 – Present**

- Actively collect and distribute toys and food to impoverished families through the annual toy and food drive.

**Assistant, Holy Name of Jesus Parish, New York, New York** **November 2012 – Present**

- Prepare and package meals and clothing for the homeless.

**SKILLS**

- Excellent capability in Microsoft Office, Statistics, Project Management, Organizational Structure, Strategic Management, Written Communication Skills, and Strong Collaboration Skills
- Intermediate proficiency with TMI, Prezi, Computer Algebra Systems, MATLAB, and Photoshop

## COMMUNICATIONS

# William Paterson

300 Pompton Road, Wayne, NJ 07044

973-720-3291

[patersonw@wpunj.edu](mailto:patersonw@wpunj.edu)

### OBJECTIVE

Focused and self-motivated broadcast student seeking an internship utilizing critical thinking, interview, and public speaking skills.

### EDUCATION

*William Paterson University, Wayne, NJ*

May 2017

College of the Arts and Communication

Bachelor of Arts in Communication, Concentration: Media Production

### BROADCAST EXPERIENCE

WPSC 88.7FM, William Paterson University Radio Station

September 2013- Present

#### **Sports Director/ Producer**

- Arranged interview with WPU Alum now FOX NFL Broadcaster Kevin Burkhardt.
- Producer of 47 WPU basketball, football, and baseball games.
- Plan and host of 77 episodes of The Pioneer Pre-game, Halftime, and Post-game Show.
- Lead voice and plan run down for "The Sports Drive" Tuesday mornings 6-9am.

**Play-by-Play Broadcaster**-*William Paterson University, Division III*

December 2014- Present

- Lead play-by-play announcer for 77 WPU football, basketball and baseball.
- Lead play-by-play for Men's and Women's basketball New Jersey Athletic Conference (NJAC) Tournament games.

**Color Commentary**- *William Paterson University, Division III*

December 2014-Present

- Color Commentator for 64 men's and women basketball games.
- Color Commentator for NJAC Championship game Men's Basketball.
- Commentator for two NCAA Men's Basketball Division III Tournament games.
- Color Commentator for NJAC Tournament Women's Basketball

*William Paterson TV WP-TV6, William Paterson University*

February 2015-Present

#### **Anchor / Talent on WP Sports Desk**

- Produce college basketball segment for WP-TV6.
- Act as professional and college basketball analyst.

### JOURNALISM EXPERIENCE

*The Pioneer Times Newspaper*

September 2015

#### **Sports Reporter**

- Covered and wrote an article on WP basketball coach's exit from university featured on NBC Sports

*The Beacon Newspaper*

September 2013-May 2015

#### **Feature Writer**

- Wrote for 50 publications of The Beacon covering both professional and college sports.

### AWARDS:

- Awarded by New Jersey Broadcasters Association as Best College Radio Station in New Jersey in 2015.
- Finalist for Marconi Award by National Association of Broadcasters (NAB) best non-commercial station 2015.
- Selected as a finalist for best college football play-by-play in the country Divisions I, II, and III by Intercollegiate Broadcasting System.

# COMMUNICATIONS

## LISA SMITH

[www.linkedin.com/lisasmith](http://www.linkedin.com/lisasmith)

300 Pompton Road, Wayne, NJ 07470

SmithL24@wpunj.edu • 973-720-3218

---

### EDUCATION

William Paterson University (GPA: 3.7)

Wayne, NJ

Bachelor of Arts in Communications, Concentration Public Relations

May 2016

Dean's List, 2010 - present

*Maintained a part-time job to finance education while maintaining a full-course load*

---

### RELATED EXPERIENCE

#### Coyne Public Relations

Parsippany, NJ

*Public Relations Intern*

January 2015-present

- Write pitches and social media posts for clients such as Hard Rock Hotel, Pfizer, Dr. Adam Jake and Nike
- Research "Mommy Bloggers" to find best outlets to pitch baby products by BabyGanics, Mommy's Bliss
- Brainstorm interesting ways to pitch client products such as BabyGanics Germinator hand sanitizer, Luvs, etc.

#### Office of Marketing and Public Relations, William Paterson University

Wayne, NJ

*Public Relations Assistant*

May 2013—present

- Write press releases and media alerts for upcoming events and campus activities
- Research and compile lists of media to publicize specific events using CisionPoint
- Create student profile articles and William Paterson University alumni section for *WP Magazine*
- Write copy, shot and edited photos and videos for Facebook, YouTube, Instagram and Twitter postings

#### Lucysblog.com

Fall 2014 –Spring 2015

- Created lifestyle blog featuring original articles and content about health, wellness and beauty for young women
- Marketing outreach plan utilizing SEO, hyperlinks, tagging and links to Twitter, Instagram, Vine and Pinterest helped page views reach more than 2,000 and followers grew to 400 in less than 8 weeks

#### Student Public Relations Association

Fall 2013-Spring 2014

- Supported club initiatives including planning of Career Fair, Alumni Networking Event and NYC field trip.
- Assisted with club funding requests, newsletter copy editing and social media efforts which grew following by 50%
- In charge of PR Fair outreach and invitations which was attended by more than 200 students and 25 employers

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### RELEVANT COURSE WORK

#### Public Relations Workshop

Fall 2014

- Wrote comprehensive integrated communication plan featuring research, SWOT analysis, objectives, strategies and tactics.
- Created mock press releases, social media plans, editorial calendar, event outline, etc.

#### Digital & Social Media Communication

Spring 2014

- Completed Google Challenge, SEO training and became HootSuite certified.
- Wrote a strategic plan to help Whole Foods meet business objectives utilizing social media.

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### OTHER EMPLOYMENT

#### Skyline Lake Property Owner's Association

Ringwood, NJ

*Head Lifeguard/Manager*

May 2007 - present (seasonal)

- Certifications: waterfront, lifesaving, first aid, CPR, AED and blood-borne pathogen
- Ensure safety of swimmers, manage lifeguards and assist manager with schedules, inventory and hiring

*Nanny*

August 2011 - April 2012

- Assisted children (ages 6 and 9) with homework, projects and/or after-school activities
- Responsible for meals and transportation to sports/activities

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**Skills:** MS Word, MS Excel, PowerPoint, Lexis/Nexis, CisionPoint, writing/business writing, editing, proofreading, social media such as Facebook/Twitter/Google+/LinkedIn/Tumblr, blogging, Adobe Acrobat Reader, Google/Google Scholar, and search engines.

**Tina Craftsy**

300 Pompton Rd., Wayne, NJ 07470  
 (973)720-3291  
[craftsyt@student.wpunj.edu](mailto:craftsyt@student.wpunj.edu)

**Education:**

William Paterson University, Wayne, NJ May 2017  
**Bachelor of Arts, Studio Art, Concentration in Animation**  
*Minor in Asian Studies, Concentration Japanese*  
 GPA: 3.71

**Achievements:**

Dean's List, WPUNJ 2013, 2014, 2015  
 WPUNJ Leadership Award Spring 2013

**Computer Competency:**

*Software:* Mac/Windows, Photoshop, Illustrator, InDesign, PowerPoint, Word, Excel, Outlook.  
*Technical:* Charcoal, Ink, pencil, and Mixed Media such as: Paper, Gelatos, Molding paste, etc.  
 Working knowledge of: Auto disk Maya, IMovie/ Movie maker, Audacity

**Languages:**

Fluent in Arabic and English Working knowledge of Japanese Basic understanding of French

**Projects:**

Story Board – WPUNJ – Fall 2016

- Created storyboards based on given and original scripts.
- Worked on original character design sheets.
- Developed a greater knowledge and proficiency in the foundations and laws of story boarding.

Computer Paint and 2D Art – WPUNJ – Spring 2015

- Completed four well-detailed computer paintings.
- Developed a more professional use of Illustrator, Photoshop and InDesign.
- Created image rendered posters.
- Created narrative computer paintings as well as a realistic portrait.

3D Modeling – WPUNJ – Fall 2014

- Developed ideas for the project to create inanimate object with multiple textures.
- Utilizing Maya, modeled a 4 door car, textured to look broken.
- Conceptualized and executed lighting of project.

**Experience:**

The Center for Contemporary Art, Bedminster, NJ June 2013- Present  
 Teacher Assistant

- Work with children from age 4 to 14 on hands-on projects using tempera and acrylic paint, pastel, watercolor, clay, colored pencil, charcoal and paper maché.
- Maintain classroom order by assisting lead teacher and instructing students according to daily plan
- Communicate with parents regarding students' progress and any issues

**Volunteer:**

- Participated in summer festivals as a face painter.
- Helped in advertising for donations for the center.

**Exhibition:**

Artistic Endeavors, Little Falls, NJ August 2014

- Featured personal mixed media pieces.
- Created strategy for displaying the pieces in the most adequate manner.

## Ricky Recorder

300 Pompton Rd., Wayne, NJ 07470 • (973)-720-3291 • Recorder1@student.wpunj.edu

### OBJECTIVE:

To obtain a position with paradigm Talent Agency working in booking and the music industry.

### EDUCATION:

**William Paterson University**, Wayne, NJ

Bachelor of Arts in Popular Music Studies; Minor in Music Management; GPA: 3.6      Expected December 2016

#### **Relevant**

#### **Coursework:**

- Music in Social Media I & II
- Modern Entertainment Company
- Structure and Content of the Music Industry
- Survey of the Music Industry

### RELEVANT EXPERIENCE:

**Artist Group International (Talent Agency)**, New York, NY

*Intern*

June 2016 – Present

- Link check ticket and venue websites to ensure events are promoted correctly; emailing talent buyers if needed
- Receive/screen calls at receptionist desk and transfer to the proper agent when needed
- Archive and organize event and tour contracts, as well as create excel spreadsheets to organize tour information

**Modern Entertainment Company**

January 2016- April 2016

- Booked Grammy Award winner Rob Fusari at The Cutting Room in New York and performed in backing band
- Purposed ideas for Rob Fusari's one sheet to promote new single and get single radio play

**William Paterson University**, Wayne, NJ

September 2015 – May 2016

*Promotion Coordinator, Popular Music Studies Department*

- Promoted events relevant to Popular Music Studies such as musical events in which students in the major perform on campus
- Created flyers and event pages on social media to promote events and posted updates and event information

*Social Media Intern, Music Department*

September 2015 – December 2015

- Maintained social media profiles (Twitter, Instagram)
- Increased interaction on social media profiles with engaging posts and photographing musical events
- Promoted events/ showcases within the music department by creating aesthetically pleasing posters

**Collage! 2015**, WPUNJ, Wayne, NJ

September 2015 – December 2015

- Assembled marketing timeline for musical fundraiser event
- Created engaging posts and pictures to get audience to attend
- Supervised musicians as assistant Stage Manager night of the performance

### ADDITIONAL WORK EXPERIENCE:

**Crooked Teeth Keys**, Somerset, NJ

*Founder/Owner*

July 2014 – Present

- Repurpose old and antique keys into jewelry to sell to customers; create/search for antiques to be repurposed
- Book events to attend (e.g., music festivals, flea markets, and craft fairs); sell products through online shop (Etsy)
- Oversee promotion of products through social media accounts (Facebook, Instagram)

**VS Systematics**, Kenilworth, NJ

*Assistant*

June 2015 – August 2015

- Redesigned new website for the company and listed products on it
- Answered and made phone calls to companies looking for automation parts

### SKILLS:

**Computer:** Microsoft Word, PowerPoint, Excel, WordPress, Reaper

**Music:** Bass Guitar, Ukulele, Live Performance, Studio Experience

**BECKY BEEKER**

300 Pompton Road, Wayne, NJ 07470  
 (973) 720-3291  
[BEEKERB@student.wpunj.edu](mailto:BEEKERB@student.wpunj.edu)

**EDUCATION**

**William Paterson University**, Wayne, NJ  
 Bachelor of Science, Chemistry

May 2017

**RELATED EXPERIENCE**

**Student Assistant**

September 2016 – Present

Chemistry Department, William Paterson University, Wayne, NJ

- Organize and prepare employee evaluation forms
- Handle employee evaluation forms with confidentiality

**Student Researcher**

August 2016 – December 2016

Chemistry Department, William Paterson University, Wayne, NJ

- Developed a heuristic that uses predicted residue-wise likelihoods of disorder to add weights to predicted contact maps
- Conducted tests on the heuristic using disorder and contact map predictions from the Scratch Protein Server
- Selected amongst other students to share research findings via poster presentation at the 2016 ACS COMP National Meeting

**Student Researcher**, American Chemical Society (ACS) Project SEED II, Dr. John Sowa  
 Department of Chemistry and Biochemistry, Seton Hall University, South Orange, NJ

Summer 2012

- Conducted a comparison using HPLC, UV-Vis Spectroscopy and ATR-FTIR, on the dissolution process between Tylenol® Pharmaceutical products: Extra Strength and Extended Release
- Selected among other students to share research findings via poster presentation at the ACS Project Seed Poster Exposition

**Student Researcher**, ACS Project SEED I, Dr. John Sowa

Summer 2011

- Project was based on analyzing molecular vibrations in chemicals from the spill in the Gulf of Mexico via IR Spectroscopy
- Observed chemicals using a novel method of IR spectroscopy: CAP-IR with Aluminum foil and polyethylene as surfaces

**LEADERSHIP EXPERIENCE**

**Resident Assistant** - Residential Services and Education, William Paterson

January 2015 – May 2015

- Supervised and oversaw approximately 40 residential students by organizing programs, documenting potential disciplinary incidents appropriately and assisting students in social and educational development
- Completed room inventory and housing layout forms and conducted periodic building inspections to ensure residents' safety
- Interacted frequently with supervisor and participated in an on-call schedule with other staff members

**Phonathon Caller**, Office of Alumni Relations, William Paterson

September 2014 – December 2014

- Assisted the University with raising funds for academic programming and student scholarship by contacting thousands of alumni and parents and asking for support

**MEMBERSHIPS**

- American Chemical Society (ACS)
- Irvington Career Vision Ambassador Alumni (Mayor's partnership)
- Outstanding Club President (Student Government Association WPUNJ)

**SKILLS**

**Analytical Instruments:** UV, IR, GC Mass Spectroscopy and NMR

**Chromatography:** TLC, Column Chromatography, Gas chromatography and HPLC

**Lab Equipment:** Centrifuges, water bath, pipets, PH meter

**Computer:** Windows Operating System, Mac OS, Microsoft Office Suite, Mathematica, Pymol, Infrared Spectroscopy, UV-Vis, MATLAB

# LILY LABORATORY

300 Pompton Ave | Wayne, NJ 07470 | (973) 780-5721 | LilyLaboratory@wpunj.edu

## SUMMARY

Meticulous life science student with excellent analytical skills seeking an internship utilizing research, laboratory, and interpersonal skills.

## EDUCATION

### **William Paterson University | Wayne, NJ**

- Bachelor of Science | Major: Biology Dec 2015
- GPA: 3.465 (Dean's List, 3 semesters)

## LABORATORY/ PROFESSIONAL EXPERIENCE

### **Undergraduate Teaching Assistant**

#### **William Paterson University | Wayne, NJ**

- Graded students' assessments for Basic/General Anatomy & Physiology
- Conducted weekly tutoring sessions with students
- Guided lab manual sales to profits exceeding expected earnings

Jan - Dec 2014,  
Jan - May 2013

### **Undergraduate Research Assistant**

#### **William Paterson University | Wayne, NJ**

- Prepared plasmid samples for functional assays of Neuronal Calcium Sensor-1
- Mentored a high school student for the William Paterson University Roche Program for Summer Research

June - Dec 2012

### **Volunteer Research Assistant**

#### **Kessler Foundation Research Center**

#### **Human Performance & Motion Analysis Lab (HPMAL) | West Orange, NJ**

- Computed bone density figures using dual emission x-ray absorptiometry (DEXA)
- Performed data-entry duties as needed

Aug 2011

## STRENGTHS & SKILLS

- Competencies: bacterial culture, plasmid purification, gel electrophoresis, transformation, restriction digestion, spectrophotometry, animal dissection and perfusion, immunohistochemistry
- Strong oral and written communication skills; highly organized
- Proficiency in Microsoft Word, Excel, and PowerPoint

## TITLES & HONORS

- Vice President, Minority Association of Pre-Medical Students (MAPS) 2014 - 2015
- NSF STEM Grant Recipient (2 years) 2013 - 2015

## PRESENTATIONS

### **4<sup>th</sup> Annual GS-LSAMP STEM Conference | Rutgers New Brunswick**

"Techniques in the Preparation of Shuttle Vectors for Transfection of Mammalian Cells in Functional Assays"

Oct 2012

**NANCY NURSE**

300 Pompton Ave., Wayne, NJ 07470 | (201) 931-3042 | Nursen@student.wpunj.edu

**EDUCATION**

William Paterson University - Wayne, NJ

**Bachelor of Science in Nursing**

December 2016

- Overall GPA: 3.5
- Dean's List, Chi Alpha Epsilon National Honor Society

**RELATED EXPERIENCE**

Christian Healthcare Center - Wyckoff, NJ

January 2015 - Present

**Psychiatric Nursing Assistant**

- Follow activities related to the nursing care plans, nursing standards, policies and procedures
- Evaluate and reassess care plans through observation and reporting of changes in patient behavior and physical status
- Care for patients in the following age groups: adult (ages 19 - 64) and geriatric (ages 65 +)

**CLINICAL ROTATIONS**

Chilton Medical Center - Pompton Plains, NJ

Fall 2015

**Student Nurse: Medical-Surgical Unit**

- Performed head-to-toe assessments on Oncology Unit
- Administered prescribed medications
- Observed in the Emergency Department

Bergen Regional Medical Center - Ridgewood, NJ

Fall 2015

**Student Nurse: Psychiatric Unit**

- Performed mini-mental health status on patients
- Observed patients' changes in behavior and physical status
- Participated in group meetings

Hackensack University Medical Center - Hackensack, NJ

Fall 2015

**Student Nurse: OB/Maternity Unit**

- Monitored and performed assessments on mothers as well as newborns on Labor & Delivery Unit
- Observed in the Neonatal Intensive Care Unit, C-section operation, and vaginal delivery
- Administered immunizations to newborns and mothers as needed

Morristown Medical Center - Morristown, NJ

Spring 2015

**Student Nurse: Medical-Surgical Unit**

- Performed physical assessments on post-operative patients on an Orthopedic Unit
- Administered medications as prescribed and measured vital signs
- Attended to proper hygiene of patients in a caring and sympathetic manner

**WORK EXPERIENCE**

William Paterson University – Gloria S. Williams Advisement Center - Wayne, NJ

September 2013 - Present

**Peer Advisor**

- Triage for student population of undecided, in between majors and students needing career services
- Schedule appointments for students' academic advisement
- Refer students to academic curriculum and four year plan sheets for specific major requirements

**VOLUNTEER EXPERIENCE**

- New Jersey State HOSA Program (2011-2012)
- Service at Paterson High School Health Fair (2011-2012) Paterson, NJ
- Service at Sunrise Assistant Living Home (2009-2010) Wayne, NJ

**SKILLS**

Microsoft Office, American Heart Association BLS for Healthcare Providers (CPR)



**CLARA CODE**

300 Pompton Ave., Wayne, NJ 07470 | 201-875-3690 | codec@student.wpunj.edu

**CAREER OBJECTIVE**

Seeking an entry-level position as a programmer with experience in managing a variety of programming languages and strong math background.

**EDUCATION**

William Paterson University – Wayne, NJ May 2016  
**Bachelor of Science in Computer Science**, GPA 3.4 Dean's List (Spring and Fall 2014, Fall 2015)  
Relevant Courses: Software Engineering, Database Management, Cloud Computing, Assembly Language/Digital Logic

**TECHNICAL SKILLS**

- Programming Languages – C++/C#/Java
- Databases – SQL Server, My SQL, MS Access, and document-oriented
- Software Engineering – Universal Modeling Language (UML)
- Web (both server and client-side) – Web API, REST, OData, MVC 4, ASP, JQuery, Knockout.js, Telerik Kendo UI, HTML5, CSS3
- Platform: Windows, Linux, Unix, Dos
- MS Word/Excel/PowerPoint

**PROFESSIONAL EXPERIENCE**

**Multicore Programming Research at William Paterson University** Jan. 2015 – May 2015

- Employed as a student on a University Research Project studying multicore programming APIs
- Benchmarked and compared various multicore programming APIs.

**PROJECTS**

**Payroll Programming Project** Sept. 2013 – Present

- Write payroll programming in Visual C++, C# and Java for projects in courses taken at William Paterson University

**Database Management Project** Sept. – Dec. 2015

- Created University database of student information for registration based on set of requirements including Entity-Relationship Diagram to model the data and transform this diagram into relational schemas
- Used Microsoft Access to implement the database schemas to create the appropriate relational tables

**Software Engineering Project** Jan. – May 2015

- Worked within a group to create a Library Information and Administration System which contained three terms, such as requirements/specification, designs and implementation/code generation
- Created an informal design for each term to make it easier for people to read who have never experienced a project written in UML

**Digital Logic Project** Sept. – Dec. 2014

- Collaborated with group members to create a coffee vending machine controller which contained four terms, such as block diagram, design (truth tables), k-map and logic work design
- Input logic code that allowed users of vending machine to input various types of currency

**ADDITIONAL SKILLS**

- Fluent in both English and Korean
- Can present to both technical and non-technical audiences with effective communication skills
- Proven ability to learn and adapt to new and trending development tools
- Can modify to any kind of work atmosphere and willing to work extra hours when necessary
- Works efficiently as a team member for a large scale project

## STUDENT ATHLETE

**Colin Court**

Phone: 917-724-5135 - Email: Colin.Court@gmail.com

### OBJECTIVE

Focused student athlete seeking a position in the area of finance utilizing strong teamwork, analytical, and project management skills.

### EDUCATION

William Paterson University, Wayne, NJ

May 2017

#### **Honors College, Cotsakos College of Business (AACSB Accredited)**

Bachelor of Science in Finance & Bachelor of Science in Global Business

GPA: 3.96 of 4.0

### ACHIEVEMENTS:

- Beta Gamma Sigma Honors Society
- Dean's List
- Student-Athlete Academic Honors
- NJAC Academic All-Conference 15'-16'
- Dr. C & L Leung Scholarship
- A L Rubin Scholarship
- Who's Who Recognition

### ACADEMIC COURSEWORK:

Investment Analysis I & II

Financial & Managerial Accounting

Practicum In Finance

### ACADEMIC PROJECTS:

Honors Thesis; Cotsakos College of Business at William Paterson University

- Develop thesis topic on work-value difference between generations
- Synthesized information from over 12 sources in LexisNexis and library archives to write 20 page research paper in over 4 months

Practicum In Finance; Jethwa Management, Burger King

Spring 2016

- Analyzed financial statements
- Calculated and analyzed financial ratios and statistics
- Wrote a report and analyzed the findings, as well as gave recommendations

### LEADERSHIP EXPERIENCE:

William Paterson Pioneers Basketball Team

Fall 2013-present

- Demonstrate leadership, teamwork, and time management skills that can be applied to a business career
- Lead tours of athletic facilities to prospective student-athletes and families
- Balance academic and athletic time commitments effectively
- Commit 20-30hours per week to weight training, skill work, practice, film study, and meetings

Student Athlete Advisory Committee

Fall 2014-present

- Connect student-athletes and faculty members
- Attend monthly meetings and events

Volunteer Basketball Coach; Skuru IK Basket (Sweden) & Crispin Basketball (USA)

Summers 2014, 15, 16

- Coached both team practices and camps
- Handled camp logistics to creating activities for the campers

### WORK EXPERIENCE:

Tutor at Cotsakos College of Business

September 2016-present

- Tutoring upper level business courses: Advanced Finance, Accounting, Advance Management, Statistics
- Lead students development and enriching their learning

KFUM Blackeberg Basket, Stockholm, Sweden

September 2012- February 2013

"Idrottslyftet" Project Leader,

- Handled economic reports
- Coached and taught basketball with kids ages 8-16

### SKILLS:

- Excellent in Microsoft Office, such as Word, PowerPoint, and Excel including macros and modeling
- Proficient in English and Swedish, conversational in Danish and Italian

# Penelope Planner

100 Pompton Ave., Wayne, NJ 07470 | 978-430-4129 | planner.penny@gmail.com

## OBJECTIVE

Experienced event planner seeking to utilize skills and experience in events and promotions to increase and propel a company's growth.

## EDUCATION

William Paterson University, Wayne, NJ August 2017  
**B.A in Africana World Studies**, Minor in Political Science

## EVENT PLANNING EXPERIENCE

**AK Upscale – Newark, NJ** February 2016 – Present  
*Event Planner/VIP Specialist*

- Collaborate with team members to locate and solidify event venues
- Work with CEO to hand pick décor for the venue and VIP sections
- Coordinate with vendors and outside parties
- Utilize social media to promote and respond to all inquiries for the venue and VIP details
- Assist in all aspects of event management including collecting deposits, set up and break down
- Coordinated event with 250+ attendees as well as specific recognition to 100 attendees within VIP

*Noted Accomplishment: Worked with a \$10,000 budget to complete a NYE event within two months*

**March of Dimes – Parsippany, NJ** January 2017 – May 2017  
*Intern*

- Assisted with the logistics of March of Dimes largest campaign, March for Babies
- Conducted research and prospect new corporate teams and partners
- Coordinated pre-event communications with teams and individual walkers
- Planned and executed fundraising events along with the creation of marketing materials

## WORK EXPERIENCE

**William Paterson University, Wayne, NJ** September 2015 – Present  
*Peer Leader/Administrative Support*

- Manage the receptionist area, including greeting visitors and respond to telephone and in-person requests
- Serve as a central point of contact with all advisors and directors within the office
- Schedule advisement appointments for the advisors and advisees

**Boscovs, Toms River, NJ** June 2012 – Present  
*Retail Customer Service Representative/Sales Associate*

- Process customer returns, answer questions about merchandise and manage exchanges
- Respond to service inquiries and coordinate resolutions with management and floor associates
- Cover for cashiers going on break and maintain drawer accuracy

## CAMPUS INVOLVMENT

Encouraging the Open-Minded for Exceptional Experiences	November 2016 - Present
Sisters for Awareness, Black Leadership & Equality, Secretary	December 2014 – Present
Event Coordinator for University Events and Pageants	September 2014 – Present
National Society of Leadership & Success, Co-Chair and Treasurer	September 2013 – Present
Black Student Union	October 2015 – May 2017
African Heritage Committee	October 2015 – February 2017
Destination Beautiful, Inc., Marketing and Promotions Coordinator	August 2016 – January 2017

## ADDITIONAL SKILLS

- Mastery of Microsoft Office programs (Word, Excel, PowerPoint)
- Proficient with Facebook, LinkedIn, Twitter, Instagram, Pinterest

**ANDREW AGENT**

(940) 720-9777 | andrewa24@student.wpunj.edu

**EDUCATION**

William Paterson University, *Wayne, NJ*

*expected May 2017*

**Bachelor of Arts in Criminology & Criminal Justice; Minor in Sociology**

**CERTIFICATIONS & SKILLS**

SORA Security Certification

Intermediate Spanish (completed 2 semesters of Spanish)

Proficient in Microsoft Office, Word, and PowerPoint

**RELATED EXPERIENCE**

Intern, (DEA) Drug Enforcement Administration, Newark, NJ

*August 2016 – Present*

- Participate on special task force groups to assist with solving and reviewing case files
- Shadow special agents out in the field to identify and target drug zones
- Train with different weapons at the shooting range weekly
- Collect and prepare evidence used to convict drug traffickers, as well as performing other judicial functions

**WORK EXPERIENCE**

**Marketing Intern – New York Giants, East Rutherford, NJ**

*Summer 2016*

- Represent the organization at in-house stadium events and off-site community events promoting sales
- Prospect and qualify all potential sales opportunities in addition to the leads provided
- Familiarizes self with the venue to better assist our guests with location related questions

**Health & Wellness Staff Member – YMCA, Perth Amboy, NJ**

*August 2015 – Present*

- Instruct members on effective workout techniques
- Maintain cleanliness and functioning of gym equipment

**Technology Consultant – William Paterson University, Wayne, NJ**

*August 2015 – May 2016*

- Help patrons with computer software and printing problems
- Responsible for maintaining/updating the technology and the usefulness of the campus computer labs

**Security Guard – Securitas, Jersey City, NJ**

*December 2013 – May 2015*

- Provided professional security services for major NJ sports stadiums

**Security Guard – Summer Jam, MetLife Stadium, East Rutherford, NJ**

*July 2014*

- Escorted and checked people into event and searched for any illegal weapons

**CAMPUS ACTIVITIES**

**Brothers for Awareness, Secretary**

*September 2015 - Present*

- Organize and promote community service, social and educational events that encourage the academic growth and educational development of men of color within the University

**Iota Phi Theta Fraternity Incorporated, Active Member of the Beta Alpha Chapter, Treasurer**

*April 2016*

- Utilize event planning, organization, and money management and negotiation skills to plan several events
- Contact vendors, reserve locations, coordinate food and transportation, and market events for over 250 people

**VOLUNTEER EXPERIENCE**

**Oasis, Paterson, NJ**

*September 2015 – December 2015*

**Stop Hunger Now**

*April 2015*

**Super Bowl XVIII NY/NJ, Newark, NJ**

*January 2015*

**USA Special Olympics, Princeton, NJ**

*June 2014*

**Susie Education**

300 Pompton Road, Wayne, NJ 07470  
973-720-3291  
[SusieEducation123@gmail.com](mailto:SusieEducation123@gmail.com)

**OBJECTIVE:** *Include specifics about the type of teaching position you are looking to obtain (grade and/or subject area). You should also incorporate your teaching philosophy, if possible.*

**Example:** Enthusiastic English teacher with experience developing afterschool reading and writing programs, seeking a teaching position in secondary education. Passionate about teaching, working with children and dedicated to providing an atmosphere that promotes learning and growing. Interest in inspiring and motivating students to enjoy the learning process.

**EDUCATION:**

William Paterson University, College of Education, Wayne, NJ Month/Year  
Council for Accreditation of Educator Preparation (NCATE legacy) accredited since 1954  
Bachelor of Arts, Secondary Education  
Bachelor of Arts, English

- Certificate of Eligibility with Advanced Standing
- PRAXIS Passed, 2016 --- *You will want to include ALL Praxis tests you pass*

**CERTIFICATIONS:** *List any certifications you have (CPR, First Aid, etc.)*

**HONORS & AWARDS:** *This section can be left off if you do not have anything to list*  
Dean’s List - *include the semester and year*

Awards – *the name of the award and the organization who presented it*  
Academic Honor Societies – *the name of the honor society and the date range you’ve been involved*  
Scholarships – *the name of the scholarship and when it was awarded.*

**RELATED EXPERIENCE:**

Name of School, City, State Dates  
Student Teacher - include grade

- This should include Practicum and Student Teaching experience
- Your most recent experience related to your degree should be listed first and then work your way in reverse chronological order
- If you are still in your most recent position, use “Present” as the end date
- Start each bullet point with an action word – use the present tense if you are still in a position and past tense if you are no longer working in a position
- Highlight achievements, qualifications mentioned in the job posting, promotions, things learned, compliments and significant contributions

**ADDITIONAL EXPERIENCE:**

Name of Organization/Company, City, State Dates  
Position Title

- Describe your work responsibilities, starting each bullet point with an action word
- List and describe jobs unrelated to your teaching experience with the most recent experience first
- Incorporate transferable skills (leadership, teamwork, communication, etc.)
- You do not need to include ALL of your work history but make sure you do NOT leave gaps in your resume

**SKILLS:** *List skills such as computer, foreign language or specific skills related to the position you are seeking. You might also want to indicate your level of proficiency (Working knowledge of...; Proficient at...; Basic understanding of...)*

**MEMBERSHIPS:** *List all of your memberships (NJEA, etc.)*

**PROFESSIONAL DEVELOPMENT:** *Include workshops, in-services, conferences*

**ANTHONY BANKS**

(973) 647-8000 • anthonybanks91@gmail.com.

[www.linkedin.com/pub/anthony-banks](http://www.linkedin.com/pub/anthony-banks)**PROFILE:**

Dynamic and results oriented business professional looking to leverage experience in audit, banking, and project management into an assistant business manager role. Proven ability to analyze business processes and provide innovative solutions to achieve operational and strategic goals. Utilize strong leadership, problem solving and critical thinking skills to improve productivity in a professional manner. Excels at seeing the big picture, identifying gaps, and managing initiatives.

**Competency areas include:**

- *Audit/Financial Statements*
- *General Ledger Accounting*
- *Audit Review Procedures*
- *Financial Reconciliations*
- *Accounts Payable/Receivable*
- *Client Relations/Networking*

**EDUCATION:**

**William Paterson University**, Wayne, NJ May 2013  
*Cotsakos College of Business, AACSB Accredited Institution* GPA 3.2  
 Bachelor of Science in Accounting with a minor in Management

**PROFESSIONAL EXPERIENCE:**

**JP Morgan Chase**, New York, NY May 2014-Present  
*Investments – Client Service Division*

- Manage 15 employee within Investment Division
- Create strong relationships and implement value-focused initiatives to expand the overall bank portfolio
- Assist in reconciling discrepancies and balances cash drawer daily with zero cash variances
- Incorporate selling strategies to offer customers the optimal product to best fit their needs
- Develop training modules to provide employee guidance when offering products to customers

**PricewaterhouseCoopers LLP**, New York, NY September 2013-February 2014  
*Assurance Associate*

- Followed the proper SEC filing standards to produce proper 10Q and 10K reports
- Tested controls and emulate professional skepticism
- Demonstrated the ability to follow PwC audit guidelines
- Established an understanding of the insurance industry through the scope of accounting

**Wells Fargo Bank**, Rockaway, NJ March 2008-July 2013  
*Seasonal Banking Associate/ Teller Service Representative*

- Facilitated the organization of newly acquired commercial and personal loan portfolios
- Managed all customers' daily transactions and address all customer service issues as they arise
- Issued certified checks, official checks, and money orders

*Accounting Assistant and Loan Operations Intern* Summer 2011

- Balanced the general ledger daily
- Organized all newly acquired commercial and personal loan files
- Assisted Controller and CFO with all tasks during the acquisition and merger

**LEADERSHIP:**

**Office of Residence Life**, Wayne, NJ August 2010-May 2013  
*Resident Assistant*

- Supervised, mentored and built community for 40 undergraduate students

**Student Government Association**, Wayne, NJ May 2012-May 2013  
*President, Executive Board of Student Government Association*

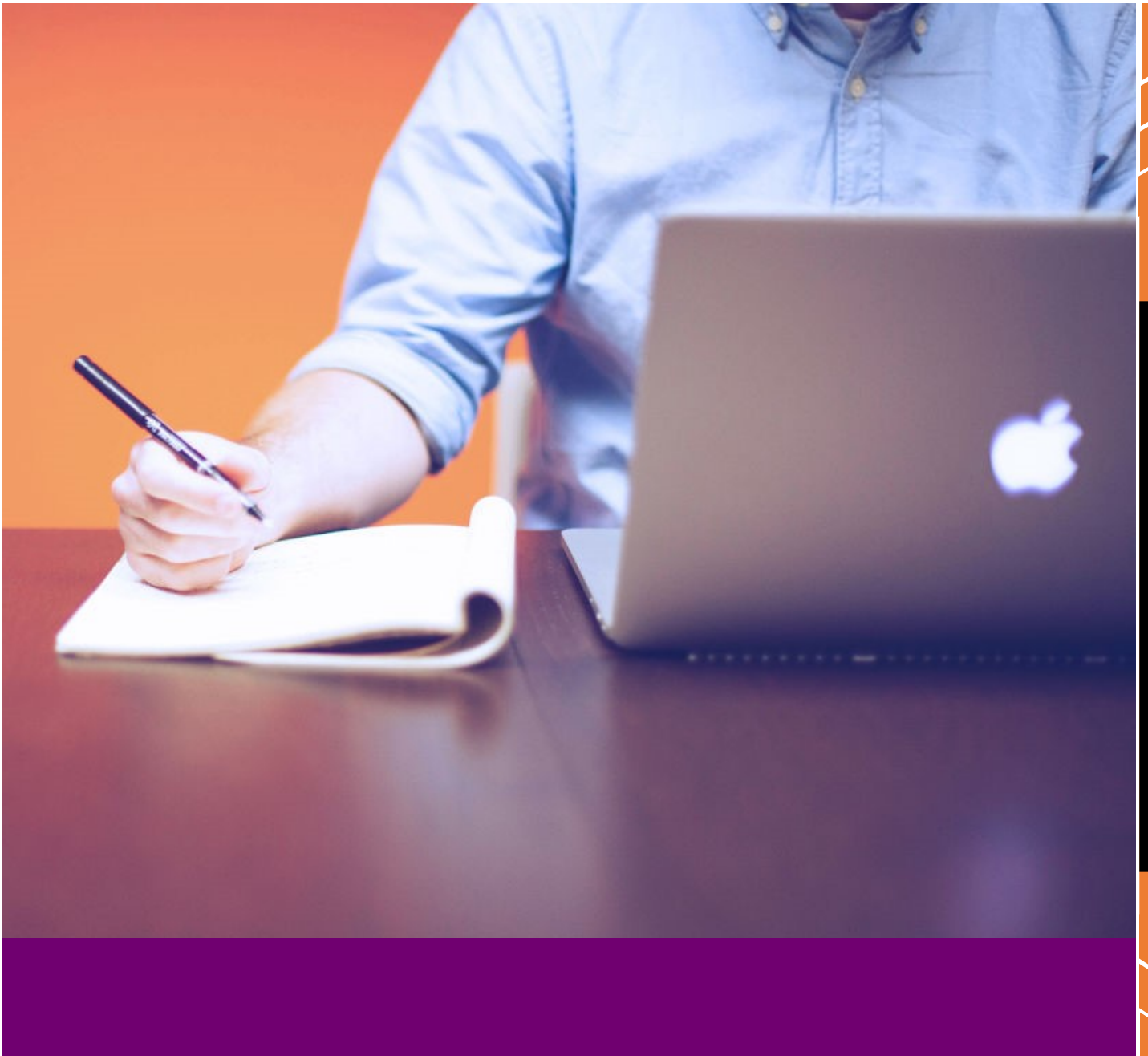
- Official spokesperson and representative for the King's College student body
- Managed and disseminated a **\$24,000.00** budget to the student clubs and organizations

*Chief Information Officer, Executive Board of Student Government Association* March 2010-April 2012

- Spearheaded marketing initiatives, developed sponsored events, and organized SGA information

**ACTIVITIES:**

Accounting Association, Vice President September 2012-May 2013  
 Becker Professional Education, *On-Campus Representative* September 2012-May 2013  
 PWC xTAX Competition, Participant 2010, 2011  
 Eagle Scout Award October 2008



# CRAFTING YOUR COVER LETTER

# COVER LETTERS

## WHAT IS A COVER LETTER?

Cover letters serve as a bridge between your resume and the specific job to which you are applying. Its purpose is to introduce you and expand on the experience in your resume. It will also serve as a reflection of your writing skills, so be sure to proofread and review your document. Your cover letter needs to be specific to the organization and position.



### GENERAL GUIDELINES

- ✓ Keep your cover letter formal, polished, and written in active voice
- ✓ Varied sentence structure— don't begin all sentences with "I"
- ✓ Should be grammatically correct with no spelling or punctuation errors
- ✓ Targeted to the needs of the company and requirements of the position
- ✓ The font and formatting should match that of your resume
- ✓ Cover letters should be in a business letter format



### IDENTIFYING THE CONTACT PERSON

- ✓ Cover letters should be addressed to a specific person within the company. If you do not have a contact name:
  - Investigate the company website and other online resources for contacts/addresses
  - If you cannot locate a specific contact—indicate a specific job title, such as "Dear Hiring Manager," "Dear Members of the Selection Committee," or "Dear Hiring Team."



### COVER LETTER CONTENT

#### THE FIRST PARAGRAPH

##### "WHY THEM?"

##### STATES WHY YOU ARE WRITING

- Responding to an advertised opening
- Inquiring about a possible position

##### STATES WHY YOUR ARE APPLYING OR INTERESTED IN THIS EMPLOYER

- Company's training program
- Company's product service
- Demonstrate your company research
- Mention your contact/referral if you have one
- Emphasize how you learned about this opportunity

#### THE SECOND PARAGRAPH

##### "WHY YOU?"

##### STATES WHAT QUALIFICATIONS YOU CAN BRING TO THE POSITION

- Highlight two or three experiences or academic achievements that directly relate to the position your applying for
- Demonstrate with a specific example what you have to offer
- Highlight your key skill sets that show a fit with the company and position.

#### THE THIRD PARAGRAPH

##### "NEXT STEPS"

##### STATE WHAT YOU WANT NEXT

- Reiterate your enthusiasm and what you have to offer.
- Take a proactive approach and let them know when you intend to follow up.
- Let them know what you want next: an interview or an opportunity to further discuss your qualifications.
- SAY THANK YOU!



# COVER LETTER FORMAT



## EXAMPLE FORMAT

Your Name  
Street Address City, State Zip (Area Code) Phone Number student@berkeley.edu

Month Date, Year

Employer's Name  
Position or Title  
Company Name  
Employer Street Address/P.O. Box  
City, State Zip Code

The simplest way to lay out your cover letter is to align all text to the left. Not only is it simple, but it looks professional and polished.

Dear Mr./Ms./Dr. Last Name of Addressee:  
(Note: if no name is available use a generic title such as Human Resources Manager, Selection Committee or search LinkedIn for a HR contact name)

**Opening Paragraph**  
State the position you are applying for, how you found out about it, and ask for consideration based on your skills and experiences you have to offer. If you were referred by someone, state that here. Make a general statement about being a good candidate for the job.

**Middle Paragraph(s)**  
In this section, you want to build a connection between the company's needs and your background and skills. Stress what you have to offer, not what you want from them. Identify those parts of your experience that will interest THIS employer. You can draw attention to relevant course work, special projects and campus activities if they show direct relationship to this position. Do not restate what's in your resume, rather expand upon a specific project or accomplishment.

**Closing Paragraph**  
Restate your interest in this position and how your unique qualifications fit the position. Request an interview, or tell the reader that you will contact him/her soon in order to schedule a mutually convenient time to meet. Thank the reader for his/her time and consideration.

Sincerely,

*Your Signature*

Type your name

# COVER LETTER CHECKLIST

## COVER LETTER CHECKLIST

### DID I ....????

- Use correct business format for the cover letter?
- My header matches my resume header and includes my name and contact information?
- Did I include the name, job title, and address of the hiring manager?
- Address the letter to the specific recruiter/employee who will handle my application?
- Is my content written in active voice?
- Did I include the job title and company in the body of the letter?
- Identify 1 or 2 skills which are directly related to the job and qualify me for the position?
- Provide a brief example to show fit and demonstrate past success?
- Show knowledge of the company's work, goals, mission?
- Focus on what I can do for the company, not what they can do for me?
- Write concisely—my cover letter is one page long max?
- Thank the employer for their time?
- Limit the amount of personal pronouns (e.g. "I," "My," "Me") throughout the letter?
- Proofread for all spelling, grammar, and punctuation errors?
- Sign off cordially and formally with "Sincerely".

# COVER LETTER EXAMPLES

Andrea Brown  
300 Pompton Ave  
Wayne, NJ 07044

January 2, 2017

Dr. Steven Friedman  
Internship Coordinator  
Incyte Pharmaceuticals  
Philadelphia, PA 12345

Dear Dr. Friedman:

I am writing to apply for a summer research internship position at Janssen Pharmaceuticals. Currently, I am a junior at William Paterson University majoring in Chemistry and plan to pursue a career in pharmaceutical research. Professor Smith, my research advisor, referred me to you and speaks very highly of your innovative approach to research and development. Given my experience in conducting an independent research project in the Chemistry Department, makes me a strong candidate for the internship.

In the Chemistry Department at William Paterson University, I have been exposed to a number of valuable resources in the areas of accelerated coursework in General and Organic Chemistry as well as the opportunity to partake in original laboratory research with a faculty professor. Just this semester, I was accepted into the research lab of Professor Miner, and I am beginning to work on a project of my own involving asymmetric catalysis. I noticed that your firm concentrates on the discovery and development of small molecule drugs, which I also feel complements my chemical background since much of our research group's work involves the design and use of small peptide-based catalysts to determine the configuration of complex molecules. I feel that the knowledge and experience that I have gained throughout this experience as well as the creative approach that I bring to all of my work would serve as a positive addition to Janssen.

My resume highlights the numerous positions of leadership that I have held in my employment and my involvement in the community, which I feel demonstrates my good-humored personality and ability to communicate my ideas to others. This past year for instance, I served as a Resident Assistant for a residential community of over a hundred students in which I was their resource for academic and personal development. Additionally, I developed, marketed, and executed programs on these topics for the residents. In addition to my academic qualifications, I also believe that my resume exhibits a strong potential for further accomplishment in the scientific field. For these reasons, I feel I would be a definite asset to your company and I look forward to demonstrating my enthusiasm for research and strong interest in chemistry in a future interview with you. Thank you for considering my application. Please feel free to call me at 201-555-1212 or email brown@wpunj.edu if you have any questions.

Sincerely,

Andrea Brown

# COVER LETTER EXAMPLES

**Matthew Washington**

300 Pompton Ave, Wayne, NJ 07044  
973-720-3201—washingtonm@wpunj.edu

December 10, 2016

Mr. Martin Renner  
Deloitte  
New York, NY 10024

Dear Mr. Renner:

As a senior Accounting and Economics double major at William Paterson University, I am seeking a full-time position that will utilize my strong communication and analytical skills. From the research I have conducted on Trailblazer and through contact with Mr. Eric Clark, I am interested in pursuing Deloitte's Associate Tax Analyst opportunity. What has especially drawn my attention to Deloitte is its drive and dedication towards research and development and meeting needs that have been previously unmet in the field. As well, Deloitte's expectations of high integrity and respect for all the people the corporation serves impressed me.

As a Tax Consultant Intern for Bain Consulting, I worked extensively in researching Section 199 and other complex tax deductions for our clients. I created templates for future use in evaluating the availability of specific deductions and also generated a methodology for the analysis of fixed assets for tax purposes. As an International Tax intern for Wimmer, Inc., I was able to learn the foundations of the U.S. and foreign tax structures and experience first hand the importance of tax solutions in a Fortune 500 company.

In my Principles of Marketing class, I led a team of eight through a semester-long project which followed a product through the entire marketing process and resulted in a 200-page report and 20 minute presentation. I led discussions, critiqued my team members' work, and motivated them to produce the best work possible. Outside of my academic and work experiences, I served as the Community Service Coordinator for the Alpha Kappa Psi Fraternity and fostered a relationship with the Father English Center establishing community service activities for our club.

Accompanying this cover letter is my resume, which I also submitted through Trailblazer for your review. I would like the opportunity to further discuss with you the Associate Tax Analyst position and my qualifications. I noted that Deloitte will be conducting on-campus interviews and hope to talk with you sometime before then. Thank you for your consideration.

Sincerely,

Matthew Washington

# COVER LETTER EXAMPLES

## Emily Taylor

300 Pompton Ave., Wayne, NJ 07044  
973-720-3239—taylore12@wpunj.edu

December 10, 2016

Ms. Carrie Anderson  
Northern NJ Family Magazine  
Wayne, NJ 07470

Dear Ms. Anderson:

With demonstrated skills in editing, grammatical, punctuation, and composition errors, I would like to be considered for the Summer Editing/Proofreading Internship with Northern NJ Family Magazine. As a junior English major at William Paterson University, I would bring the following qualifications to your organization:

- Experience with eMediaAdmin, Adobe Pagemaker, and Microsoft Publisher through independent editing projects and previous magazine work at Best of Essex’s Magazine.
- Ability to edit literary pieces and provide language suggestions that are creative and concise as Editor of the William Paterson student run newspaper, the Beacon.
- Aptitude in compiling and presenting accurate facts and figures via internet research, phone and in-person interviews, and meetings with supervisors. Developed through previous internship at Best of Essex Magazine.

Growing up in Northern NJ, many families including my own benefited from the Northern NJ Family Magazine because of its commitment to providing accurate information on family and community resources. I would like to contribute to the reputation of the magazine as well assist with the further development of the website by ensuring articles and copy are error-free.

I would appreciate the opportunity to meet with you to discuss the details of the industry and will contact you within a week to follow up. Thank you for your time and consideration.

Sincerely,

Emily Taylor





# ACING THE INTERVIEW

# INTERVIEW PREPARATION

## → ACE YOUR INTERVIEW

Wouldn't it be great if you knew exactly what a hiring manager would be asking you in your next interview? The best way to prepare yourself for the interview is to know what questions may be coming and practice in advance. The following are some of the most difficult questions you will face in the course of your job interviews.

## HOW TO PREPARE FOR A BEHAVIORAL INTERVIEW

Behavioral interviewing requires job candidates to relate stories about how they handled past situations that are related to the skill sets the company is looking for in their new hire. Behavioral interviewing focuses on experiences, behaviors, knowledge, skills, and abilities that are job related.

### TIPS TO HELP YOU PREPARE FOR BEHAVIORAL INTERVIEW QUESTIONS

- Recall situations that show favorable behaviors, especially those involving coursework, work experience, leadership, teamwork, initiative, planning, and customer service .
- Prepare short descriptions of each situation; be ready to give details if asked.
- Be sure every story has a beginning, middle, and an end; use the STAR Method to help you craft your response .
- Be honest. Don't embellish or omit any part of the story.
- Be specific. Don't generalize about several events; give a detailed account of one event.

## THE STAR METHOD



And remember, do not think of new details as you answer. Say what you had planned for and end.



# INTERVIEW QUESTIONS



## BASIC NON-BEHAVIORAL BASED QUESTIONS

- Tell me about yourself.
- What are your strengths? What are your weaknesses?
- What do you know about our company?
- Why do you want to work for this company?
- What is your greatest accomplishment?
- Why did you leave your last job?



## COPING WITH STRESSFUL SITUATIONS & INTERPERSONAL CONFLICTS

- Tell me about a situation in the past year in which you had to deal with a very upset customer or co-worker.
- Describe the last time you confronted a peer about something he/she did that bothered you. What did you do?
- Describe a high pressure situation you had to handle at work or school.
- Tell me about a team member from who it was tough to gain cooperation from. How did you handle the situation?
- Tell me about a time you had to cope with strict deadlines or time demands.



## MOTIVATING OTHERS AND LEADERSHIP SKILLS

- Describe a time when you got co-workers or classmates who dislike each other to work together. How did you accomplish this? What was the outcome?
- Communication and leadership go hand in hand. Give me an example of a time when your communication skills were powerful enough to enable you to influence the way others thought or acted, even in a very difficult situation.
- Tell me about a time when your attempt to motivate a person/ group was rejected. What have you done to re-motivate a demoralized team/ person?
- In a leadership position/ leading a group project, tell me how you organized the workload, set objectives, followed-up and monitored results.



## TEAM WORK AND TEAM BUILDING

- What did you do in your last job to contribute toward a teamwork environment? Be specific.
- Describe a situation where others you were working with on a project disagreed with your ideas. What did you do?
- Describe your most recent group effort.
- Describe the most difficult team you worked on, what was your role and what knowledge have you gained?
- Describe a time when someone on your team wasn't pulling their weight on a project and it affected the speed and quality of the project.

# INTERVIEW QUESTIONS



## HANDELING FAILURE

- Give me an example of a time when you tried to accomplish something and failed.
- Describe a situation in which you found that your results were not up to your professor's or supervisor's expectations. What happened? What action did you take?
- Tell me about a time when you failed to meet a deadline. What things did you fail to do? What were the repercussions? What did you learn?



## DECISION MAKING AND DECISIVENESS

- Tell me about a time when you had to make a decision, but didn't have all the information you needed.
- Describe a time when you had to commit to a plan of action in an emergency. Give me the details of the situation and tell me how long it took you to take action.
- Many situations at work will require fast thinking and speed in making decisions. Give me an example of a situation in which you were especially skillful in making a decision quickly.



## ACHIEVEMENTS & FAILURES

- Describe some projects or ideas that were implemented, or carried out successfully because of your efforts?
- What has been your most rewarding accomplishment?
- Please tell me about accomplishments in your academic program that are relevant to your future career goals?
- Give me an example of time when you tried to accomplish something and failed?
- Describe a situation in which you found that your results were not up to your professor's or supervisor's expectations? What happened and what actions did you take?
- Tell me a time you failed to meet a deadline. What things did you fail to do? What were the repercussions? What did you learn?



## INTERPERSONAL & COMMUNICATION SKILLS

- Give an example of when you had to work with someone who was difficult to get along with. Why was this person difficult? How did you handle that person?
- Leaders often have opportunities to foster positive relationships with whom they work. Give me an example of a time when you did this and how you did this.
- Building rapport is sometimes a very challenging thing to do. Give an example of a time when you were able to build rapport with someone at work, even when the situation was against you.
- Give me an example, taken from your experiences in report writing, preparation of memos, college essays or general correspondence which illustrates the extent of your written communication skills.

# INTERVIEW PREPARATION



## QUESTIONS TO ASK EMPLOYERS

### THE JOB

- What does a typical day look like?
- What are the most immediate projects that need to be addressed?
- Can you show me examples of projects I'd be working on?
- What are the skills and experiences you're looking for in an ideal candidate?
- What attributes does someone need to have in order to be really successful in this position?
- What are the biggest challenges that someone in this position would face?
- Is this a new role that has been created?

### THE CULTURE

- What is the company and team culture like?
- How would you describe the work environment here— is the work collaborative or more independent?
- Can you tell me about the last team event you did together?
- What's different about working here than anywhere else you've worked?
- Has your role changes since you have been here?

### YOUR PERFORMANCE

- What are the most important things you would like to see someone accomplish in the first 30, 60, and 90 days on the job?
- What are the performance expectations of this position over the first 12 months?
- What is the performance review process like?
- What metrics or goals will my performance be evaluated against?
- What training programs are available to your employees?
- Where have successful employees previously in this position progressed to?
- Are there opportunities for advancement/ professional development?

### THE TEAM

- What types of skills is the team missing that you're looking to fill with a new hire?
- Can you tell me about the team I'll be working with?
- Who will I report to directly?
- Which other departments work most closely with this one?
- What are the current goals that the company is focused on, and how does this team work to support hitting those goals?

### NEXT STEPS

- What are the next steps in the interview process?
- Is there anything else I can provide you with that would be helpful?
- Is there anything that concerns you about my background being a fit for this role?



## AFTER THE INTERVIEW

- Send a Thank You note within 24 hours – use the contact information on the business card you collected.
- Contact your references to let them know you gave out their information.
- Follow up – either according to the timeline provided by the interviewer or no more than 2 weeks after your interview.
- Keep applying until you secure and start a position.

# CRAFT YOUR ELEVATOR PITCH


## ➔ WHAT IS AN ELEVATOR PITCH?

A 60 second introduction of who you are as a professional and what you are looking to accomplish

### Used for:

- Tell me about yourself - typically asked at an interview
- What do you do? – you might be asked this at a networking or alumni event

## 3 STEPS TO DEVELOPING YOUR ELEVATOR PITCH

 **Part 1 = 10 seconds:** Your name and what you are currently doing. This should include your education and when you will be graduating/when you graduated.

Ex: My name is Carl James and I am a senior at William Paterson University. I will be graduating in (month and year you are expected to graduate) with a Bachelor of Arts in Criminology and Criminal Justice. (You can also include a minor here if you have one)

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 **Part 2 = 25 seconds:** Briefly describe your experience including internship(s), clubs and organizations, and work experience. This should be accomplishment focused. If you are at a job interview, the information in this section should be tailored towards the position you are interviewing for.

Ex: I have completed an internship with the New Jersey District Attorney's office where I was able to apply the knowledge I have learned in the classroom to real world situations. While I was there I gained experience working with prosecutors and judges, filing detailed reports, and researching case evidence. Through my previous work experiences I have also developed excellent communication, teamwork, and leadership

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 **Part 3 = 20 seconds:** What you are interested in doing and/or what type of work you are looking for. This piece should highlight specifics about where you would like to be in the future.

Ex: I am interested in a position within the New Jersey State government where I can utilize my knowledge of criminal justice and my experience to help enforce the law and protect the rights of those living in the state.

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 If you are using your Elevator Pitch **FOR NETWORKING**, you will want to ask a question at the end of your pitch. This will help to promote a two-way conversation with the person you are speaking with. This should take your remaining **5 seconds**. Appropriate questions include:

- What does your company/organization do?
- How did you get into this field?
- What populations do you work with?
- What skills sets are most important to succeed in this field?

# DRESS FOR SUCCESS

## ➔ DRESS FOR SUCCESS

Knowing what to wear for a job interview is half the battle of the interview itself. The old adage could never be so true, “You never get a second chance to make a first impression.” When you’re going to a job interview, your appearance is extremely important. Whether or not you look professional or sloppy could play a huge role in whether your interviewer feels that you are suitable for the job.

### TIPS TO HELP YOU DECIDE WHAT TO WEAR TO YOUR INTERVIEW

- Check out the company culture. Are they business professional or business casual?
- Match the interviewer. Wear the same attire or slightly more professional in order to impress.
- Present yourself neatly. Exercise good grooming and hygiene.
- Avoid loud prints and bold colors.
- Accessorize smartly and conservatively.
- One important point to remember, when dressing in either business or business casual attire is that quality is much more important than quantity. One classic bracelet or ring, for example, will impress your interviewer or employer more than an armful of bangles or rings on every finger.
- Regardless of whether you are dressing for a job interview or to go to work, remember that appearances do matter. Prospective (and current) employers may think less of you if you don't dress appropriately and it's always important to make the best impression, whether looking for work or hoping for a promotion.



# DRESS FOR SUCCESS



## MEN ATTIRE GUIDE

- Dress in a manner that is professionally appropriate to the position for which you are applying. In almost all cases, this means wearing a suit. It is rarely appropriate to “dress down” for an interview, regardless of company dress code policy. When in doubt, go conservative.
- You should wear a suit to interviews. “Suit” means the works: a matching jacket and pants, dress shirt, tie, coordinating socks and dress shoes. A dark-colored suit with light colored shirt is your best option.
- Your suit should be comfortable and fit you well so that you look and act your best.
- Avoid loud colors and flashy ties.
- Clothing should be neat, clean, and pressed. Shower or bathe the morning of the interview. Wear deodorant. Don’t wear cologne or aftershave. You don’t want to smell overpowering or worse, cause an allergic reaction.
- Make sure you have fresh breath. Brush your teeth before you leave for the interview, and don’t eat before the interview. Don’t smoke right before an interview.
- Your hair should be neat, clean, and conservative.



## WOMEN ATTIRE GUIDE

- Generally, you should wear a suit with a skirt or pants. When in doubt, be more conservative.
- Your suit should be comfortable and fit you well; if your waistband is cutting you in half or your jacket is too tight, you won’t look or act your best.
- Interview suits should be simple and dark in color. Anything tight, bright, short, or sheer should absolutely be avoided. (Interviewers have been known to complain about the length of interviewees’ skirts; if you have any doubts, it’s probably too short.) Knee-length skirts are suggested. Very long skirts, while modest, are also considered too trendy for an interview.
- Wear a conservative blouse with your suit. Do not wear bright colors, animal prints, or anything lacy, sheer, or low-cut.
- Make-up and nail polish should be understated and flattering; shades that are neutral to your skin tone are generally advisable. Avoid bright or unusual colors or very long nails.
- Keep your jewelry and hair accessories to a minimum, and stick to those that are not flashy, distracting, or shiny. One ring per hand is best.
- Shoes should be conservative and fairly low-heeled. They should be in reasonably good condition, not scuffed or run-down at the heels. Don’t wear shoes with an open toe or back; any shoes you would wear on a date or to a club are probably inappropriate. A basic pump is flattering, versatile, and will stay in style forever.
- Your pantyhose should be neutral (matched to your skin tone). Make sure the heels are not dyed black from your shoes and that there are no snags or runs. Only use the nail polish trick in an emergency; you may want to carry an extra pair of pantyhose with you instead.
- Make sure you have fresh breath. Brush your teeth before you leave for the interview, and don’t eat or smoke before the interview.
- Your hair should be neat, clean, and conservatively styled. You may want to wear your hair in an updo, pull it back into a low ponytail, or wear a barrette. The idea is to look polished and professional.



STUDENTS  
GETTING STARTED  
— ON —  
**LinkedIn**

**LINKEDIN**



# LINKEDIN PROFILE CHECKLIST



## LinkedIn Profile Checklist

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

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

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

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

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

**David Xiao**  
Econ Major and Aspiring Financial Analyst  
San Francisco Bay Area | Financial Services

Previous: Berkeley Ventures  
Education: University of California, Berkeley

153 connections

www.linkedin.com/in/davidxiao/

**Background**

**Summary**

I'm a senior at Berkeley, starting to look for roles in the financial industry. As an economics major, I'm fascinated by the invisible forces that shape our world. Why does one company succeed and another fail? Is it possible to predict which idea will be the next big thing?

As such, I've taken lots of microeconomics coursework and have interned with a local venture capital firm. And now I'd like to put that experience to good use, analyzing tomorrow's up-and-coming companies.

**Experience**

**Venture Capital Internship** BERKELEY VENTURES  
Berkeley Ventures  
May 2013 – September 2013 (5 months) | Berkeley, CA

Conducted research on 20 startup companies and presented my findings to the fund's board, leading to a new \$1.5 million investment.

**INTRODUCTION TO VENTURE CAPITAL**

A presentation I gave to my classmates, based on what I learned at Berkeley Ventures

**Organizations**

**Berkeley A Capella**  
Lead Singer  
March 2012 – Present

Schedule and perform at events for one of Berkeley's oldest a cappella groups, including last year's Cal-Stanford game.

Continued >>



# LINKEDIN PROFILE CHECKLIST

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

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

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

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

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

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

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

**Education**  
**University of California, Berkeley**  
 Economics, B.A.  
 2010 - 2014 (expected)

**Volunteer Experience & Causes**  
**Big Buddy**  
 Skyline High School  
 September 2012 - May 2013 (9 months) | Education  
 Mentored an Oakland high school student through the college application process, helping him get into his dream school.

**Skills & Expertise**  
 Most endorsed for...  
 12 Economics  
 11 Start-ups  
 10 Due Diligence  
 10 Venture Capital  
 10 Management

**Honors & Awards**  
**The Achievement Award Program**  
 UC Berkeley  
 Four-year scholarship awarded to community-minded students with a proven track record of academic success.

**Courses**  
**University of California, Berkeley**  
 • Microeconomic Theory (Econ 101A)  
 • International Monetary Economics (182)  
 • Public Economics (230A)

**Projects**  
**Venture Capital Financing in India**  
 May 2013  
 For our international Monetary Economics course, Paul and I decided to study the emerging venture capital industry in India. By looking at data from the World Bank, we were able to understand the challenges and opportunities facing this nascent sector. And we developed a series of recommendations for overcoming these challenges, which we delivered to our professor in a final term paper.  
 5 team members  
 David Xiao  
 Econ Major and Aspiring Financial Anal...  
 Paul Smith  
 Student at UC Berkeley

**Recommendations** Received (2)  
**Venture Capital Internship**  
 Berkeley Ventures  
 Tim Lee  
 Partner  
 David spent the summer with us at Berkeley Ventures and made an immediate impact. He showed us a brand new technique for firm analysis that he had just learned in school and came through with recommendations that opened our eyes to a unique set of opportunities.  
 We don't normally hire undergrads as interns but after working with David, we will again!  
 November 13, 2013, Tim managed

# LINKEDIN FOR YOUR JOB SEARCH



## Using LinkedIn to Find a Job or Internship

LinkedIn is the place for students and recent grads to find jobs and internships. Here are some tips to get started.

# 1

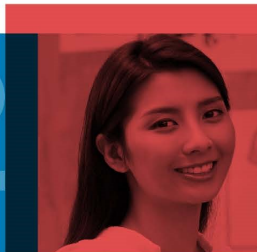
### Become an expert.

Want to stand out and learn about industries you want to get into? Check out LinkedIn Today's news dashboard and Influencer posts for the top daily headlines, join Groups, and follow new industry-specific "Channels."

# 2

### Have a strong headline. Get noticed.

Your profile is not the place to be shy! Write a concise but descriptive headline like "XYZ University honors student & aspiring PR associate," "Entry-level creative professional," or "Finance major seeking investment banking internship."



# 3

### Include keywords.

Recruiters search LinkedIn for candidates. Use the key words and phrases they use. Find examples from job descriptions you're going after, or profiles of people who have the jobs you want, and pepper them throughout the *Summary* and *Skills & Expertise* sections.

# 4

### Take advantage of student profile sections.

Be sure to complete the profile sections designed just for students, such as *Courses*, *Projects*, *Languages*, *Certifications*, and *Organizations*. Keywords are good here too. Complete profiles get 40x more opportunities!



# 5

### Talk about all your relevant experience.

Experience doesn't have to be paid or full-time to be on your profile. Your *Experience* section can include internships, extracurriculars, part-time jobs, volunteer work, or projects that have given you real-world skills. You never know what might catch an employer's eye.

# LINKEDIN FOR YOUR JOB SEARCH

6

## Build your network.

Grow your network by sending personalized LinkedIn connection requests to everyone you know – friends, family, neighbors, teachers, colleagues, classmates, and more.



7

## Ask your network for help.

70% of jobs are found through networking. Once you connect, send customized messages (no mass emails!) to say you're job-hunting. Ask for advice, an informational interview, or if they know anyone in your desired field. Connect one-on-one and others will be willing to make the effort for you.



8

## Find "ins" where you want to work.

Heard of LinkedIn Company pages? Visit them for organizations you want to work for and see if you're connected to anyone who works or has worked there. And check out LinkedIn's Alumni Tool to see what grads of your school are up to.

9

## Search the Student Jobs Portal.

The Student Jobs Portal is just for you: It has all the entry-level job and internship postings on LinkedIn. Search by job role or review postings from featured companies. Apply for positions and the employer will be able to see your full LinkedIn profile.



10

## Get gutsy.

Don't be afraid to reach out directly to a recruiter on LinkedIn. One strategy is to first apply to a position you want and then send a message to the recruiter who posted the opportunity (you can often find this information in the job posting). Good luck!



## Get a job.

Get going at [www.linkedin.com](http://www.linkedin.com)

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# ALUMNI TOOL

LinkedIn

## The LinkedIn Alumni Tool



### There's no better place to launch your career

And we can tell you where people who went to your school are and what they're up to. Whether you're a student or recent graduate, the Alumni Tool can help you make academic and career choices based on the actual paths of alumni.



Explore alumni career paths from more than



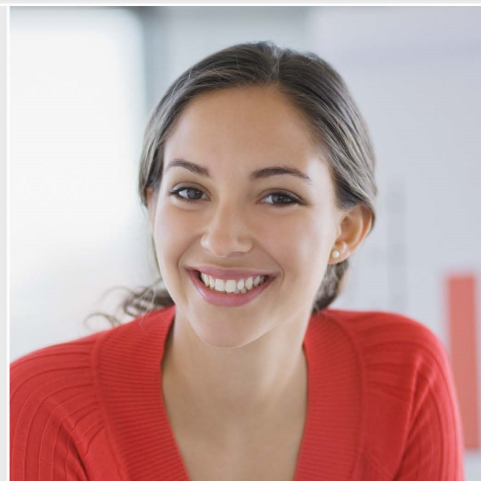
**23k** colleges and universities worldwide

### A Career Planning Resource for Students Unlike Any Other

Gathered from the profiles of hundreds of millions of members, LinkedIn's Alumni Tool lets you explore alumni career paths from more than 23,000 colleges and universities worldwide - and build relationships that can help you along the way.

### Explore Any Way You Want

Explore your own school (or any other) to see where graduates live, the organizations they work for, and the types of jobs they've had. You can also narrow down by date range, what they studied, what they're skilled at, and how you're connected on LinkedIn. Just click on any bar in the Alumni Tool to drill down into specific careers, employers, locations, major, skills, or degree of connection.



LINKEDIN

THE CAREER DEVELOPMENT CENTER

# ALUMNI TOOL

# 1

## Choosing a college or graduate program?

Use the Alumni Tool to see which schools place graduates in the types of jobs you want. Search for a school you're interested in, select a relevant field of study, and you'll get a top 25 list of employers that have hired graduates. Click on the names below that to see the paths they took from school to their current positions.

# 2

## Planning your academic path?

The Alumni Tool is a great resource for thinking through what to major (or minor) in, and skills and certifications that will help you in the working world. Check out 'What they studied' and 'What they're skilled at,' for example. Learn from those who have gone before you.

# 3

## Starting your job hunt?

Let's say you have a specific company in mind you'd like to work for. Use the Alumni Tool to find graduates of your school - and with your major - who work there now. Compare their skills to your own and see where you might need to bulk up. Many alumni want to help current students - reach out to them for an insider's perspective. It's a great way to get your foot in the door.

# Get exploring

Get going at [www.linkedin.com/alumni](http://www.linkedin.com/alumni)



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# CAREER RESOURCES

FIRST YEAR

SOPHOMORE YEAR



Explore Majors & Careers

- Schedule an appointment with the Career Center
- Take a Career Assessment
- Research majors, industries, and careers
- Attend Majors & Minors Day



Get Involved

- Attend a University Club Fair
- Join at least student organization or campus activity
- Consider community service opportunities
- Research study abroad options



Career Prep

- Connect to Trailblazer & Complete your Profile
- Set up a Resume appointment at the Career Center
- Attend at least 1 Career Workshop or Employer Event



Explore Careers & Industries

- Schedule an appointment with the Career Center
- Research industries and companies
- Attend Career Workshops and Employer Events



Career & Internship Prep

- Update Resume & Create a Cover Letter
- Upload Approved Resume to Trailblazer
- Meet with Career Center to develop internship search plan. Consider job shadowing
- Create a LinkedIn Account



Develop Your Network

- Conduct Informational Interviews
- Attend Networking Events, Career Fairs, and Employer Spotlight Sessions
- Get a Mentor - Pesce Family Mentoring Program

JUNIOR YEAR

SENIOR YEAR



Explore Careers & Graduate School

- Meet with Career Center to discuss internships & career focus along with graduate school application process



Brand Your Experience

- Update and target Resume and LinkedIn Account
- Develop elevator pitch
- Conduct a Mock Interview at the Career Center



Find an Internship/Related Experience

- Attend Internship Workshop Series
- Meet with internship coordinator to earn academic credit
- Apply for on-campus interviewing positions on Trailblazer



Develop Your Network

- Attend networking events, career fair, career workshops
- Conduct informational interviews and connect with alumni
- Get a Mentor and/or join professional associations



Apply for Jobs or Graduate Programs

- Meet with Career Center to develop job search or graduate school application strategies and timeline
- Apply to On-Campus Interview positions on Trailblazer
- Identify professional references
- Attend Career Fair and Networking Events



Brand Your Experience

- Update and target Resume and LinkedIn Account
- Develop elevator pitch
- Conduct a Mock Interview at the Career Center



Go from Student to Professional

- Research salaries and benefit options
- Learn how to negotiate jobs offers
- Land a position! Report job offers to the Career Center

SIGNATURE EVENTS & PROGRAMS

FALL EVENTS

- UNIVERSITY CLUB FAIR
- MEET THE FIRMS NETWORKING EVENT
- RESUMANIA EVENTS
- CAREER & INTERNSHIP FAIR
- ETIQUETTE WEEK
- HUMANITIES & SOCIAL SCIENCES CAREER SERIES

SPRING EVENTS

- UNIVERSITY CLUB FAIR
- CAREERIVAL
- RESUMANIA EVENTS
- NETWORKING NIGHT SERIES
- EDUCATION CAREER FAIR
- ON-CAMPUS RECRUITMENT WEEK



# JOB & INTERNSHIP STRATEGIES

## INTERNSHIP & JOB SEARCH STRATEGIES

### STEP 1: ASSESS YOURSELF

- Identify your interests, skills, values, personality traits
- Determine your career criteria (Needs v. Wants)

### STEP 2: RESEARCH THE WORLD OF WORK

- Research Career Fields, Job Titles, Industries/Sectors, and Specific Employers
- Identify types of entry-level positions, salary ranges, best geographic locations for jobs
- Identify 3 geographic locations where you might like to live and work
- Utilize Online Research Resources/Tools and Company & Industry Websites

### STEP 3: NETWORK... NETWORK... NETWORK

- Make a list of contacts (people you know and people you want to know)
- Tell your family, friends, advisors, professors etc, you are job searching
- Initiate contact to set up informational interviews
- Create a LinkedIn Account and utilize LinkedIn resources to maximize your search
- Join university, alumni, and industry groups on LinkedIn
- Attend networking and employer sponsored Career Development Events
- Join Professional Associations, get involved, attend conferences and events

### STEP 4: GET PREPARED FOR YOUR SEARCH

- Get your resume and cover letter critiqued by Career Development Center
- Clean up all online profiles and social networking sites
- Prepare your "elevator pitch" for encounters with potential employers
- Participate in a Mock Interview at the Career Development Center
- Create a professional email and voicemail message

### STEP 5: BEGIN YOUR TARGETED JOB SEARCH

- Sign-up for [Trailblazer](#) to access Career Development's database of opportunities
- Participate in On-Campus Recruiting Events, Career Fairs, Networking Night Programs
- Utilize job boards ListServs, Newspapers, Professional Journals, Employer Websites
- Target 10-20 specific companies to network with and contact directly
- Utilize non-fee based employment/recruiting agencies
- Keep building relationships, networking, and researching
- Utilize Social Media Job Search Strategies



973-720-3291

**CAREER DEVELOPMENT CENTER**  
WILLIAM PATERSON UNIVERSITY

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# ONLINE JOB SEARCH RESOURCES

## OCCUPATIONAL RESEARCH

Occupational Outlook Handbook:	<a href="http://www.bls.gov/ooh">www.bls.gov/ooh</a>
ONET Online:	<a href="https://www.onetonline.org/">https://www.onetonline.org/</a>
My Next Move:	<a href="http://www.mynextmove.org/">http://www.mynextmove.org/</a>
What Can I Do with this Major:	<a href="http://www.wpunj.edu/career-development/planning-your-career/careers-in/">http://www.wpunj.edu/career-development/planning-your-career/careers-in/</a>

## RECOMMENDED JOB SEARCH SITES

WP Trailblazer Student Account:	<a href="https://c64-shib.symplicity.com/sso/">https://c64-shib.symplicity.com/sso/</a>
WP Trailblazer Alumni Account	<a href="https://wpunj-csm.symplicity.com/students">https://wpunj-csm.symplicity.com/students</a>
Indeed:	<a href="http://www.indeed.com">www.indeed.com</a>
Internships.com	<a href="http://www.internships.com">www.internships.com</a>
Looksharp	<a href="https://www.looksharp.com/">https://www.looksharp.com/</a>
Federal Government:	<a href="http://www.usajobs.gov">www.usajobs.gov</a>
Idealist:	<a href="http://www.idealists.org">www.idealists.org</a>
LinkedIn	<a href="https://www.linkedin.com/studentjobs">https://www.linkedin.com/studentjobs</a>

## SOCIAL MEDIA & NICHE JOB SITES

The Muse	<a href="http://www.themuse.com">www.themuse.com</a>
Mashable	<a href="http://www.mashable.com">www.mashable.com</a>
Media Bistro	<a href="http://www.mediabistro.com">www.mediabistro.com</a>
Dice	<a href="http://www.dice.com">www.dice.com</a>
CrunchBoard	<a href="http://www.crunchboard.com">www.crunchboard.com</a>
Talent Zoo	<a href="http://www.talentzoo.com">http://www.talentzoo.com</a>
CareerArc	<a href="http://www.careerarc.com/job-seeker">http://www.careerarc.com/job-seeker</a>

## SALARY RESEARCH

Salary.com	<a href="http://www.salary.com">www.salary.com</a>
Glassdoor	<a href="http://www.glassdoor.com">www.glassdoor.com</a>
NACE Salary Calculator	<a href="https://www.jobsearchintelligence.com/salary-calculator-intro-etc">https://www.jobsearchintelligence.com/salary-calculator-intro-etc</a>

## ADDITIONAL RESOURCES

<b>Individual Company Websites:</b>	Research Job Postings on Company Websites under Employment Link
<b>Professional Association Website:</b>	Research Jobs Posted on Association Website for your Field
<b>Chambers of Commerce:</b>	Search Member Directories for a listing of Companies

# CONNECT WITH US



## CAREER QUESTIONS?

If interested in setting up an appointment with a member of the Career Development Center team please call the office to schedule an appointment during office hours.

# CONNECT WITH US



## CAREER DEVELOPMENT CENTER

University Commons Suite 301

973.720.3291

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