Young Alumni Network Webinar

How to Get a Job

Presented by:
Alan Farber, Ph.D.
Associate Director, USD Career Services
The Job Search is not an Event, it’s a Process

There are few hard-and-fast rules. Approaches vary by industry, organization, candidate’s experience and skill set.
The Job Search Involves:

Self-Promotion & Personal Branding
Networking • Professionalism • Research
Stellar Verbal & Written Communications
Industry Knowledge
Persistence
“Do Your Homework” Prior to Applying

Know your industry, companies, players, and vernacular

- Company websites
- San Diego Business Journal and other relevant publications
- Professional Associations & Conferences & Networking Events
- Information Interviews with professionals in targeted industries
- Chamber of Commerce Membership Directory
- Job Postings (to learn the language of an industry)
- Reference librarians
- Linkedin / Glassdoor / Wetfeet / Vault
Careers & Industries

This is our Careers & Industries section.

Industry Profiles
Learn about trends, markets, major players, and jobs in leading industries:

- Accounting
- Advertising and PR
- Aerospace and Defense
- Commercial Banking
- Computer Hardware
- Computer Software
- Consulting
- Consumer Electronics
- Consumer Products
- Education
- Energy and Utilities
- Entertainment and Sports
- Health Care
- Hospitality and Tourism
- Human Resources
- Insurance
- Internet and New Media
- Investment Banking
- Journalism and Publishing
- Law
- Manufacturing
- Mutual Funds and Brokerage
- Non-Profit and Government
- Pharmaceuticals and Biotech
- Real Estate
- Retail
- Telecommunications
- Transportation
- Venture Capital

Careers
Learn about requirements, career tracks, the job outlook, and compensation in these careers:

- Account Management
- Accounting
- Advertising
- Architecture
- Asset Management
- Brand Management
- Broadcasting
- Business Development
- Consulting
- Corporate Finance
- Design
- Editorial and Writing
- Education
- Marketing
- Medicine and Health
- Nursing
- Operations
- Performing Arts
- Pharmaceuticals
- Programming
- Project Management
- Psychology and Counseling
- Public Relations
- Real Estate
- Research
- Sales
Learn How Recruiting Occurs in Your Industry & Organization of Interest

- Online postings - general or specialized job sites
- Company job site
- Job Fairs / Corporate Recruiting Events
- Professional Association websites, meetings, conventions
- Referrals from colleagues, professionals, faculty, and friends
- Employee referral bonus programs
- Internal Recruiters or External Executive Recruiters (head hunters) seeking “passive candidates”
- Reviews of unsolicited applications
- Walk-ins off the street
Network Network Network

- USD YAN
- USD Alumni Online Directory (Torero Network)
- USD Alumni Relations Events
- Linkedin – join and participate in group discussions
- Professional Associations: SD / Regional / National Chapters
- Fraternal Organizations, Rotary, K of C, Meetups, places of worship
- Social activities – everywhere with everybody!

Janice Jones
University of San Diego Class of 2011
B.A. in English / Minor in Marketing

Expert in social networking, SEO, and website design

janicejones@ymail.com
www.janicejones/in/linkedin.com

Joe Smith
University of San Diego Class of 2010
B.A. in Communication Studies

Three years’ experience in retail management

joesmith@gmail.com
www.joesmith/in/linkedin.com
Key Issues

• Appropriate online presence – check yourself before you wreck yourself
• You must be able to articulate your “value proposition”
• It’s not what you want - it’s how you’ll contribute
• The organization has a problem... you offer the solution

In the process:
• Confident - yes Cocky - no
• Proactive - yes Annoying, Demanding or Needy - no
• Never denigrate anyone – take responsibility for your successes and shortcomings
• Never burn bridges (avoid post-interview Glassdoor or Facebook rants)

• Be sensitive to three key recruiter concerns:
  ✓ Do I like this candidate?
  ✓ Will she excel at the position?
  ✓ How long will she stay?

Recruiter Quote: “The candidate’s job is to make my job easier”
One Way to Make the Recruiter’s Job Easier..

• Tailor (customize) all communications and documents to particular positions

Resume Example........
Kelly Judd

Address • Address • Phone No. • email • linkedinurl

RESULTS-DRIVEN MANAGER

Experienced in overseeing competing priorities in a fast-paced environment, while being committed to driving results through the development and maintenance of world-class customer relationships.

QUALIFICATIONS

- Extensive experience in business planning, customer relations and sales management
- Strong organizational, delegation and follow-through skills
- Ability to analyze reporting to identify opportunities to drive business
- Track record of increasing productivity and clientele growth
- Proven ability to develop a team of result-driven leaders
- Success promoting salespeople into larger roles
- Proficient in Microsoft Office Suite

PROFESSIONAL EXPERIENCE

Personal Stylist Manager
Nordstrom Fashion Valley
San Diego, CA
Sept 2011 - Present
- Responsible for the top 20% of customer accounts in the store; a $7.5 million responsibility in 2011; projected to reach $12.32 million in 2012
- Manage 23 personal stylists to meet or exceed their productivity goals
- Coach stylists to build and maintain a client book that generates a minimum of 20% of their year-end sales
- Identify, recruit and hire top talent in store and community to form the Personal Stylist Team
- Drive store productivity by hosting events that drive volume, organizing divisional product knowledge meetings, and maintaining an active floor presence
- Plan and Host “Best Customer” Event within store
- Facilitate monthly New Hire Orientation and Selling and Service classes for all store employees

Notable Accomplishments
- Achieved a 32% increase over previous year; ranked #9 out of 127 in the company
- Ended 2011 fiscal year with a 57% increase over previous year; ranked #4 of 127 in company
- Grew the Personal Stylist team from 14 to 23 stylists; promoted 3 stylists into elevated roles within the company

Personal Stylist/ Customer Relations Manager
Nordstrom Horton Plaza
San Diego, CA
Aug 2010 - Sept 2011
- Responsible for a $3 million department that represented 4% of store’s total volume
- Trained and educated personal stylists, salespeople and department managers to become experts in delivering excellent customer service and outstanding follow-through
- Facilitate all monthly sales related development classes for all store employees

Notable Accomplishments
- Ended the 2010 fiscal year with a 34% increase over previous year
- Developed Concierge Connection within the stylist program

Women’s Apparel Department Manager
Nordstrom Horton Plaza
San Diego, CA
Sept 2007 - Aug 2010
- Coached and held accountable a team of productive sales and service leaders
- Partnered with regional merchandiser and national buyers to ensure that customers received the best quality, value and selection
- Drove store productivity by planning and hosting department events that contributed to the store’s bottom line
- Organized divisional product knowledge meetings for store and San Diego region

Notable Accomplishments
- Named Nordstrom SD/MT Region’s ‘Anniversary 2010 Event Department Manager Winner’ for best delegation, strategy and results during annual Anniversary sale

Sales Intern
Nordstrom University Town Center
San Diego, CA
June 2007 - Sept 2007
- Established and achieved personal sales goals while supporting team goals
- Actively participated in and completed all components of the Internship Program, including selling on the floor, customer events, and classroom programs

Notable Accomplishments
- First and only intern in the 2007 San Diego internship program to go into a manager position in the same year

Marketing Strategy Intern
Prestige Financial
Salt Lake City, UT
May 2006 - Aug 2006
- Tracked competitive marketing communications
- Assisted with the strategy and execution of key seasonal marketing initiatives

Notable Accomplishments
- Gathered information across company that impacted the creation of new marketing strategies

EDUCATION

University of San Diego
Bachelor of Business Administration: Emphasis Marketing
San Diego, CA
2007
Same Candidate Customizing Her Resume for a Marketing Position

Kelly Judd

Personal Stylist/ Customer Relations Manager
Nordstrom Horton Plaza
San Diego, CA

- Responsible for a $3 million department that represented 4% of store’s total volume
- Trained and educated personal stylists, salespeople and department managers to become experts in delivering excellent customer service and outstanding follow-through.
- Facilitate all monthly sales related development classes for all store employees

Marketing Functions
- Managed and imported leads each day; drove store to keep leads up to date
- Managed and tracked marketing campaigns to measure their effectiveness on a quarterly basis

Notable Accomplishments
- Ended the 2010 fiscal year with a 34% increase over previous year
- Developed Concierge Connection within the stylist program

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Notable Accomplishments
- Only intern in 2007 San Diego internship program to go into a manager position in the same year

Marketing Strategy Intern
Prestige Financial
Salt Lake City, UT

- Set up and manage Google Analytics, Google AdWords and perform Search Engine Optimization
- Assisted with the strategy and execution of key seasonal marketing initiatives

Notable Accomplishments
- Gathered information across the company that impacted the creation of new marketing strategies

University of San Diego
Bachelor of Business Administration: Emphasis Marketing
San Diego, CA
2007

Kelly Judd Page 2 of 2
“Customization”
Especially Applies to Cover & Prospecting Letters

• Emphasize the skills, qualifications, and experiences that are most pertinent to the position to which you’re applying.
Typical Online Job Posting

Roles & Responsibilities

- Manage all aspects of plant operational activities with a balance of strategic focus and functional implementation
- Oversee and direct 3 functional areas led by a team of experienced supervisors
- Direct a team of experienced resources to deliver on-time and on-budget projects
- Motivate and train operations teams for increased productivity
- Develop a systematic and successful approach to monitor resource, material and product life cycles
- Schedule all materials, resources and logistics for successful product delivery and client installations
- Possess a keen understanding of geographic parameters to coordinate efficient product/client deliveries and installations
- Interface proactively and professionally with company clients, suppliers, vendors, etc.
- Generate status reports and lead twice-weekly production status meetings with company owners
- Approve and follow through all internal and external corrective actions
- Assist in the development and implementation of operational systems
- Complete system and process audits; develop and implement corrective action plans
- Develop quality control and inspection procedures
- Write and revise procedures
- Deliver exceptional products and results for continuous client satisfaction

Resultant Cover Letter......
Make the Recruiter’s Job Easy with a Customized Cover Letter Containing Lines Drawn Directly from the Job Posting

July 26, 2012

Salutation and Introductory paragraph

I have outlined the requirements you are seeking that correspond with my skills and experiences.

**Oversee and direct 3 functional areas led by a team of experienced supervisors**
In my position at XYZ Associates, I oversee and direct ... ... ....... ...... ............... ...... ............... ...... ............... ...... ............... ...... ............... ...... ............... ...... ............... ...... ............... ...... ............... ...... ............... ...... ............... ...... ............... ...... ............... ...... ............... ...... ............... ...... ............... ...... ............... ...... ............... ...... ............... ...... ............... ...... ............... ...... ............... ...... ............... ...... ............... ...... ............... ...... ............... ...... ............... ...... ............... ...... ............... ...... ............... ...... ............... ...... ............... ...... ............... ...... ............... ...... ............... ...... ............... ...... ............... ...... ............... ...... ............... ...... ............... ...... 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Mid-Webcast Summary...

• You network relentlessly
• You research industries and organizations thoroughly
• You have a professional online presence
• You can articulate your “value proposition”
• You create and disseminate professional-looking and customized documents
Whenever Possible: Quantify Outcomes

- Increased sales by 42% and profitability by 17% in 2011
- Surpassed sales target by 24%
- Increased average use of consumables by 31%
- Implemented strategies that resulted in a decrease in order fulfillment from 3.2 days to 1.9 days

Recruiter Quote: “To sound terrific... be specific”
“Top Load” Your Resume with a Profile or Summary of Qualifications Containing Pertinent “Key Words”

Profile: Example One:

AWARD WINNING
SPECIALTY PHARMACEUTICAL SALES REPRESENTATIVE

Six years progressive success in outside sales and client retention management

Key Account Development / Relationship Management
Market Share Growth / P&L Management / Strategic Planning
Market Analysis / Product Launch
Profile: Example Two

Supervision, Team Building & Employee Morale

Hiring, Training & Coaching

Increased Productivity, Reduced Employee Turnover

Broad HR knowledge and experience:
worker compensation claims, personnel and medical files, EEO, open enrollment for benefits, payroll entry, COBRA, insurance, orientation, background checks, drug testing
Profile: Example Three

FINANCIAL MANAGEMENT

Expertise in the Hospitality Industry

Comprehensive experience directing all facets of finance, accounting, and administration management. Proven ability to deliver positive results in economic periods of growth and contraction.

Operational Accounting Supervision      Budgeting and Forecasting
Statements Preparation and Analysis      Systems Development

Capital Expenditures      External Audit Supervision
Accounting Office Start-ups      Staff Development
Avoid Fluff & Clichés

Hard-working and creative team-player who consistently strives for excellence and gives 110%

Seeking challenging position at a growth company that will allow me to utilize my exceptional interpersonal, leadership and teamwork skills

“Visionary”  “Out-Of-Box Thinker”  “Dependable”

“Go-To Person”  “Dynamic”  “Innovative”

Recruiter Quote: “Actions speak louder than words. I want to see verbs and nouns, not adjectives”
Create a Job Search “Board of Directors”*

The job search can be a lonely undertaking... enlist the assistance of people you trust and respect.

Keep them apprised, run ideas by them, solicit their input,

* Harvard Business School
Some Quick Points About Interviewing

• Review the aforementioned industry sites for organization information, corporate culture, online interview tips
• Review common questions/answers (handouts on www.sandiego.edu/careers)
• Practice, practice, practice (aloud)
• Use Interview Stream (requires webcam)
Step 2:

With any webcam, any Mac, any PC, anywhere, anytime.

Video interviewer will ask 1st question. Webcam begins recording. Click the mouse to stop recording. Review. Retry. Or continue.
Select Questions

Available Questions

- Business
- Accounting
- Consulting
- Energy
- Finance
- General
- Management
  - Tell me about any extra-curricular involvement you are currently engaging in and explain how it has prepared you for your goals.
  - Can you tell me about a time when you disagreed with a manager?
  - Describe a failed project you have been involved in and explain how you would handle the situation.
  - Describe a time when you acted on someone’s suggestion.
  - Describe a time when you have worked under intense pressure.
  - Describe an example of your ability to listen and show understanding.
  - Describe your management style in dealing with staff or co-workers.
  - Describe your strategies for organization and handling multiple projects.
  - Explain, step by step, how you would handle an employee with performance issues.
  - How was your experience in a previous role?
  - How would you describe your experience as a manager?
  - How are you able to manage multiple projects and assignments at the same time? Give an example.
  - How do you ensure that your employees meet project deadlines?
Positive Interviewer Comments

• Dressed professionally and clean cut. Very prepared for the interview. Great eye contact.
• Great research on the company. Asked excellent questions.
• Very knowledgeable about our industry.
• Very personable, outgoing and friendly.
• Good eye contact and listening skills. Asked great questions at appropriate times. Very personable and friendly.
• Confident without being arrogant.
Negative Interviewer Comments

- Not prepared for the interview. Should have done more research and viewing of the company website.
- Arrived late. Looked like she just woke up.
- Dressed inappropriately for interview. Visible tattoos.
- Had a tendency to play with his pen during the interview.
- Low energy delivery.
- Hair was a little unkempt and distracting.
- Very fidgety and poor posture was distracting.
- Has no idea what he is looking for or what he wants to do. Just applying for jobs to see what he can get.
Career Services

Contact Information
Phone (619) 260-4654
Fax (619) 260-2270
careers@sandiego.edu
Hughes Center 110
Office Hours:
8:30 a.m. - 5 p.m., Mon.-Fri.
(week until 8 p.m.)
University of San Diego
5990 Alcala Park
San Diego, CA 92110

Career Services serves as a centralized resource for USD students, alumni and employers. We support the University's community, mission and goals by:

- promoting the professional development of students and alumni,
- providing personalized career counseling and services, and
- building productive partnerships that create career opportunities.

Featured Resources
ToreroLink
- Student and Alumni Login
- Employer Login

Career Services on Facebook
Career Services Blog

Featured Students

Featured Sites
- How to Answer the "Tell Me About Yourself" Question in a Job Interview
- Glassdoor: An inside look at jobs, companies, and salaries
- San Diego Area Professional Associations

Career Services Events
Final Recommendation

• Take advantage of USD Career Services
• Phone or in-person appointments
• Email requests or questions: careers@sandiego.edu
• Visit our website www.sandiego.edu/careers

(And if you’re employed – encourage your organization to recruit USD students and alumni!)
Thank you

Upcoming Events:

• September 2012 - Next YAN Blog installment

• September 13, 2012, [DC Lifelong Learning & Networking Reception](#)
  Time: 6:00 PM to 8:30 PM
  *Washington DC Chapter & USD’s School of Business Administration*

• [Homecoming & Family Weekend 2012](#)
  Date: October 12, 2012 to October 14, 2015
  Homecoming & Family Weekend, Class Reunions, Special Group Reunions and More

• Look for the next Young Alumni Network webinar in October.

Special thanks to our presenter, Alan Farber, and the Young Alumni Network Programming team.