

# Job Search Strategies & Shameless Self Promotion & Career Fair Tips



Helping your career Goals  
**SOAR!**



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# Job Search Strategies

Help Society	Help Others	Public Contact:
Work With Others	Affiliation:	Friendships:
Competition:	Make Decisions	Work Under Pressure:
Power And Authority	Influence People:	Work Alone
Knowledge:	Intellectual Status	Artistic Creativity
Creativity (general):	Aesthetics:	Supervision:
Change And Variety:	Precision Work:	Stability
Security	Fast Pace:	Recognition:
Excitement:	Adventure:	Profit-Gain:
Independence:	Moral Fulfillment:	Location:
Community	Physical Challenge:	Time Freedom:
High Earning Anticipated	Advancement	Creative Expression

How do I decide?  
Analyzing your Work  
Values?



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# Job Search Resources

**My Major is ..... Now What?**

**[Useful table](#)**

**[Helpful Links](#)**

**OwlLink:**

**<https://kennesaw-csm.symplicity.com/students/index.php>**

**Username: KSU ID #**

**Password: KSU ID #**

**Our Resources:**

**<https://careerctr.kennesaw.edu/students/resources>**

**[Industry Focused job posting boards](#)**

**[Questions to Ask Yourself When Researching Careers](#)**



# Networking

Let's talk networking: [P 50 of Career Guide](#)

“Establishing relationships with professionals in your fields of interest and for the purpose of making contacts and sharing information for personal or professional gain.”

- Who do you know
- Who knows you
- When/Where
- How

Build and nurture relationships. Search for people instead of jobs!  
Take time to sustain relationships.



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# Elevator Speech:

Have an elevator speech ready: Including....

**Who are you:** Name, year, major, etc.

**What are you looking for:** Position type

**What do you bring to the table:** your relevancy

**End it with next step:** Asking for a card, exchanging information, offer resume, etc.

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Have a great Elevator Speech, p.47



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# Social Media

## Online Networking: LinkedIn, Twitter, Other Social Media – Tips on P. 54-55 of CG

- Facebook
  - Separate Personal from Professional
- LinkedIn
  - Get Recommended
  - Ask to be introduced through mutual links
  - Post relevant articles (Zite)
- Twitter.com
  - Connect with individuals and companies
- Blogs
  - Contribute useful and relevant content

○ <https://careerctr.kennesaw.edu/>



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# Are your Tools ready? What are you promoting?

- ▶ Resumes
- ▶ Cover letters
- ▶ References
- ▶ Interviewing Skills



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# What are you promoting?

- ▶ Resumes & Cover letters & References
- ▶ What skills do you have ?
- ▶ \_\_\_\_\_  
\_\_\_\_\_
- ▶ Think: Skill and Capacity
- ▶ Quantify: How much, how many, how often
- ▶ Focus – Appearance – Keywords – Transferable skills – Accomplishments



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# What are you saying?

## ► Interviewing Skills

- Answer in a behavioral way, p.63
- Impress with questions you ask, p.68

## ► The Process:

- ID skills needed for the opportunity
- ID where you have used these skills
- ID best examples to show your foundation in using the skill



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# What is your professional presence?

## ► Professional Presence:

- Branding: Online and Offline
- Dress, p.60
- Body Language: Posture, handshake, eye contact



# Appearance & Dress:

- Conservative and Comfortable are the keys. Do not distract your audience or yourself
- [Career Services Samples of Professional Dress](#)
- Be well-groomed:

## ➤ Looking Professional

### Guys

- Trim facial hair; shave the shadow
- Get a hair cut (a few days before)
- Do not wear visible jewelry except a wedding ring or college ring

### Gals

- If you don't wear make-up, ADD a little.
- If you DO wear make-up, lessen the amount
- Get a hair cut; pull long hair away from face with a metallic clip or bind neatly
- Limit yourself to 1 necklace or collar ornament, 1 ring per hand, 1 set of earrings that do not dangle, and no bracelet.

### Everyone

Remove ALL visible piercing (including tongue studs).

Make sure that tattoos are NOT visible

Do not wear perfume, cologne, or aftershave.

Do wear a watch.

## ▶ Wear the 'right' clothing

### Guys

- Dark colored suit (not black)
- White, long-sleeved shirt and undershirt
- Power tie
- Socks should match your suit color
- Shoes should be black, brown leather, or the suit color...POLISHED

### Gals

- Dark colored suit or skirt, hemmed to below the knee
- Light colored blouse
- Accessorize according to overall color rather than using contrasting colors...shoes = pumps of the same color as the suit
- Skin-colored hose

# Non-Verbal Communication

- Managing Body Language

*Your body will talk for you whether you want it to or not and an interviewer will tend to trust what they SEE more than what they HEAR...so it is important to control your physical presence as much as possible.*

- Clutching hands = nervous; a closed-in stance says “Keep Away!”
- Touching face or hair = dishonesty; “I’m not sure that what I am saying is accurate”
- Unnatural voice quality (rate and tone) = nervous; disruptive or distracting speech patterns are hard to listen to. Watch out for mumbling and talking too fast or too high.
- Eye contact disruptions (staring versus eye avoidance) = intimidated; dishonesty
- Personal space invasion (too much or too little) = power struggle; intimidation
- Pulling at clothing = uncomfortable in business attire; clothing does not fit properly
- Posture deficiencies (sitting and standing) = lack of interest in the job
- Direction of leg-cross = lack of interest



# SPRING CAREER FAIR

MARCH 25<sup>th</sup>, 2015 from 12 - 4:00PM  
KSU CONVOCATION CENTER

This event is for KSU students & alumni only. Valid ID & Professional Dress REQUIRED for Entry

- 110+ employers already registered

## Purpose of the Fair: Benefits to Attendees

Connect students to employers and give students the opportunity to do the following:

- Present qualifications etc., Network, Exchange Information

Benefits to students:

- Contacts, Company Information: job titles, duties, Interviews



[More Employer Events](#)

# Before The Fair:

- Download [Career Fair + Kennesaw State University](#)
- Determine which employers to target
- Research these employers. Develop questions to ask.
- Research Yourself- career goals, skills, experiences, etc.
- Work on your resumes to ensure that they are error-free and that you have enough copies
- Develop a one-minute drill i.e.-Your name, your major, and your career interest. Why your interest in a particular company?



# Plan your outfit:

- Plan your outfit.
  - Avoid Distraction



- Organize your materials – resumes, pen, appointment book - in a portfolio
- [More professional dress resources](#)





# At The Fair:

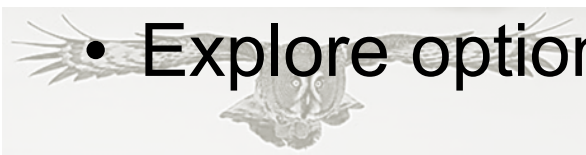
- ◎ Get an updated list of employers
- ◎ Ensure you have a name tag
- ◎ Look at the layout of the room so you can plan which organization to visit first
- ◎ Be focused . You want to make a good impression
  - ◎ Introduce yourself. Smile, make good eye contact, and give a firm handshake
  - ◎ Be aware of your body language.
  - ◎ Listen and show confidence
  - ◎ Use the representative's name (might be on their name tag)





# During the Fair:

- Offer your resume
- Present your commercial about yourself
- Ask questions about the position and the company's hiring practices
- Ask about the next step in their hiring process.
- Thank the recruiter for taking the time to speak with you
- Get a business card. Write notes on the back about conversations with each employer
- Explore options & Do not assume



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# After The Fair:

Follow up...

- Mail a “Thank You” letter. Include a copy of your resume
- Send off transcripts, writing samples- any additional information needed by employers



# Do- Make Yourself Stand Out!

- Make a great first impression- professional dress, positive body language
- Develop a good elevator speech
- Ask informed questions
- Go it alone.

◎ Talk to as many employers as possible.

You never know!

◎ Ask about the next step

◎ Take a business card

◎ Follow Up!



# Do Nots for the Career Fair:

- ◎ Do not show lack of confidence
- ◎ Do not just put your resume down on the table.
- ◎ Take time to talk and market yourself
- ◎ Do not interrupt or exaggerate
  - Do not monopolize the recruiter. Give others a chance. Do not move in groups.
  - Do not ask about salary, benefits or vacation time
  - Do not complain about other employers
  - Do not assume that because there are no job openings in your area that the recruiter cannot help you!



# Job Search Strategies & Shameless Self Promotion & Career Fair Tips

**It must be remembered that there is nothing more difficult to plan, more uncertain of success, nor more dangerous to manage than the creation of a new order of things.**

-- Niccolo Machiavelli, 1513



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Education Career

resume

Interviews

Expos

part Library

capabilities presentations

Practice

panel

State

Online

tools

Assistance

skills for

Portfolio

Job

position Help

workshops

Cooperative

interview

Network

Cover

Alumni

Network

behavioral

pitch

potential

sales

fairs

time

University Kennesaw

Government

Students

Letter

process

OwlLink

success

search

Food

Postings

career

Thoughts

online

journals

interests

Profit

Business

appointment

interviewing

Internship

positions

Campus

employer

Expos

panel

Practice

Library

capabilities

presentations

State

Online

tools

Assistance

skills for

Portfolio

Job

position Help

workshops

Cooperative

interview

Network

Cover

Alumni

Network

behavioral

pitch

potential

sales

fairs

time

University Kennesaw

Government

Students

Letter

process

OwlLink

success

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journals

interests

Profit

Business

appointment



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