

# CAREER GUIDE

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3<sup>RD</sup> EDITION

**RADFORD UNIVERSITY**

Center for Career and Talent Development

Your career journey begins the moment you become a Highlander. This is your guide to help you on your journey. It is filled with helpful tips, reflection exercises and skills to practice. Through this journey, you will connect your strengths, talents and experiences to a career that you love.

## **DISCOVER**

What are your strengths and talents? We can help you identify your talents and link them to possible career paths. Together, we can create your unique career plan.

## **EXPERIENCE**

Gain relevant experience through leadership, internships, on-campus employment, and ultimately, your dream job. We can help you share your strengths, experiences and career interests in a way that is authentic and compelling.

## **THRIVE**

Learn skills that will help you thrive personally and professionally. Practice taking time for yourself, developing your leadership style, building positive relationships, managing your time, overcoming stress and managing your money wisely.





## HOW WE CAN HELP

We are here to partner with you on your journey. Consider us your co-collaborators in creating your unique path. This isn't just about finding a job — it's about developing the skills that you need to explore the possibilities, achieve your goals, nurture positive relationships and ultimately flourish personally and professionally. We believe that you are multi-talented, and the world is waiting for you to make your unique contribution.



**ONE-ON-ONE AND  
SMALL GROUP  
COACHING SESSIONS**



**WORKSHOPS**



**CAREER EVENTS**



**SUPPORTING  
YOUR JOB AND  
INTERNSHIP SEARCH**

## YEARLY CAREER CHECKLIST

To keep moving forward on your career journey, complete these milestones each year.

- Update your resume.
- Revise your Handshake profile.
- Review your LinkedIn profile.
- Revisit your Career Plan.
- Meet with your career coach.
- Gain experience (leadership and work).
- Attend career events.
- Cultivate meaningful relationships.

## FLOURISH

Your career journey is about much more than finding a job. It is about creating a life of meaning and purpose.

### SIX ELEMENTS OF LIVING A RICH AND MEANINGFUL LIFE

- 1 POSITIVE EMOTION**  
Creating the right balance of emotions to build resilience
- 2 ENGAGEMENT**  
Developing your strengths and being involved in life
- 3 RELATIONSHIPS**  
Cultivating authentic, supportive relationships
- 4 MEANING**  
Finding purpose, passion and fulfillment in your life
- 5 ACHIEVEMENT**  
Belief and ability to achieve goals and have a sense of mastery
- 6 VITALITY**  
Managing stress, optimal sleep, nutrition and movement

Source: Niemiec, R. M. (2017). *Character strengths interventions: A field-guide for practitioners*. Boston, MA: Hogrefe.



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START WHERE YOU ARE.  
USE WHAT YOU HAVE.  
DO WHAT YOU CAN.

—ARTHUR ASHE



# DISCOVER

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Explore your strengths and talents and discover possible career paths to find a life of meaning and purpose.

## MY STRENGTHS

Discover your greatest strengths and practice using them to become happier, cultivate lasting relationships, handle stress and life challenges and thrive personally and professionally.



Take the VIA Character Strengths Survey at [www.viacharacter.org](http://www.viacharacter.org).

### Exercise

**List your top five strengths:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**Thinking of your top strengths:**

- How do you use your strengths daily?  
\_\_\_\_\_
- How could you practice building these strengths in a new way?  
\_\_\_\_\_
- How can these strengths be beneficial in a career?  
\_\_\_\_\_

### TIP!

Take the survey with a friend and reflect on your skills. It's more fun together!





CHOOSE A JOB  
YOU LOVE,  
AND YOU WILL NEVER  
HAVE TO WORK A DAY  
IN YOUR LIFE.

—ANONYMOUS



## MY CAREER INTERESTS

When people ask you why you want to go to college, what you want to do after college or what you want to major in, what do you tell them? What did you say as a child when people asked you what you wanted to be when you grew up?

PathwayU is designed especially to help you answer those questions. Using predictive technology, PathwayU allows you to analyze your unique talents and skills while receiving valuable guidance in discovering your purpose, choosing a major and ultimately finding a career you will love!

### How do I use PathwayU?

The best part about PathwayU is that it is incredibly user-friendly! Watch the quick video at [www.radford.edu/pathwayu](http://www.radford.edu/pathwayu) for more information. You'll also find a training guide and help in setting up your PathwayU account.

## EXPLORING CAREER PATHS

Now's the time to start exploring! What career paths are out there? What would be a good fit? What knowledge base and majors can get me there? Let's get started!

### Exercise

1. **Take the PathwayU assessment at the following link.**

<https://radford.pathwayu.com/login?next=%2Fjourney>

2. **On the Career Match page, you can explore your fit to nearly 1,000 occupations.** Your matches will include very strong, strong, good, fair, and weak matches. On the default career match view, your stronger matches are shown first and your weaker matches are shown last. Use your PathwayU "Matches" Results to fill in the table on the next page.

Each career tile shows an occupation title, description, subject area, and most importantly, your match strength to that career. Click on any career tile for more detailed information about the pathway. These career pages provide alternative job titles, a glimpse into a day-in-the-life for this position, job outlook and salary information, as well as information about necessary knowledge, skills and abilities.

3. **Using the table on the next page of this guide, create a list of three possible career paths that you want to explore more.** Think about what you have learned about yourself. For each, answer the question in the left-hand column.

Flip page for table. 

	#1	#2
<p><b>POSSIBLE CAREER PATHS</b> List 3-4 jobs or careers that you are currently interested in for your future or you have previously considered.</p>		
<p><b>PATHWAYU MATCH STRENGTH</b> In PathwayU, on the Career Matches page, use the search bar to search for each career you listed. (If your search does not yield results, try a more general or specific search.)</p>		
<p><b>EXPECTATION MATCH</b> As yourself — is this the match strength you expected? Why or why not?</p>		
<p><b>HOW EXCITING IS IT?</b> What excites me about this path?</p>		
<p><b>WHAT DO I BRING?</b> What skills, talents and interests do you bring to this career path?</p>		
<p><b>WHAT WILL GET ME THERE?</b> What knowledge, majors and experiences will get me there?</p>		
<p><b>WHO DO I KNOW?</b> Who do I know who can help me in my search?</p>		

#3	#4

**Remember!**

Enjoying a career is not just about how much money you make: It is about pursuing a career that is the right fit for your interests and characteristics.

You might discover a career you were planning to pursue isn't the best fit. Take into consideration the results that are a stronger fit for you, even if you had not considered them before.

**TIP!**

*Need help getting started? Stop by the Center for Career and Talent Development or make an appointment with your career coach.*





**CREATING YOUR CAREER VISION**

Your career vision is set within the context of your long-term personal vision for your life and your career. As your vision becomes clearer, you will find more energy, enthusiasm and confidence to achieve your goals.

Exercise

**Reflect and write about the following questions.**

- What is most important to you in your life?

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- When you think about your life, how does a career fit in?

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- Where do you want to be on your career path in five years?

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## Exercise

Using this page, make a vision board to represent your future. Draw or glue symbols and pictures of what you envision your future to be like. Snap a photo of it and add it as your screen saver. See the above examples to get started!

**TIP!**

Create your vision board with a friend and share your hopes and dreams. It's more fun together!



A GOAL  
WITHOUT A PLAN  
IS JUST A WISH.

—ANTOINE de SAINT-EXUPERY



## TIME MANAGEMENT

Finding the time to take the steps to attain your vision can easily get lost in the day-to-day of life. Here is a way to set priorities and manage your time.

### THE ROCKS AND PEBBLES STRATEGY

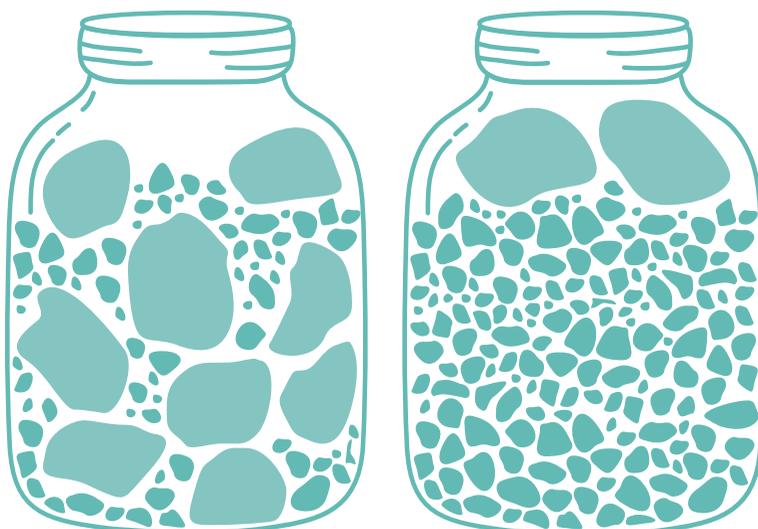
Think of each day as a jar, and that jar represents your time. You fill it each day with lots of **pebbles** (the small stuff that takes up your days) and also with **rocks** (the big important things in life).

What happens if you fill up your bucket with the **pebbles** first? You will find that there is not room for the **rocks**.

Now, what would happen if you began by filling your bucket with the **rocks** and then added the **pebbles**? What you will find is that if you add the **rocks** they will fit, and you will still have time for the small stuff to fill in around it.

### Exercise

- Think about your **rocks**: Big rocks are the important things in our lives — things like family, exercise, classes, relationships, work, sleep and food. What are some of the “**rocks**” in your life?
- Now identify the **pebbles**: the small or insignificant stuff that fills up our lives. Things like social media, TV, random chats with friends. What are some of your “**pebbles**?”
- Create a daily and weekly plan that allows you to get the **rocks** blocked in first.
- Make it visual by creating your own **pebble and rock jar**.



### TIP!

The Harvey Knowledge Center and the Center for Accessibility Services have workshops and staff to work with you in creating time management strategies.

**Harvey Knowledge Center**  
McConnell Library, Fourth Floor  
540-831-7704 | hkc@radford.edu

**Center for Accessibility Services**  
Russell Hall, Third Floor  
540-831-6350 | cas@radford.edu  
540-922-1176 (VP for ASL Users)

## GOAL SETTING

Setting actionable goals will help you clarify your ideas, focus your efforts and use your time and resources productively.

Create **SMART** goals by asking yourself these questions.

**Is my goal...**

**S Specific?** What exactly will you accomplish?

**M Measurable?** How will you know when you have reached your goal?

**A Attainable?** Is achieving this goal realistic?

**R Relevant?** Why is this goal important in your life?

**T Time-Bound?** When will you achieve this goal?

### Exercise

Write a **SMART** goal of your own. Be sure that you can answer all of the **SMART** questions.

**Example:** *I will update my Career Planner by September 15 and meet with my career coach by September 30 to review my action items for fall semester.*

**Specific**

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**Measurable**

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**Attainable**

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**Relevant**

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**Time-Bound**

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### TIP!

To accomplish your goals:

- Break them down into small and attainable "chunks."
- Reward yourself and celebrate your "wins."
- Be ready to fail, but don't let it stop you!
- Don't go at it alone! Let friends and family support you in your "fails" and celebrate your "wins."



## CAREER PLAN

Stay on track by regularly taking time to stop and consider where you are in your career journey and what your next steps will be. Use a **Career Planner** to write down ideas and plan the next steps in your career journey. See the example below, then fill out your own on the following page.

### My Strengths

I am good at listening and being empathetic.

### My Career Interests

Careers that interest me are counseling and teaching.

### My Vision for Myself Professionally and Personally

I see myself working with children and eventually having a family.

	#1	#2	#3
<b>Skills to Develop</b> What skills do I want to develop to meet my goal?	Build upon listening skills	Develop mentoring skills	Gain experience in counseling
<b>Developmental Activities</b> What experiences will help me develop these interests and skills?	Practice active listening techniques and get feedback from friends.	Volunteer at Beans and Rice after-school program.	Learn during crisis counseling internship at Women's Resource Center.
<b>Timeline</b> What's my timeline for this developmental activity?	July 1 - August 1 Ask three friends to give me feedback on my listening skills for one month.	September 1 - December 1 Volunteer five hours a week.	February 1 - May 1 Volunteer 10 hours a week.
<b>Support</b> Who can support me on my journey?	FRIENDS Angela Martha Bill	FACULTY Professor Wallace Supervisor - Eric	CAREER COACH Teresa

CAREER PLAN

Exercise

Use this career planner to write down ideas and plan the next steps in your career journey.

My Strengths

Blank writing area for My Strengths

My Career Interests

Blank writing area for My Career Interests

My Vision for Myself Professionally and Personally

Blank writing area for My Vision for Myself Professionally and Personally

	#1	#2	#3
<b>Skills to Develop</b> What skills do I want to develop to meet my goal?	↓	↓	↓
<b>Developmental Activities</b> What experiences will help me develop these interests and skills?	↓	↓	↓
<b>Timeline</b> What's my timeline for this developmental activity?	↓	↓	↓
<b>Support</b> Who can support me on my journey?	↓	↓	↓

# EXPERIENCE

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Get involved. Gain experience. Create your story. Gain relevant experience through leadership, internships, on-campus employment and ultimately, your dream job. We can help you share your strengths, experiences and career interests in a way that is authentic and compelling.

## CAREER READINESS SKILL BUILDING

Build skills to thrive in the workplace through campus and community leadership, internships, study abroad, research, student teaching and practica and more.

These are the skills that employers are looking for, so build these and get hired!



### CRITICAL THINKING AND PROBLEM-SOLVING

Exercise sound reasoning to analyze issues, make decisions and overcome problems.



### TEAMWORK AND COLLABORATION

Build collaborative relationships with colleagues and customers representing diverse cultures, races, ages, genders, religions, lifestyles and viewpoints.



### DIGITAL TECHNOLOGY

Leverage existing digital technologies ethically and efficiently to solve problems, complete tasks and accomplish goals.



### CAREER MANAGEMENT

Identify and articulate your strengths, knowledge and experiences as they relate to a position. Identify areas for growth.



### PROFESSIONALISM AND WORK ETHIC

Demonstrate integrity, act with the interest of the larger community in mind and learn from your mistakes.



### GLOBAL AND INTERCULTURAL FLUENCY

Value, respect and learn from diverse cultures, races, ages, genders, sexual orientations and religions.



### LEADERSHIP

Leverage the strengths of others to achieve common goals and use interpersonal skills to coach and develop others.



### ORAL AND WRITTEN COMMUNICATION

Articulate ideas effectively in written and oral forms to persons inside and outside the organization.

*Source: National Association of Colleges and Employers (NACE) Career Competencies*

**TIP!**

Meet with your career coach to create a plan to take your skills to the next level.



## KICKSTART MY SEARCH

The search for experience takes you out of the classroom and into the world. This is where you test your strengths, skills and knowledge to define the next step of your career journey.



### FIVE STEPS TO A SUCCESSFUL SEARCH

- 1. Define your objective.**  
Are you just beginning to test out your skills through a shadowing experience, internship or co-op, or are you searching for your next step after graduation — a career or graduate school?
- 2. Develop a strategy and apply it.**  
Develop a timeline to keep you on track and start early! A diversified strategy that includes leveraging online and direct connections is your best bet.
- 3. Research industries, organizations and positions.**  
To find your “fit,” use online job search platforms like Handshake, LinkedIn, Indeed, Glassdoor and USA Jobs Pathways; resources such as PathwayU and O\*Net; and connect with alumni and professionals at career and professional events.
- 4. Customize your story.**  
Use print media (resume, CV, cover letter), professional online platforms (LinkedIn, Handshake), social media and face-to-face relationship building and networking to share your professional story. Customize it to the opportunity you are seeking.
- 5. Get connected.**  
Attend career and professional events; be engaged with campus, alumni and community functions; and build your profile on LinkedIn to develop relationships and a network.



EVERY EXPERT  
WAS ONCE  
A BEGINNER.

—HELEN HAYES



## HOW TO RESEARCH A COMPANY

The more you know about the organization, the stronger your position. That is true whether you are just starting your search for an internship or you want to nail the interview for your dream job — and every step in between.

### EIGHT THINGS TO DISCOVER ABOUT AN ORGANIZATION

#### 1. The Basics

What is the industry? What are its organizational history and structure, products and services?

#### 2. Mission

What are the organizational mission, vision and core values?

#### 3. Competitors

Who are the major players in the industry?

#### 4. Culture

How would you describe the organization's culture, work style, environment and people?

#### 5. Viability

What is the financial status of the company? Is it poised for growth?

#### 6. Reputation

What have others (customers, competitors, employees) said about the organization?

#### 7. Job Growth Potential

What opportunities exist for your growth and upward mobility in the organization?

#### 8. Connections

Who do you know at the company — alumni, family, friends or colleagues?

### PLACES TO SEARCH

- Handshake
- LinkedIn
- Indeed
- Glassdoor
- USA Jobs Pathways
- PayScale
- Google Search
- Your Network  
(faculty, alumni  
organizational contacts)

### TIP!

Use the **FIG** approach.

**Function:** What value can I deliver to an employee?

**Industry:** What industry is a good fit for me?

**Geography:** Where can I see myself living?

## CREATE YOUR STORY

As you gain new experiences, build skills and make meaningful connections, you are creating a story to tell.

### WAYS TO TELL YOUR STORY



#### PRINT MATERIALS

Resume  
Curriculum Vitae (CV)



#### CAREER PLATFORMS

Handshake  
LinkedIn



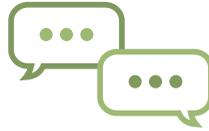
#### SOCIAL MEDIA

Facebook  
Instagram  
Twitter



#### CHAMPIONS

Mentors  
Advocates  
Support Network



#### NETWORKING

Career Fairs  
Networking Events  
Conferences



#### ONLINE

Blogs  
Personal Websites  
E-portfolios





WHAT YOU GET BY  
ACHIEVING YOUR GOALS  
IS NOT AS IMPORTANT  
AS WHAT YOU BECOME BY  
ACHIEVING YOUR GOALS.

—ZIG ZIGLAR





## ACTION VERBS

Show off your accomplishments using descriptive and compelling action words. No matter what duty or accomplishment you are trying to show off, these action verbs will make your resume way more exciting.

*Source: 185 Powerful Action Verbs that Will Make Your Resume Awesome  
[www.themuse.com/advice/185-powerful-verbs-that-will-make-your-resume-awesome](http://www.themuse.com/advice/185-powerful-verbs-that-will-make-your-resume-awesome)*



## WHAT YOU DID

## VERBS TO DESCRIBE IT

<b>Led a project</b>	Chaired, Controlled, Coordinated, Executed, Headed, Operated, Orchestrated, Organized, Oversaw, Planned, Produced, Programmed
<b>Envisioned a project or program</b>	Administered, Built, Charted, Created, Designed, Developed, Devised, Founded, Engineered, Established, Formalized, Formed, Formulated, Implemented, Incorporated, Initiated, Instituted, Introduced, Launched, Pioneered, Spearheaded
<b>Saved time or resources</b>	Conserved, Consolidated, Decreased, Deducted, Diagnosed, Lessened, Reconciled, Reduced, Yielded
<b>Increased efficiency, sales or satisfaction</b>	Accelerated, Achieved, Advanced, Amplified, Boosted, Capitalized, Delivered, Enhanced, Expanded, Expedited, Furthered, Gained, Generated, Improved, Lifted, Maximized, Outpaced, Stimulated, Sustained
<b>Changed or improved something</b>	Centralized, Clarified, Converted, Customized, Influenced, Integrated, Merged, Modified, Overhauled, Redesigned, Refined, Refocused, Rehabilitated, Remodeled, Reorganized, Replaced, Restructured, Revamped, Revitalized, Simplified, Standardized, Streamlined, Strengthened, Updated, Upgraded, Transformed
<b>Managed a team</b>	Aligned, Cultivated, Directed, Enabled, Facilitated, Fostered, Guided, Hired, Inspired, Mentored, Mobilized, Motivated, Recruited, Regulated, Shaped, Supervised, Taught, Trained, Unified, United
<b>Brought in people or resources</b>	Acquired, Collaborated, Forged, Navigated, Negotiated, Partnered, Secured
<b>Supported customers or clients</b>	Advised, Advocated, Arbitrated, Coached, Consulted, Educated, Fielded, Informed, Resolved
<b>Researched</b>	Analyzed, Assembled, Assessed, Audited, Calculated, Discovered, Evaluated, Examined, Explored, Forecast, Identified, Interpreted, Investigated, Mapped, Measured, Qualified, Quantified, Surveyed, Tested, Tracked
<b>Wrote or communicated</b>	Authored, Briefed, Campaigned, Co-authored, Composed, Conveyed, Convinced, Corresponded, Counseled, Critiqued, Defined, Documented, Edited, Illustrated, Lobbied, Persuaded, Promoted, Publicized, Reviewed
<b>Oversaw or regulated</b>	Authorized, Delegated, Dispatched, Enforced, Ensured, Inspected, Itemized, Monitored, Screened, Scrutinized, Verified
<b>Achieved something</b>	Attained, Awarded, Completed, Demonstrated, Earned, Exceeded, Outperformed, Reached, Showcased, Succeeded, Surpassed, Targeted

## BUILD YOUR RESUME

Your resume provides the first impression to open the doors toward your career goals.

### TEN TIPS FOR CREATING A RESUME THAT TELLS YOUR STORY

**1. Start with a blank Word document.**

Companies quickly read and filter resumes by using Application Tracking Software (ATS). It is difficult for the software to read custom templates, images, charts, graphs, columns, headers and footers. Keep your resume simple to ensure that it will be reviewed!

**2. Choose a clean, easy-to-read font.**

A few good choices to consider are Arial, Calibri or Times New Roman. Use a larger font size for your name (16-18). Font sizes of 10-12 work well for the body of your resume.

**3. Organize and prioritize.**

Follow a simple format that employers can quickly review to understand your story. Put your name and contact information at the top of the page, then use these simple headings: **Education, Work Experience, Leadership and Engagement** and **Skills** to organize your information.

**4. Use keywords.**

Resumes are scored and filtered by using keywords. Customize your resume to highlight your skills and qualifications by using keywords that are relevant to your field or position.

**5. Focus on accomplishments.**

Write accomplishment statements that begin with an action verb (see previous page) to state what you did, how you did it and the results (quantify when possible).

**6. Prioritize and focus.**

Your resume is your “advertisement.” Select the information that will best tell your story and help the employer understand why you are the best fit for the position.

**7. Do your research.**

Learn what the employer is looking for by researching the organization and the position. Tailor your resume to highlight the skills, knowledge and experience that you have and the employer needs.

**8. Get expert advice and proofread.**

Check for spelling, grammar and punctuation errors. Ask your career coach, experts in the field, faculty and friends to review your resume and provide feedback.

**9. Submit your resume.**

Follow all formatting instructions in detail when submitting your resume electronically. When sending as an attachment, send as a PDF so that the formatting stays as you created it.

**10. Upload your resume in Handshake.**

Upload your resume in Handshake “Your Name” > “Documents” and complete your profile. You are now ready to apply for jobs and internships!



## THE RADFORD RESUME FORMAT

### YOUR NAME

Contact Number | Email Address | City, State

LinkedIn Short URL (if applicable) | E-Portfolio or Personal Website (if applicable)

### EDUCATION

Name and location of college/university attended, as well as month and year of graduation. Include your degree, major(s), concentrations and minor areas of study, as applicable.

**Example:**

Radford University, Radford, Virginia

Graduation Month and Year

Bachelor of [degree] in [major]; Concentration in [concentration]

Minor in [minor]

Honors / Scholarships (if applicable)

GPA (if 3.00 or higher)

Other information you may want to include:

- Other colleges/universities attended (in reverse chronological order)
- Related courses
- Study abroad
- Certifications

### WORK EXPERIENCE

List your work experience in reverse chronological order. Include jobs, internships, co-ops, student teaching, clinical experience, fieldwork and research.

**Example:**

Place of Employment, City, State

Month and Year – Month and Year

Job Title

Describe your experiences and job responsibilities in detail. List accomplishments and include skills, technology or techniques learned. Use action verbs and keywords that are relevant to the position.

### LEADERSHIP AND ENGAGEMENT

Use this section to highlight clubs, organizations and offices held. Include activities such as athletics, competitions and projects that illustrate relevant skills. Describe your role and competencies developed (i.e. leadership, teamwork, interpersonal communication).

**Example:**

Organization, Location

Month and Year – Month and Year

Role/Position Held

List your leadership and engagement experiences in reverse chronological order and in the same format that as your work experience.

### SKILLS

Highlight technical skills and proficiencies (i.e. industry-specific applications, techniques, knowledge base). Include relevant certifications and languages in this section.

# Jessica Espinoza

540-123-4567 | mespinoza2@radford.edu | Virginia Beach, Virginia

## EDUCATION

Radford University, Radford, Virginia

May 2021

Bachelor of Science in **Communication**; Concentration in **Public Relations**

Minor in **Marketing**

GPA 3.20/4.00

## WORK EXPERIENCE

**Vineyard Vines Clothing Company**, Leesburg, Virginia

June 2018 - Present

### Retail Associate

- Support company sales objectives by providing product suggestions and sharing promotions.
- Train 10 new staff members in sales techniques and proper cash register operations.
- Provide excellent customer service to approximately 300 customers annually.
- August 2018 Employee of the Month Recipient

**Radford University Harvey Knowledge Center**, Radford, Virginia

September 2019 - May 2020

### Marketing Student Assistant

- Created promotional print media flyers and posters using Canva, Photoshop and InDesign.
- Produced new social media strategies and campaigns resulting in a 43% increase in Facebook followers and a 125% increase in Instagram followers.
- Acquired hands-on experience in program planning by assisting in workshop logistics and scheduling.

## LEADERSHIP AND ENGAGEMENT

**Frisbee Club**, Radford University

September 2018 - Present

**Communications Chairperson** (August 2018 - May 2019)

- Designed and managed Frisbee Club website and created social media (Facebook, Twitter, Instagram) to promote awareness, increasing club membership by 30%.
- Successfully competed as a team member in competitions within the university and with neighboring teams.

**Consumer Behavior Class Project**,

Radford University Department of Marketing

January 2020 - May 2020

### Consulting Team Member

- Consulted with a retail clothing client to study the effects of their current advertising strategy on consumer purchasing behavior.
- Researched best practice in social media advertising to increase sales in a retail environment and prepared and presented a competitive analysis to the client.
- Team awarded "Best in Class" by panel of retail professionals.

## SKILLS

Technical Skills: InDesign, Photoshop, Canva

Certifications: Microsoft Office Specialist (MOS) Excel Certified

Languages: Fluent in Spanish

## CURRICULUM VITAE (CV)

A Curriculum Vitae (CV) is similar to a resume and is often the document of choice when applying for graduate or professional school. CV's typically go into greater detail than a resume and therefore aren't constrained to a specific number of pages.

### SEVEN TIPS FOR WRITING A GREAT CV

**1. Start with a blank Word document.**

Keep your format simple to ensure that it is easily scannable by a person or ATS (Application tracking software).

**2. Choose a clean, easy-to-read font.**

A few good choices to consider are Arial, Calibri or Times New Roman. Use a larger font size for your name (16-18). Font sizes of 10-12 work well for the body of your CV.

**3. Use keywords.**

Customize your CV to highlight your skills and qualifications by using keywords and action verbs that are relevant to your field or position.

**4. Focus on accomplishments.**

Write accomplishment statements that begin with an action verb to state what you did, how you did it and the results (quantify when possible).

**5. Do your research.**

Learn what the graduate program is looking for and tailor your CV to highlight the skills, knowledge and experience that you have and they need.

**6. Get expert advice and proofread.**

Check for spelling, grammar and punctuation errors. Ask your career coach, faculty advisors and experts in the field to review your resume and provide feedback.

**7. Submit your CV.**

Follow all formatting instructions in detail when submitting your CV electronically. When sending as an attachment, send as a PDF so that the formatting stays as you created it.

The format for the CV is discipline-specific. Generally, begin with Education and then order the topics based on relevance to your program or discipline. Some of the sections commonly included in a CV are:

- Education;
- Academic and Related Employment;
- Research Projects;
- Conference Papers and Publications;
- Leadership and Community Service;
- Reference List;
- Research;
- Grants and Awards;
- Awards and Honors;
- Presentations;
- Publications;
- Skills and/or Relevant Coursework;
- Experience;
- Employment;
- Leadership and Engagement; and
- References (listed at the end of the CV or on a separate page).

# Tessa Taylor

youreemail@radford.edu | 540-123-4576 | Virginia Beach, Virginia

## EDUCATION

Radford University, Radford, Virginia

May 2019

Bachelor of Science in **Biology**, Concentration in **Environmental Biology**

Minor in Chemistry

Highlander Honor Scholar

GPA 3.86/4.00

## MAJOR INDEPENDENT RESEARCH TOPIC

**Radford University, Ecophysiology Lab, with Dr. Shannon O'Brien, September 2017-May 2019**

Taylor, L. "Trouble with Trenbolone? Examining the influence of common run-off pollutant on *Gambusia* hollow development and behavior"

## RELEVANT COURSE WORK AND TECHNIQUES

- Study Abroad: Radford Amazonian Research Expedition - Peru/Amazon Rainforest, May 2018
- Courses: Instrumental Chemistry, Endocrinology, Biochemistry, Pathophysiology, Radford University

## GRANTS AND REWARDS

- Artis College of Science and Technology Outstanding Student, Radford University, Spring 2019
- Radford University Office of Undergraduate Research, Summer Research Grant (\$3,000). Spring 2017

## PRESENTATIONS AND PUBLICATIONS

### Scholarly

Taylor, L. and O'Brien S., 2019. The Ecologically Relevant Effects of *Gambusia* Hollow Development. The Society for Integrative & Comparative Biology Annual Meeting. Portland, OR.

### Outreach

Taylor, L. 2018. Women in STEM Invited Presenter/Panelist. RU Summer Bridge Program: Women in STEM

## EXPERIENCE

**Radford University, Department of Biology**, Radford, Virginia, Fall 2017-Spring 2019

### Teaching Assistant

- Supported faculty in course and laboratory preparation and tutored students enrolled in Human Anatomy and Physiology and Undergraduate Research Method courses.

**Radford University, Learning Assistant Resources Center**, Radford Virginia, Fall 2016-Spring 2018

### Academic Tutor

- Tutored students in multiple courses, including Anatomy and Physiology and Biochemistry.

## OUTREACH, SERVICE AND EXTRACURRICULAR ACTIVITIES

- Greenhouse Tour Guide Coordinator, Radford University, Fall 2016-Spring 2019
- Selu Conservancy Field Research Guide and Interpreter, Radford University, Fall 2017-Spring 2019

## REFERENCES

(Add 3-5 professional references at the bottom of your CV or on a separate page, using this format.)

Dr. Sara O'Brien

Associate Professor, Department of Biology

Radford University P.O. Box 1234, Radford Virginia 24142

**sobrien3@radford.edu; 540-831-1234**

TIP!

## COVER LETTER

Personalize your story to show your excitement for the position and tell the employer why you are perfect for the role.

### HERE'S HOW TO WRITE A COVER LETTER THAT WILL MAKE YOU SHINE!

- **Take the opportunity to tell your story.** Even if a cover letter is not required, always write one!
- **No templates please!** Employers can spot cover letter templates a mile away. Begin with a blank Word document and make the cover letter your own.
- **Do your research.** Learn what the employer is looking for by researching the organization and the position. Tailor your cover letter to highlight the skills, knowledge and experience, your related skills and why you are a great fit for the position.
- **Write well and proofread.** Check for spelling, grammar and punctuation errors. Employers use your cover letter as an example of your writing style.
- **Sending via email.** If you are sending your resume and cover letter electronically, save them both as PDFs and attach to the email. In the body of the email, write a brief “cover letter” indicating that your resume and cover letter are attached.

## COVER LETTER FORMAT

### Header:

Follow proper letter format as illustrated in the example.

### Address and greeting:

Determine the name of the hiring manager. Search the company web site or call the Human Resources office and ask for the information.

### Paragraph 1:

Identify the position and the company and how you learned about the position. Introduce yourself and explain why you are interested in the position and why you are a strong candidate. [Never begin with “My name is ....”]

### Paragraph 2:

Share skills and experiences that are relevant to the position. Tell how you can bring value to the organization. Use the position description to confirm desired qualifications.

### Paragraph 3:

Conclude by reiterating your interest in the position and indicate how you will follow up. End with a thank you!

### Closing and signature:

Use a standard closure such as “Sincerely” or “With best regards,” sign your name and then type your name below your written signature.

Marc Taylor  
123 Main Street, Apt 28, Virginia Beach, Virginia 12345  
mtaylor87@radford.edu | 757-123-6987

February 22, 2020

Ms. Ruth Johnson  
Program Manager  
Youth Villages  
234 King's Parkway  
Baltimore, Maryland 23498

Dear Ms. Johnson,

It was a pleasure to speak with you at the Radford University Career and Internship Fair. As you suggested, I followed up by reviewing the Youth Counselor Internship position, posted in Handshake. I am completing my Bachelor of Science degree in Psychology in May 2021, and I am interested in pursuing a career in counseling and social services. My education, along with my camp counseling experience, has provided me with the skills and knowledge base to contribute to the Youth Villages program.

I have worked as a residential camp counselor for Outward Bound, for the past two summers, working with at-risk teens ages 14-20, during three three-week camp sessions. As a camp counselor, I received extensive training and built skills in creating an affirming community, encouraging positive behaviors, mediating conflicts and crisis intervention. During my second year, I served in a lead counselor role, mentoring and assisting with the training of 10 first-year counselors. This experience reaffirmed for me that my talents are well served working with youth, and seeing the students modeling positive interactions with their peers was very rewarding.

I believe in the "Reach, Teach and Mentor" philosophy of Youth Villages and would value the opportunity to join you as a summer intern. I look forward to the opportunity to meet with you to learn more about the program and how I can best support the work of the team. I am available to speak with you at your convenience. Thank you again for your consideration.

With best regards,

*Marc Taylor*

Marc Taylor



NEVER BEND YOUR HEAD.  
ALWAYS HOLD IT HIGH.  
LOOK THE WORLD  
STRAIGHT IN THE EYE.

—HELEN KELLER



## BUILD YOUR PROFESSIONAL ONLINE IMAGE

Just as companies develop marketing campaigns to project their image, your online profile reinforces the brand you want to present.

Understand your brand and reinforce it by keeping it consistent across your social media platforms, especially LinkedIn and Handshake. You can do this by using the same photo in your profiles, creating a branding statement and using images and language that are consistent in tone and message.

### Exercise

Reflection questions:

- What's your ideal image?

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- What do you want others to say about you in three words?

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- What visuals come to mind when you think about your image?

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- What type of industries and organizational environments and vibes appeal to you?

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- Who is a person with an online image that you would like to emulate?

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- What strategies will you implement to support your ideal image?

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- Who can support you?

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## HANDSHAKE PROFILE

Handshake is where talent meets opportunity. Currently, over 80% of juniors and seniors with a Handshake completed public profile have received a message directly from an employer.

### HERE'S HOW TO CREATE A HANDSHAKE PROFILE THAT WILL GET YOU NOTICED!

- Add a professional photo.
- Tell your story in “My Journey.”
- Upload your resume and build your profile (access under “Documents” tab).
- Include your work and volunteer experience.
- Add organizations and extracurriculars.
- Highlight your skills.
- Add selected courses.
- Update often!



## Want to quickly and easily increase your chances of finding the job you want on Handshake?

When you fill in your interests, two really great things happen:

1. Handshake will send you better, more relevant job recommendations.
2. You're more likely to have a recruiter message you! **80% of students** who share their interests on Handshake receive a message from a recruiter. The more you include, the better your chances of having a recruiter find you.

That's a pretty big return on not a lot of work. And the best part — filling out your interests is as easy as sharing your opinion with us. Who knows what you like and don't like better than you?

### What are your job interests?

The "Your Interests" section of your Handshake profile includes:

- **Job type**
- **Cities**
- **Roles**

These are common fields that employers use to search for potential candidates — so including them in your profile is essential to getting recruited.

### What are you looking for?

- **Job type:** select part-time job, full-time job or internship. Looking for a part-time job for now and in internship for next summer? You can select more than one job type, and we'll share recommendations for each.
- **Cities:** choose the places that you'd like to work in or near. There are thousands of incredible employers on Handshake from every corner of the country, so we recommend being open to exploring jobs in a few different locations.
- **Roles:** select at least three job roles that interest you. We'll give you suggestions based on your major, school and city. You can also use PathwayU assessment for a list of job roles that you'd like to do.

You may be thinking, "What if I don't know what I'm looking for?" That's OK. We'll give you some suggestions. And, like the rest of your profile information, you can always change your interests later.

Your Handshake profile is the key to finding jobs and internships that are right for you and getting recruited by the employers you want to work for.

*Adapted from <https://learn.joinhandshake.com/students/the-3-must-haves-on-your-handshake-profile/>*

## LINKEDIN PROFILE

Did you know that 95% of employers use LinkedIn to recruit new employees? LinkedIn is the place for students and recent grads to find jobs and internships. Here are some tips to get started.



# 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  
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.

**Organizations**

**Berkeley A Cappella**  
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 >>

**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.

The screenshot displays a LinkedIn profile's 'Experience' section, organized into several categories:

- 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. Description: Mentored an Oakland high school student through the college application process, helping him get into his dream school.
- Skills & Expertise:** Most endorsed for... Economics (12), Start-ups (11), Due Diligence (16), Venture Capital (16), Management (18).
- Honors & Awards:** The Achievement Award Program, UC Berkeley. Description: Four-year scholarship awarded to community-minded students with a proven track record of academic success.
- Courses:** University of California, Berkeley. Courses listed: Microeconomic Theory (Econ 101A), International Monetary Economics (162), Public Economics (200A).
- Projects:** Venture Capital Financing in India, May 2013. Description: 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 Analyst) and Paul Smith (Student at UC Berkeley).
- Recommendations:** Received (2) - Venture Capital Internship, Berkeley Ventures. Recommendation by 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.

## MANAGE YOUR ONLINE PRESENCE

More than 90% of hiring managers use “Social Recruiting” — accessing career platforms, social media and other online sites as part of their hiring practices.



### LEVERAGE CAREER PLATFORMS AND SOCIAL MEDIA TO TELL A CONSISTENT STORY.

- Align Handshake and LinkedIn profiles and update regularly.
- Publish positive content to support your story.



### BUILD YOUR PROFESSIONAL IDENTITY THROUGH EPORTFOLIOS, BLOGS AND PERSONAL WEBSITES.

- Maximize your resume or CV by adding links to sites that expand your story.
- Share “artifacts,” visuals and work samples of experiences, projects, research and skills.



### BE CAREFUL WHAT YOU SHARE.

- Keep it positive! Don’t complain about co-workers, your boss or your customers.
- Don’t share confidential information, and be discreet regarding personal habits and activity.



### MONITOR YOUR SOCIAL MEDIA IMAGE.

- Manage your privacy settings, monitor posts and un-tag unprofessional posts and photos.
- Google yourself regularly and set automatic name alerts at [Google.com/alerts](https://www.google.com/alerts).



### BOOST YOUR SEARCH ENGINE OPTIMIZATION (SEO) TO IMPROVE YOUR VISIBILITY.

- Link your social media profiles.
- Share relevant information and articles using industry-specific keywords and jargon.



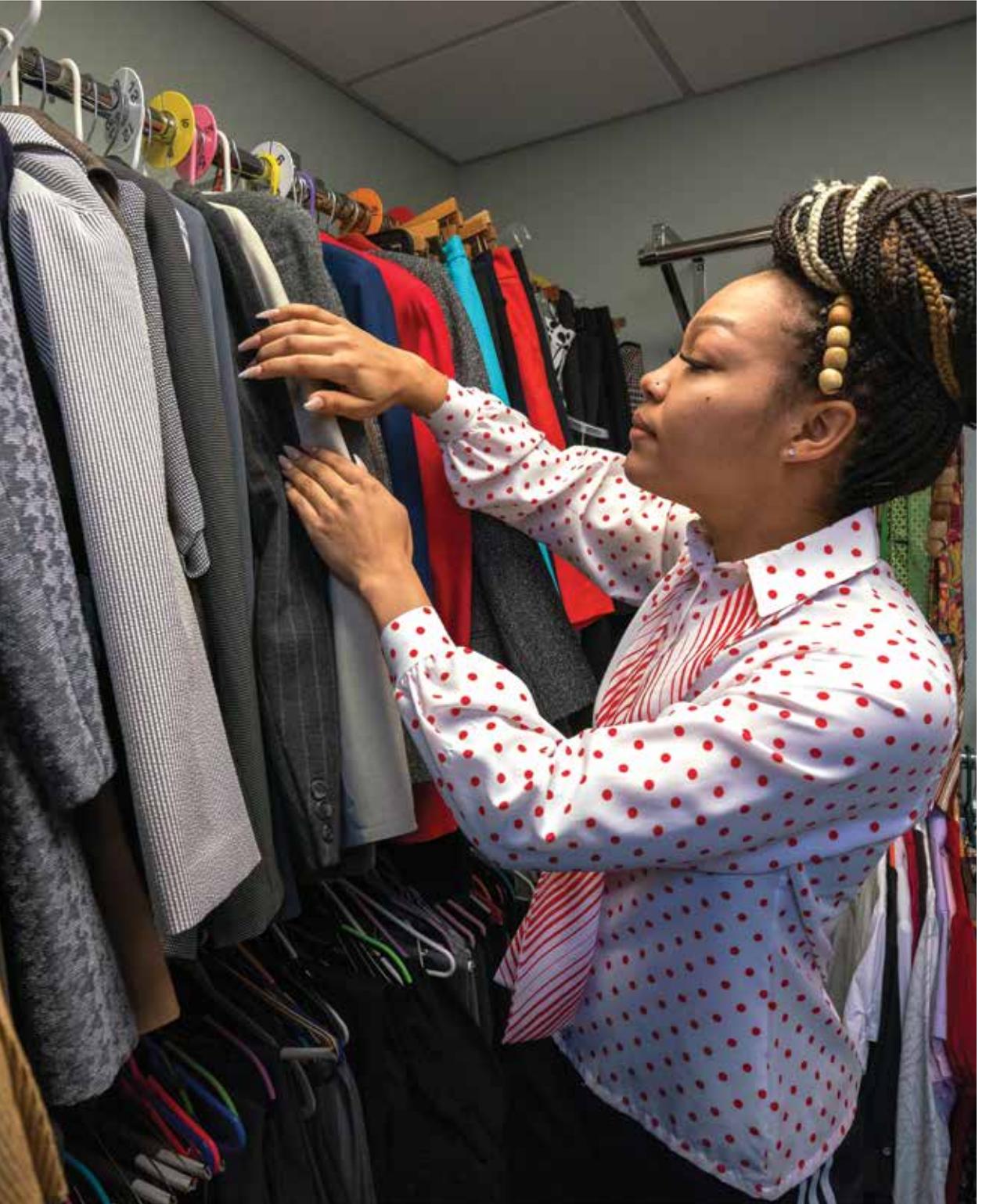
IT ISN'T WHERE  
YOU CAME FROM,  
IT'S WHERE YOU'RE  
GOING THAT COUNTS.

—ELLA FITZGERALD



## PROFESSIONAL STYLE

Your appearance, along with a self-confident demeanor, friendly smile and firm handshake, creates a positive first impression. Make sure that your appearance matches the image you want to project. Find out what clothes are appropriate for interviews in your desired industry and invest in the best that you can reasonably afford. When in doubt, err on the side of formality.



## DRESS FOR SUCCESS!

### BUSINESS PROFESSIONAL: Job Interviewing Attire

- Matching suit jacket and pants or skirt
- Solid, dark or neutral colors
- Light colors can be worn underneath
- No stripes or bright prints or color
- Closed-toe dress shoes or low heels



### BUSINESS CASUAL: Daily Work Attire

- Nice pants/slacks
- Dresses/skirts
- Ties optional
- Blazers and cardigans
- No jeans, shorts, sundresses or athletic wear
- Skirts or dresses should be knee length when standing, with thighs covered while seated
- Flats, boots, closed-toe shoes comfortable for walking in



### GENERAL RECOMMENDATIONS



#### CLOTHES

should be tailored, in good condition and wrinkle- and lint-free.



#### NAILS AND MAKEUP

should be natural in style.



#### JEWELRY AND FRAGRANCE

should be simple: wear moderate jewelry with mild or no fragrance.



#### PIERCINGS AND TATTOOS

should align to company culture or standards.



#### BELTS

should match the color of your shoes and attire.



#### DRESS SHOES

should be neat and clean.

### CAREER CLOSET

The Career Closet offers FREE professional attire for students, as well as information on low-cost professional attire for purchase. Stop by during Center for Career and Talent Development office hours to learn more and check out what is available.

**Location:** Russell Hall 331

**Hours:** 8 a.m. - 5 p.m.

### TIP!

**At your interview:**

- Carry a portfolio, professional bag or simple purse.
- Keep cellphones turned off and out of sight with personal items.
- Only bring essentials!

## BUILDING PROFESSIONAL CONNECTIONS

Cultivating meaningful relationships is one of the most successful ways to develop your career path.

### STRATEGIES TO GET YOU STARTED

- Start with a few knowledgeable individuals and professionals who know you well and that you trust, and who will be candid and honest with you — friends, relatives, professors, alumni, etc. Ask these people to suggest ways you can build on your talents and skills.
- Remember that relationships are reciprocal, so consider how you can assist others now and in the future.
- Cultivate relationships that will be part of your life for the long term (not just to get a job or internship), stay in touch and continue to grow the relationships as you grow professionally.

**Why meaningful relationships are important — 85% of all jobs are filled via networking.**

Source: [www.linkedin.com/pulse/new-survey-reveals-85-all-jobs-filled-via-networking-lou-adler/](http://www.linkedin.com/pulse/new-survey-reveals-85-all-jobs-filled-via-networking-lou-adler/)

### Exercise

Take a moment to begin to build your network. List three people in each category below.

• Family and Friends

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• Work Colleagues

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• Faculty/Advisor/Coaches

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• Potential Employer Contacts

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• Alumni

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• Others

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## IMPACTFUL INTRODUCTIONS

Tell your story through a polished and impactful introduction or “Elevator Pitch.” Practicing your pitch will help you be cool and confident in unfamiliar professional settings.

Starting with a smile, handshake and good eye contact, this is how to make a compelling, impactful introduction. Begin with:

- Your name (first and last name)
- What you are good at / where you thrive
- What inspires and motivates you
- What you aspire to do or be
- Your university / what you are studying

**You might introduce yourself by saying something like this:**

*Hello, I'm Tanishia Collins, and it is a pleasure to meet you. I love the fast pace of a retail environment and thrive in a competitive team environment. I ultimately aspire to open my own design agency, and I am building solid experience as a design major and business administration minor at Radford University. I would love to learn more about your experience in the design industry.*

### Exercise

Now you try it! Think of a scenario in which you will be introducing yourself (a career fair, networking event, etc.). Write your impactful introduction.

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Now that the conversation is started, here are a few ways to keep the conversation going.

- I am excited to learn that your company is ....
- Can you share more about...?
- What have you found to be most professionally rewarding in your career?
- I believe that we have in common ... [we are Highlanders... major... fraternity/sorority, mutual friend, etc.]

## THE HIRING PROCESS

You are looking for a job or internship, and the employer is looking for the best candidate for the job. It's a process that takes time — on average, six to nine months from job posting to hire. Each step in the process is an opportunity for the employer and the candidate to build a relationship, assess qualifications and determine fit.

Here's an example of what the hiring process might look like.

### HIRING PROCESS

#### Position Posted

- Company may post the position in-house and/or on external sites.
- Company may encourage and sometimes incentivize recommendations from current employees.

#### Candidate Initial Screen

- Initial screening process could include interviews (e.g. phone, face-to-face, digital/video) and/or pre-employment assessment tests (skills, knowledge, psychometric).

#### Candidate Interview #1

- First-round interviews could include interviews (e.g. phone, face-to-face, digital/video) and/or pre-employment assessment tests (skills, knowledge, psychometric).

#### Candidate Interview #2

- Second-round screening could include interviews (e.g. on-site, campus visit, digital/video) and/or pre-employment assessment tests (skills, knowledge, psychometric).

#### Final Interview

- Final-round screening could include interviews (e.g. on-site, campus visit, virtual) and/or pre-employment assessment tests (skills, knowledge, psychometric).

#### Pre-employment Assessment Tests

- Skills, knowledge and personality/psychometric tests may be used as part of the interview process.
- Tests help employers evaluate candidate's ability to be successful in the job.

#### Background and Reference Check

- Company will check your references to confirm that you are a great fit for the role and company.

#### Offer Extended

- Company will extend an offer for employer. Initial offer could be a verbal offer over the phone.
- Make sure you have a written offer in hand before accepting or declining and/or negotiating an offer
- If there is a contract, have someone who is knowledgeable in contracts review before you sign.

**TIP!**

Use LinkedIn to identify alumni or other contacts employed by the company. Reach out and connect to learn more about the position and the organization.



ONE IMPORTANT  
KEY TO SUCCESS IS  
SELF-CONFIDENCE.  
AN IMPORTANT KEY TO  
SELF-CONFIDENCE IS  
PREPARATION.

—ARTHUR ASHE



## INTERVIEW PREP

### PREPARE

- Know what the employer needs. From your research, what does the company need employees in this position to be and do? How can you contribute to the company's success?
- Anticipate and practice answering questions. Keep your answers concise. Tell your story using concrete and compelling examples to illustrate your strengths and skills.

### SHOW UP

- Make a great first impression. Arrive promptly, be professionally dressed and well-groomed. Show positive energy, smile and project confidence with a firm handshake, good eye contact and good posture.
- Leverage small talk to make a personal connection. It's easy to think that the interview starts when you formally sit down at the conference table. Not true! Use transition times to chat and make a personal connection.

### INTERVIEW STRONG

- Show how you can be a great fit. Answer questions in a way that convinces the interviewer that you understand the problems the company is trying to solve, and tell how you can contribute to the team. Also, ask questions that give you the insights into the qualities that they are looking for in a team member and that express your enthusiasm for joining the team.
- Finish strong. As the interview concludes, enthusiastically and sincerely re-state your interest, and humbly and confidently ask for the opportunity to join their team. Ask for the job!

### AFTER THE INTERVIEW

- Follow up. Send a thank-you email within 24 hours and then mail a thank-you note.
- Keep lines of communication open. If you have not heard from the hiring manager within a few weeks, you may respectfully make an inquiry about the next steps in the process. If you are not offered this position, write a thank-you email to keep lines of communication open.

## INTERVIEW TYPES

With the introduction of new technologies, the types of interviews continue to evolve. Here are a few that you might encounter.



### PHONE INQUIRY/INTERVIEW

Frequently a starting point in the interview process. Don't be deceived: even if this is just a quick conversation, it is part of the interview process.



### DIGITAL/VIDEO INTERVIEW

Consider this a screening and first-round interview. You may be connecting with a live person, or you may be responding and recording your answers to prompts from a virtual interviewer. It's important to have researched the organization and be prepared with answers for the most commonly asked questions. Also, even though it is virtual, be dressed professionally.



### FACE-TO-FACE INTERVIEW

The interview may take place on campus, at the employer's site or at a different location (i.e. over lunch or dinner). Often, this is a second-round interview, which means you need to step up your game and be prepared not only for the common questions, but also for knowledge/technical and behavioral-based questions. Study up on the specific knowledge and skills that are required for the job.



### PANEL AND CASE STUDY INTERVIEWS

Hires are about both skills and "fit," and as you progress further in the interview process, remember to keep both in mind. You may be interviewed by the hiring manager, the supervisor for your area and possibly a peer. Be prepared for the common questions, but also be prepared for a deeper dive into your specific skills and experience and how you would interact with the team.

## TIP!

For video interviews:

- Have everything ready at least 24 hours in advance.
- Find a suitable location that is free of distractions and looks professional.
- Confirm the video interface you will be using and download the software.
- Test audio and video on your device and the video interface.
- Test your internet or WiFi to ensure that you have a strong connection.



## INTERVIEW QUESTIONS

Employers use a variety of styles and types of questions throughout the interview process. Here are a few of the types of interview questions you might encounter.



### FIVE TYPES OF INTERVIEW QUESTIONS

#### 1. STRUCTURED

Why are you interested in this position?  
What is your greatest strength/weakness?  
Why should we hire you?

#### 2. OPEN-ENDED

Can you tell me about yourself?  
Can you walk me through your resume?

#### 3. BEHAVIORAL-BASED

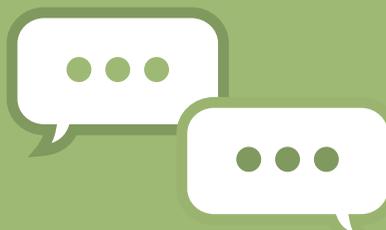
Can you tell me about a time when...?  
Can you give me an example of when you received negative feedback? What did you do?

#### 4. CASE STUDY

This is a problem at our company. Can you walk me through how you would solve it?  
How would you start your own business?

#### 5. KNOWLEDGE/TECHNICAL

Given your experience in..., how might you address this problem?  
How would you create a marketing plan for our new product?







## PROFESSIONAL COMMUNICATIONS

Throughout the search process, professional communication is key to telling a consistent story and creating a positive professional image. Communication may occur in many forms: face-to-face meetings; emails; video and phone conferencing; and professional social media platforms like LinkedIn and Handshake.

Communication begins at your first point of contact and creates an initial first impression. In the job search, communication continues throughout the process from application to interview, to negotiating the job offer, and continues as you transition to the job. Here are a few tips on communicating with potential employers.

### BE RESPONSIVE

- If employers reach out to you to express interest in you as a candidate, respond promptly and politely, even if you are not currently interested in being considered for the position.
- Respond or follow up within 24 hours of meeting or contact. Meet deadlines!
- Show gratitude and appreciation by saying “thank you” in every opportunity.

### STAY ON MESSAGE

- Use professional content and grammar, (i.e. spell out all words, complete sentences, no typos) in all communication, even email and text.
- Be sure your phone message is appropriate for employers to listen to.
- When leaving a phone message, speak slowly. State your first and last names, the reason for your call and your return phone number. Repeat your phone number, slowly.
- Use an email that is professional and presents you in a professional context. Consider using your @radford.edu email when applying for an interview or job.



DON'T BE AFRAID TO  
GO OUT ON A LIMB.  
THAT'S WHERE  
THE FRUIT IS.

—H. JACKSON BROWNE



## EVALUATING THE JOB OFFER

Congrats! You have an offer! An employment offer includes multiple components. Money is important, but don't discount these other considerations.



### COMPENSATION

Can I live on the salary?

Do the benefits fit my needs?

Are there other perks that will contribute positively to my life?



### JOB

Does the job interest me?

Is it meaningful?

Can I use my strengths and talents?



### LOCATION

Do I want to live there?

Is it near family, friends, fun?

How far will I need to commute?

What are my housing options in the area?

Don't forget to check the cost of living index to see how far your salary will go in the area!



### FIT

Do I like the company culture?

Are the people friendly?

Do the company's values align my own?



### GROWTH POTENTIAL

Are there opportunities to grow and advance professionally?

What training is available for my department?

## THE COMPENSATION PACKAGE

Your compensation package goes well beyond salary. On average, your salary makes up approximately 70% of your total compensation package. Take the time to review the details of your offer.

**\$\$\$**

### BASE SALARY

This is your annual salary or hourly wage.

### COMMISSION

This can be based on a percentage of your total sales, profits or both.

### BONUSES

This includes signing bonuses, relocation bonuses and bonuses based on individual or company performance. Bonuses can also be a percentage of your salary or lump sum.

### COMPANY STOCK

Can include employee stock purchases, restricted stock and stock options.

### 401(K) MATCH

A 401(k) program offers a pre-tax incentive for employees, and often your employer will match a portion of your contributions.

### PROFIT SHARING

Opportunities for employees to invest in the company.

## BENEFITS

### PAID LEAVE

Frequently includes paid vacation, days off for volunteer and service, family leave, maternity, paternity, etc.

### HEALTH INSURANCE

May be provided or offered at a discounted rate and can include medical, dental, eye, wellness programs, etc.

### RETIREMENT

Includes retirement funds and pensions.

### LIFE INSURANCE

Many employers also offer life insurance, covered either partially or fully.

## PERKS

Perks can contribute greatly to your work and quality of life. They can include flexible work schedules, working remotely, professional development, tuition reimbursement, subsidized child care, wellness programs and on-site facilities such as gyms, restaurants, daycare, walking trails, etc.

## NEGOTIATING THE OFFER

Do your homework and determine if you are in a good position to negotiate or accept the offer as it stands. Here are a few factors to consider before you negotiate.



### ASSESS YOUR POSITION

Determine if you are in a good position to negotiate.

Do you bring significant relevant skills and experience to the position?

Do you have a very specialized skill that is high demand?



### WHAT CAN I NEGOTIATE?

Salary	Vacation Days
Bonuses	Other Perks
Start Date	



### ACCEPTING THE OFFER

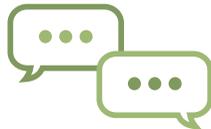
Confirm your acceptance verbally and in writing.

Notify other employers when you have accepted a position.

Share the good news with your network and career coach!

If you must decline an offer, do so quickly and respectfully.

Provide rationale and maintain a positive relationship.



### HOW TO NEGOTIATE

Identify the appropriate person with whom to negotiate.

Thank the person for the offer.

Ask if there is room to increase the salary, or is the offer firm?  
Provide reasons based on your research to support your request.

If the salary is not negotiable, you can then inquire about other components to the offer.

Know when to end the discussion.

Thank them for the opportunity to explore options.

### DON'T RENEGE!

What does it mean to **renege** an offer?

Reneging is when you accept an offer and then later turn down that job for another offer. We strongly discourage reneging an offer. It will reflect poorly on you personally and professionally.

Companies often reconsider where they recruit in the future based on universities who have high renege rates.

*If you need help understanding your negotiating power or how to communicate effectively during your job search, contact your career coach.*

## GRADUATE SCHOOL TIMELINE

If your career journey is leading you to consider graduate or professional school, here is a timeline to get you started.

### ○ YEAR ONE

- Meet with your academic advisor and career coach to determine how graduate or professional school aligns with your career path.
- Get involved in academic clubs, organizations and research opportunities.

### ○ YEAR TWO

- Meet with your faculty advisor to confirm timelines and viability.
- Get experience through research, internships, shadowing and other experiences.
- Explore graduate and professional schools that may be a good fit for you.

### ○ YEAR THREE

- Prepare for graduate school entrance exams (i.e. GRE, GMAT, LSAT, MCAT, etc.).
- Deepen your experience through research, internships, shadowing, etc.
- Connect with, and if possible, visit graduate and professional schools of interest.

### ○ YEAR FOUR

- Take graduate school entrance exams (leaving time to re-take if needed).
- Continue to build relationships with your top graduate and professional schools of interest.
- Prepare materials (personal statement, CV, references, etc.) and apply using the standard protocol for the type of programs.

### TIP!

*The search, application process and timelines can vary greatly from program to program, so connect with your academic advisor and career coach all along the way.*





WHETHER YOU THINK  
YOU CAN OR THINK YOU  
CAN'T, YOU'RE RIGHT.

—HENRY FORD



## WRITING YOUR PERSONAL STATEMENT

The personal statement is your opportunity to tell your story and show your fit for the program. Here are tips to make you shine!

### Understand the criteria.

Personal statements may be general and open-ended (this allows you freedom to structure what you write) or may include responses to very specific questions (in which case you should respond exactly to what is asked).

### Start strong.

Grab the reader's attention in the opening paragraph. Use what you know about the program and about yourself (your knowledge, skills, interests and experiences) to construct a unique and compelling story that will resonate with the reader.

### Tell what you know.

In the middle section, you will construct your argument and connect the dots. Be specific about your interests, expertise and experiences (research, work, study abroad, etc.) and show your knowledge and involvement in the field (conferences attended, conversations with experts, etc.).

### Close strong.

Concisely, clearly and enthusiastically re-state your commitment by telling precisely why you are the best fit for this program.

### Show that you can write and follow instructions.

This is your chance to show that you have strong writing, editing, grammar and proofreading skills. Be sure to follow the instructions precisely (i.e. section titles, word limits, margins, etc.).

## Exercise

Let's get started — Here are a few questions to ask yourself.

- When did you first become interested in this field? Was it a “lightbulb” moment, or have you just always known?

---

- What is unique in your life story that will resonate with the reader and set you apart? Are there personal events or experiences that have shaped your life?

---

- What are your career goals, and how will this program or degree help you achieve your career goals?

---

- What have you done to validate that this is the right field for you (classes, jobs, research, shadowing, internships, fieldwork, volunteer, etc.)?

---

- In a nutshell, what are the most compelling reasons that you should be chosen for this program?

---

# **THRIVE**



Learn and practice the skills that will help you thrive and flourish physically, mentally, financially, emotionally, intellectually and socially.



## FINANCIAL WELL-BEING

This may be the first time in your life that you have a regular paycheck and steady income.



### SEVEN MONEY MANAGEMENT TIPS

**1. Start paying back student loans.**

Most student loans have a six-month grace period, but if you can start paying them earlier — do! You may also be able to consolidate loans with a lower interest rate.

**2. Understand cash flow.**

Use a budgeting worksheet or an app to get a handle on how much cash you have coming in after taxes, deductions and so forth.

**3. Set up a budget.**

Once you have an idea of your cash flow, set up a budget to account for your monthly fixed expenses and then decide on ballpark amounts to spend on other expenses.

**4. Start funding a retirement account.**

Your retirement will seem far away, but that's what makes it perfect to start now. Often companies will have a 401(k) option and will match a portion of contributions. That is free money!

**5. Set financial goals for the next five years.**

Thinking about some major milestones that may be in your future, set aside some money each month toward those goals.

**6. Save.**

Set up auto-transfers into your savings account. It's easier to save if you never see the money.

**7. Get the insurance you need.**

Insurance minimizes the debt caused by unforeseen injury or illness. Many organizations pay a portion of your health insurance. Also check other insurance, such as dental and eye care and wellness incentives, through your employer.

*Source: [www.businessinsider.com/what-to-do-with-your-money-when-you-get-your-first-real-job-2015-](http://www.businessinsider.com/what-to-do-with-your-money-when-you-get-your-first-real-job-2015-)*



THE SLIGHTEST  
ADJUSTMENTS TO YOUR  
DAILY ROUTINES CAN  
DRAMATICALLY ALTER THE  
OUTCOMES IN YOUR LIFE.

—DARREN HARDY





## BUILD YOUR BUDGET

Find a budgeting app or use this **Budget Management Worksheet** to build your budget.

	INCOME	Monthly Total
Salary (after tax/deductions)	\$	
Other income (after taxes)	+\$	_____
Total monthly income	\$	

<b>HOME</b>	Housing Cost (Rent/Mortgage/Taxes)	\$							
	Utilities (Electric/Gas/Water/Sewage, etc.)	\$							
	Internet/Home Phone/Cable/Netflix	\$							
	Home Repairs/Maintenance	\$							
	Groceries	\$							
	Laundry/Cleaning	\$							
<b>TRANSPORTATION</b>	Public Transportation	\$							
	Car Loan	\$							
	Insurance	\$							
	Parking/Tolls	\$							
	Car Repair/Maintenance	\$							
	Gas	\$							
<b>BILLS</b>	Student Loans	\$							
	Credit Cards	\$							
	Cellphone	\$							
	Subscriptions	\$							
<b>HEALTH</b>	Doctor Appointments/Co-pay	\$							
	Prescriptions	\$							
	Gym Memberships	\$							
	Over-the-Counter Medication	\$							
<b>ENTERTAINMENT AND PERSONAL</b>	Movies/Concerts	\$							
	Dining Out (coffee, snacks, etc.)	\$							
	Travel/Vacation	\$							
	Clothing	\$							
	Personal Hygiene	\$							
	Gifts	\$							
<b>MISC. (charity, pets, church, childcare, savings, etc.)</b>		\$							
		\$							
		\$							
		\$							
	Your Total Monthly Income								
	- Your Total Monthly Expenses								
	= Total Savings								

## THE FIRST 90 DAYS

Now that you are heading to your first day of work, create a positive first impression and get off on the right foot. Here are some strategies you can use to add value to your company in the first 90 days.



### BE CONFIDENT.

Have the confidence to ask questions, seek new opportunities and take measured risks. You don't know what you don't know.



### MATCH STRATEGY TO SITUATION.

Take time to assess situations, understand your role and determine where you fit in and how you can share your strengths and skills.



### BE SELF-AWARE.

Check in regularly with your supervisor. Clarify expectations, identify knowledge gaps, learn from feedback and bounce back from failures.



### BUILD RELATIONSHIPS.

Create supportive, positive alliances and opportunities to build partnerships and collaborations with mentors and peers. Be a resource for others.



### KEEP YOUR BALANCE.

Maintain your perspective and well-being. Make time for yourself and your life outside of work.



## LEADING IN A MULTICULTURAL WORKPLACE

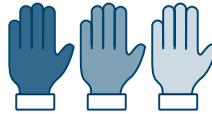
Being aware of cultural differences and setting a tone of recognition, inclusion and adaptation is essential for leadership in today's diverse and multicultural workplace.

### SIX TIPS FOR LEADING IN A MULTICULTURAL WORKPLACE



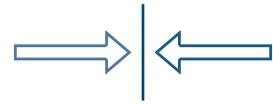
#### DEVELOP SELF-AWARENESS.

Knowing self-limitations and behavioral patterns can help leaders perform more effectively in cross-cultural settings.



#### UNDERSTAND CULTURAL STEREOTYPES.

Leaders need to understand local cultures, stand in the employee's shoes and be open-minded to differences.



#### ALIGN DIVERSITY.

Align strategic business objectives and operational decisions that promote diversity and inclusion.



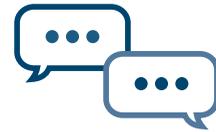
#### MANAGE THE POWER GAP.

Manage the amount of distance that separates leaders from their employees. Workers from different cultures and different age groups may have different preferences.



#### DEVELOP A LEVEL OF CULTURAL COMPETENCE.

The effective leader needs to have cultural metacognition — a process in which a person draws both on personal knowledge and general problem-solving and adaptive skills to function effectively in a culture which the leader is unfamiliar with.



#### BUILD EFFECTIVE COMMUNICATION SKILLS.

Develop verbal and non-verbal communication skills, while being aware of acceptable behaviors, as well as restricted behaviors, in different cultures.

Source: LaShan Lovelace, Radford University Former Director of Diversity and Inclusion

**TIP!**

Complete the Center for Diversity and Inclusion "Social Change Leadership Certificate" to learn more about social change and social justice, the impact of culture, creating inclusion and the ideology of an ally. Learn more by contacting the Center for Diversity and Inclusion. Heth Hall 157 | 540-831-5765 | [diverse@radford.edu](mailto:diverse@radford.edu)



A DIVERSE MIX OF  
VOICES LEADS TO BETTER  
DISCUSSIONS, DECISIONS  
AND OUTCOMES  
FOR EVERYONE.

—ANONYMOUS



## LEADING IN A MULTIGENERATIONAL WORKPLACE

Today's workplace can include people up to 50 years apart in age and work experience.

### TRADITIONALISTS

Born between  
**1922 — 1945.**  
46 million born in  
the U.S.

### BABY BOOMERS

Born between  
**1946 — 1964.**  
76 million born in  
the U.S.

### GENERATION X

Born between  
**1965 — 1980.**  
55 million born in  
the U.S.

### MILLENNIALS

Born between  
**1981 — 1996.**  
62 million born in  
the U.S.

### GENERATION Z

Born  
**since 1997.**  
End date and  
total number of  
births not yet  
determined.

With 40% of workers in the United States currently working for a boss who is younger than they are, here are some tips for leading in a multigenerational workplace.

#### Individualize

The generations differ in experiences, and sometimes in proficiencies and preferences (i.e. technology), but for the most part, individual differences take prominence over generational affiliation.

#### Empathize

Take time to listen and learn about the experiences of other generations to better understand their values, priorities and preferences.

#### Maximize

Value and leverage the best of each generation's experience and proficiencies to create a more successful and inclusive workplace for all.

#### Realize

Remember that all generations appreciate feeling respected, being listened to, getting effective communication, receiving positive feedback, mentoring and being mentored, understanding the big picture and feeling valued.

#### Sources:

*Lindsey Pollak Blog: How to Create A Work Environment for All Generations, June 18, 2019*

[www.lindseypollak.com/how-to-create-a-work-environment-for-all-generations/](http://www.lindseypollak.com/how-to-create-a-work-environment-for-all-generations/)

*The Multigenerational Workplace: Your Definitive Guide, January 15, 2019*

[www.lindseypollak.com/the-multigenerational-workplace-your-definitive-guide/](http://www.lindseypollak.com/the-multigenerational-workplace-your-definitive-guide/)



## BE WELL. BE HAPPY.

Life is more than a job! As you are creating a life of meaning and purpose, how might that look for you, at work? The Flourish Model presents six elements of well-being that collectively correlate to thriving personally and professionally.

### 1. POSITIVE EMOTION

Finding the right balance of emotions to build resilience

### 2. ENGAGEMENT

Developing your strengths and being involved in life

### 3. RELATIONSHIPS

Developing authentic, supportive relationships

### 4. MEANING

Creating purpose, passion and fulfillment

### 5. ACHIEVEMENT

Belief and ability to achieve goals and have a sense of mastery

### 6. VITALITY

Managing stress, optimal sleep, nutrition and movement

*Source: Niemiec, R. M. (2017). Character strengths interventions: A field-guide for practitioners. Boston, MA: Hogrefe.*

## Exercise

### Positive Emotion

Be thankful! Think of something good that happened to you today. Make this a daily practice.

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### Engagement

Identify a new way that you can use a strength to contribute to your work team.

---

### Relationships

Take a moment, right now, to speak with a special person in your life and tell them what they mean to you.

---

### Meaning

Looking outside of work, what is one thing you can do this week to further an area of passion or purpose in your life?

---

### Achievement

Think of one thing that you have accomplished recently that you are proud of. Pat yourself on the back and reward yourself.

---

### Vitality

Right now, get up and move. Stretch, take a walk, eat a healthy snack. Refuel!

---



## CAREER PLAN

### Exercise

Use this career planner to write down ideas and plan the next steps in your career journey.

#### My Strengths

---

#### My Career Interests

---

#### My Vision for Myself Professionally and Personally

---

	#1	#2	#3
<b>Skills to Develop</b> What skills do I want to develop to meet my goal?	↓	↓	↓
<b>Developmental Activities</b> What experiences will help me develop these interests and skills?	↓	↓	↓
<b>Timeline</b> What's my timeline for this developmental activity?	↓	↓	↓
<b>Support</b> Who can support me on my journey?	↓	↓	↓



SUCCESS IS NO  
ACCIDENT. IT IS HARD  
WORK, PERSEVERANCE,  
LEARNING, STUDYING,  
SACRIFICE AND MOST OF  
ALL, LOVE OF WHAT  
YOU ARE DOING OR  
LEARNING TO DO.

—PELE



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Center for Career and Talent Development