



SJSU CAREER CENTER

Resume and LinkedIn Workshop

How do you know if your resume is successful?



How long does the average employer look at a resume?



Analyze the job description

- What key words stand out?
- How can you show how your experience fits what they want?

Research the company

- What is their mission/values?
- What is the company culture?

HEADING: Name, Address, Email, Phone, LinkedIn URL

OBJECTIVE/SUMMARY: Type of position, Company, Years of Experience, Specific skills

EDUCATION: Degree, Major, Grad. Date, School, GPA

COURSEWORK: Related classes

PROJECTS: Such as papers, presentations, and events

EXPERIENCE: Can include club positions, campus activities, volunteer opportunities, leadership experience, extracurricular activities, self-employment

SKILLS: Computer, Foreign Language

ACTIVITIES/AWARDS: Clubs, Professional Organizations, Scholarships

Situation

Task

Action

Result

Start your statement with a strong **action** verb – replace generic words like worked and responsible for with specific verbs like led, marketed, and researched.

Describe the skills you used in the **situation/task** you were given. How does you use those skills?

Include the **result** outcome, or learning of your action; quantify with numbers or percentages when possible.

Situation/Task

Market event to club members

Action

Utilized social media platforms

Result

Increased event registration by 20%

Utilized social media platforms, such as Facebook, Instagram and LinkedIn, to market event to current members, increasing event registration by 20%

Tutor

1/20xx – 6/20xx

Communication Center, San Jose, CA

- Worked with undergraduate students
- Did workshops about communications
- Graded assignments

Tutor

1/20xx – 6/20xx

Communication Center, San Jose, CA

- Led workshops to a classroom of 10-20 undergraduate students who received college credit on topics such as intercultural communication and study abroad.
- Evaluated 60+ student assignments with constructive feedback within weekly time frames.
- Improved over 30 individuals' public speaking skills through written and oral activities within the classroom.
- Received Certified Tutor Training, certified through the National Association of Communication Centers.

EXPERIENCE

Front Desk Student Assistant

SJSU, San Jose, CA, September 20xx - Present

- Greeted visitors daily
- Organized files
- Managed students logs

EXPERIENCE

Front Desk Student Assistant

SJSU, San Jose, CA, September 20xx - Present

- Assessed and directed 30+ students per shift toward resources and staff based on need
- Organized and managed print and electronic files to increase operations efficiency
- Maintained records of 200+ student logs and survey information

What is an applicant tracking system?

Software application used to process applications and streamline the hiring process

Why should I care?

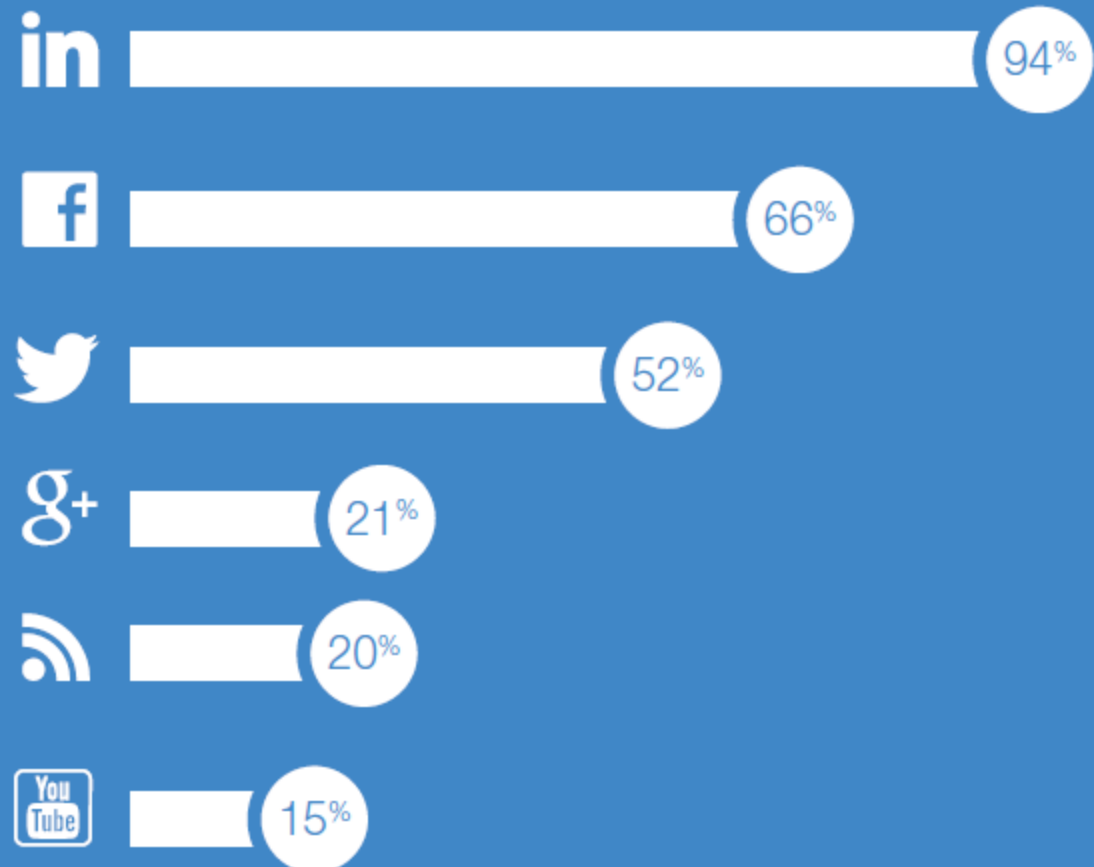
- 95% of large companies / 50% of mid-sized companies use applicant tracking systems.
- 75% of resumes never make it to the hiring manager because they are screened out by ATS.

Tips for Maximizing ATS Systems

- Upload your resume in Word format
- Use keywords in context
- Do your research
- Use standard formatting
- Go over the 1-page rule if needed.

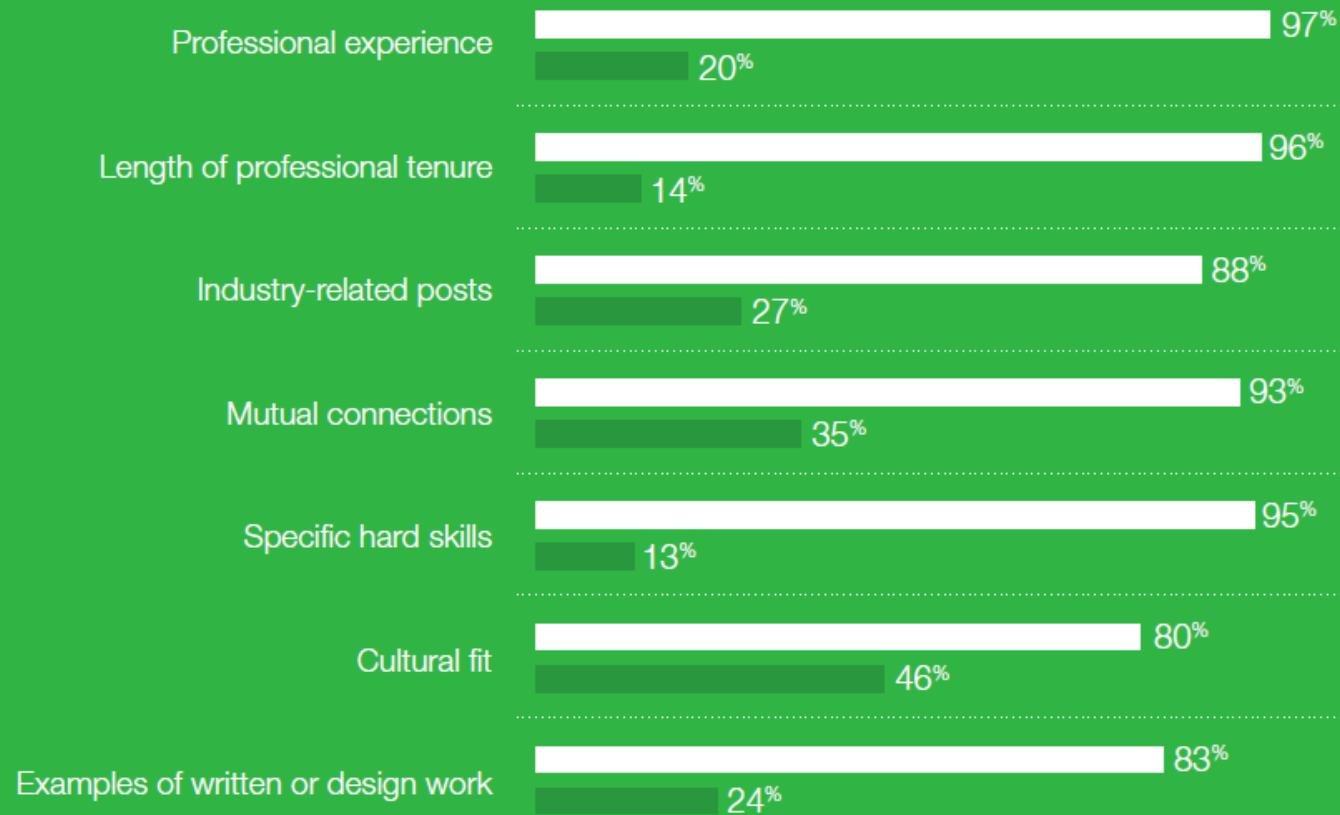
Social media is an essential recruitment tool across industries.

Q. Which of the following social networks do you use for recruiting?



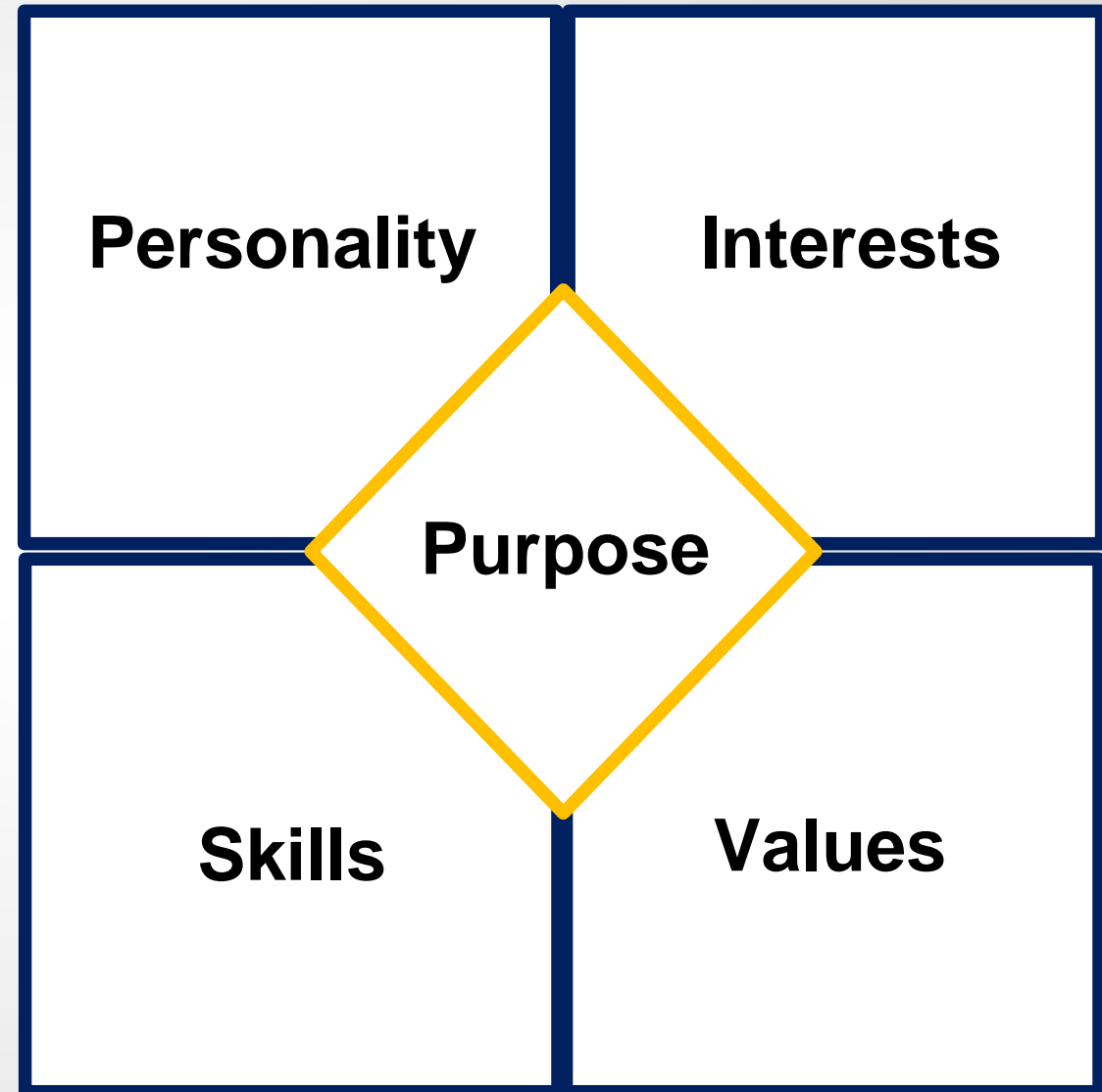
93% of recruiters will review a candidate's social profile before making a hiring decision.

Q. What do you look for in a candidate on social networks?



Ask yourself:

- What are your strengths?
- What inspires you?
- What's most important to you in a career?



What are you targeting?

- A job/internship
- A specific company
- An industry

Learn about your target audience:

- What can you contribute?
- What is their mission?
- What are the major trends today?
- **Who's reading it?**

**Study found women make
50% of body wash purchases**



**Campaign targeted both men
and women to generate
conversation**

The background of the slide is a light gray field filled with a dense, repeating pattern of small, white line-art icons. These icons represent various business and marketing concepts, including lightbulbs (ideas), stars (goals), shopping carts (sales), bar charts (analytics), megaphones (communication), location pins (strategy), Wi-Fi symbols (technology), speech bubbles (dialogue), checklists (tasks), and dollar signs (finance).

I'm a Brand and Marketing Strategist who partners with CEOs, executives and solopreneurs to grow their personal and professional brands, human-to-human. After spending 5+ years working in PR and marketing for multimillion dollar brands and startups, I have learned what truly drives conversions, sold-out launches and New York Times interviews—and it's not mastering the marketing flavor of the week. It's how well you connect with the heart-beating people you're trying to help and communicate your understanding back to them.

Claim your LinkedIn URL at [linkedin.com/in/yourname](https://www.linkedin.com/in/yourname)
Include URL on resume

Include a professional headshot

Don't have one? Check out our Friday LinkedIn Photos at the SJSU Career Center to get one taken.

Utilize the headline and summary sections.

Make it dynamic

Add personal websites, blog feeds, social media.

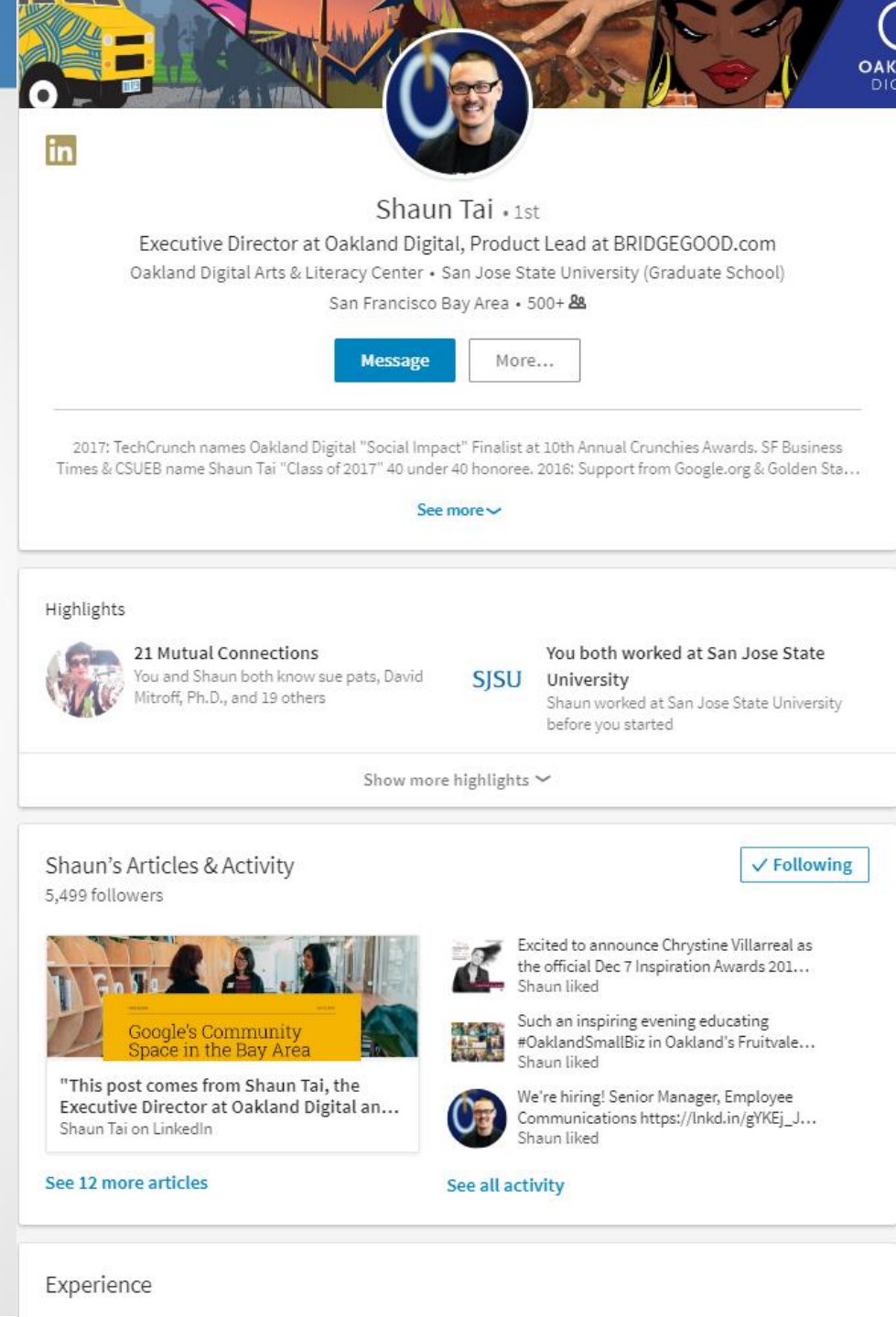
Use industry keywords

Look at other professionals' profiles, especially at companies you want to work at.

Utilize the social aspect

Ask for recommendations and endorsements.

Fill out 100% of your profile.



The screenshot shows a LinkedIn profile for Shaun Tai. The header includes a banner image with a yellow truck and a person, a circular profile picture of Shaun Tai, and his name 'Shaun Tai • 1st'. Below this is his headline: 'Executive Director at Oakland Digital, Product Lead at BRIDGEGOOD.com', followed by 'Oakland Digital Arts & Literacy Center • San Jose State University (Graduate School)' and 'San Francisco Bay Area • 500+ 28'. There are 'Message' and 'More...' buttons. The 'About' section lists awards: '2017: TechCrunch names Oakland Digital "Social Impact" Finalist at 10th Annual Crunchies Awards. SF Business Times & CSUEB name Shaun Tai "Class of 2017" 40 under 40 honoree. 2016: Support from Google.org & Golden Sta...'. The 'Highlights' section shows '21 Mutual Connections' and a note that both Shaun and the viewer worked at San Jose State University. The 'Articles & Activity' section shows 5,499 followers, a 'Following' button, and a featured article about Google's Community Space in the Bay Area. Other activity includes posts about an inspiration award and a hiring announcement.

Shaun Tai • 1st
Executive Director at Oakland Digital, Product Lead at BRIDGEGOOD.com
Oakland Digital Arts & Literacy Center • San Jose State University (Graduate School)
San Francisco Bay Area • 500+ 28

Message More...

2017: TechCrunch names Oakland Digital "Social Impact" Finalist at 10th Annual Crunchies Awards. SF Business Times & CSUEB name Shaun Tai "Class of 2017" 40 under 40 honoree. 2016: Support from Google.org & Golden Sta...
[See more](#)

Highlights

21 Mutual Connections
You and Shaun both know sue pats, David Mitroff, Ph.D., and 19 others

SJSU
You both worked at San Jose State University
Shaun worked at San Jose State University before you started

[Show more highlights](#)

Shaun's Articles & Activity
5,499 followers [Following](#)

Google's Community Space in the Bay Area
"This post comes from Shaun Tai, the Executive Director at Oakland Digital an...
Shaun Tai on LinkedIn

[See 12 more articles](#)

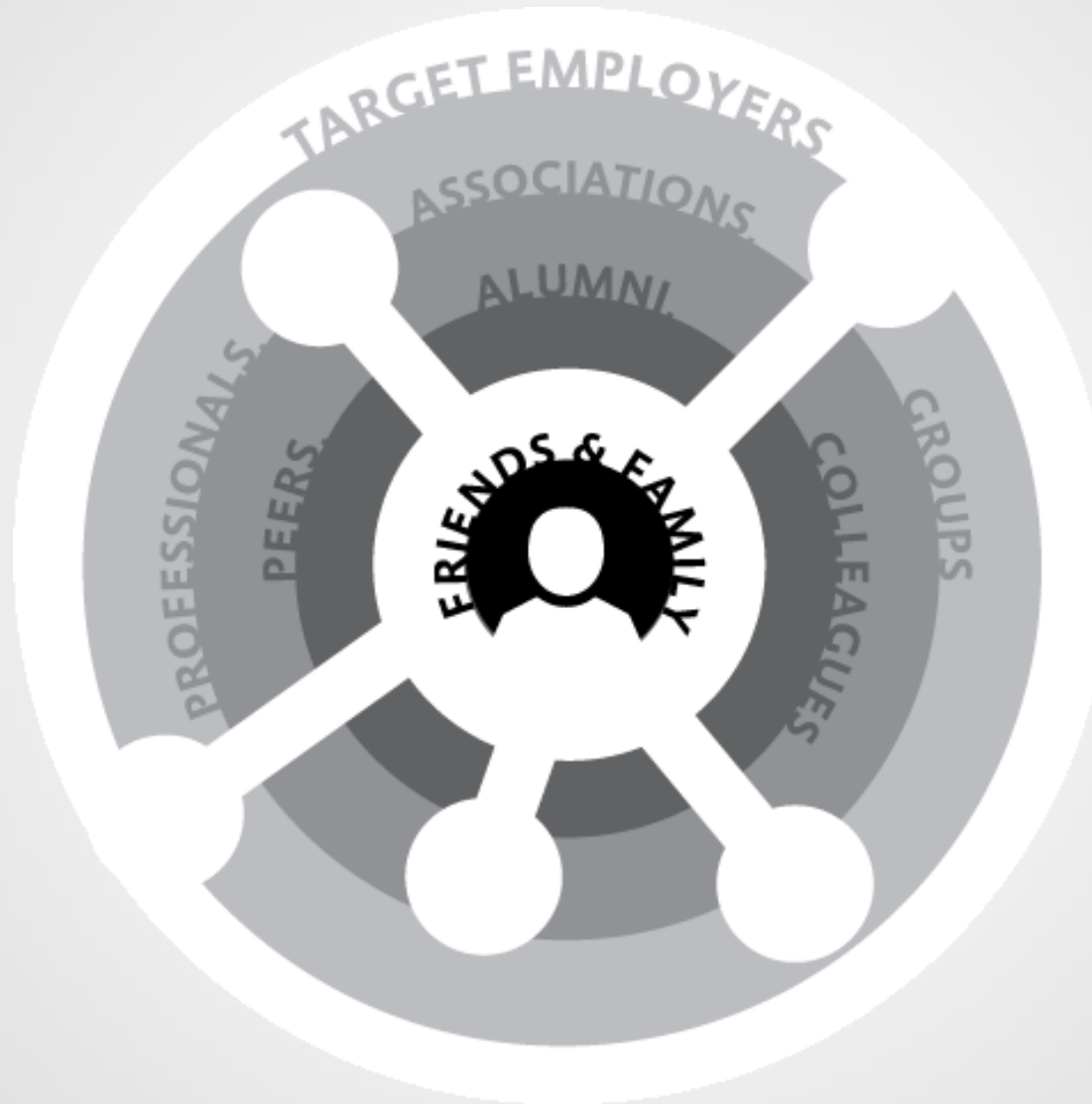
Excited to announce Chrystine Villarreal as the official Dec 7 Inspiration Awards 201...
Shaun liked

Such an inspiring evening educating #OaklandSmallBiz in Oakland's Fruitvale...
Shaun liked

We're hiring! Senior Manager, Employee Communications <https://lnkd.in/gYKEj...>
Shaun liked

[See all activity](#)

Experience

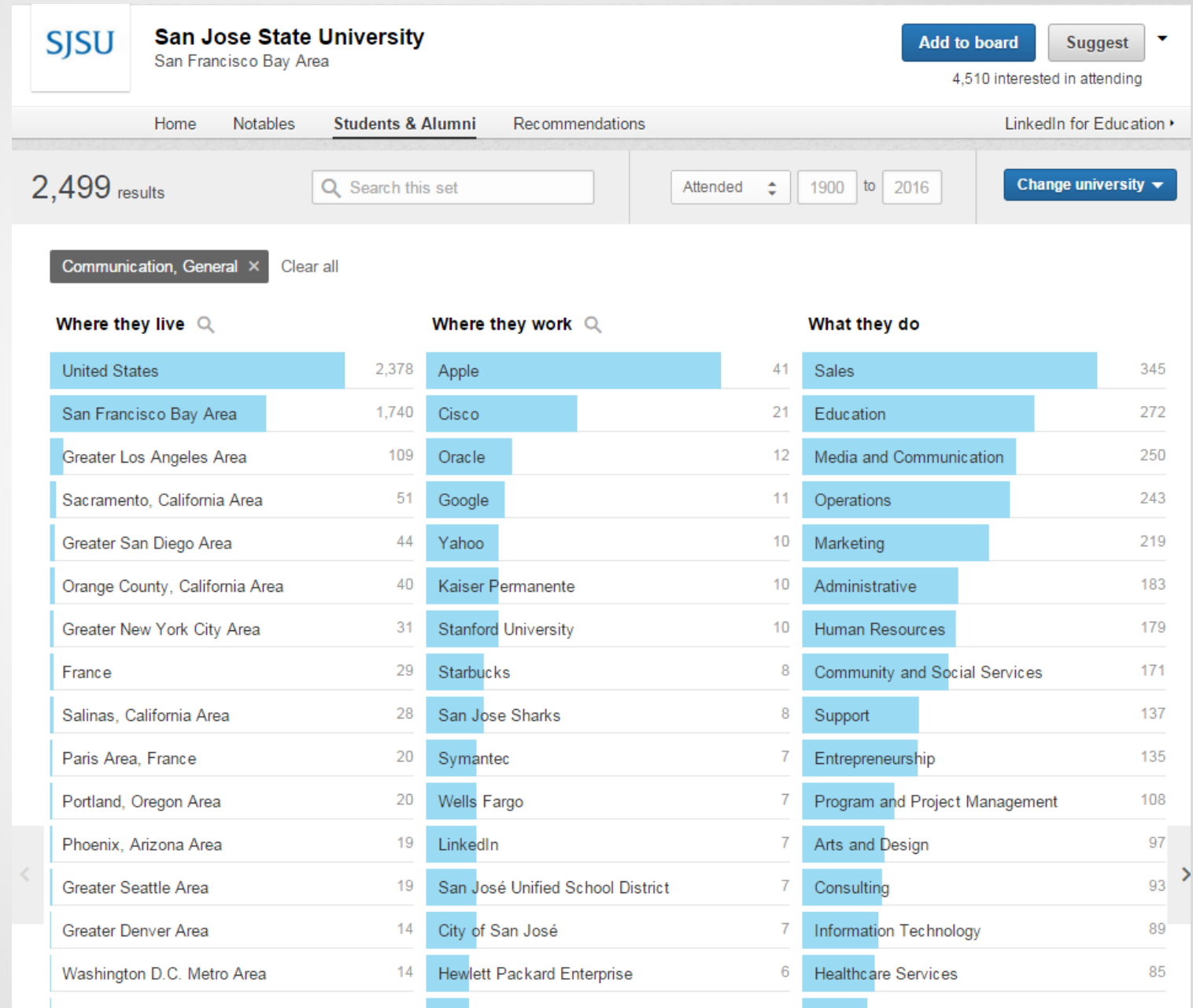


Search:
San Jose State
University

Click: See Alumni

Click: Next

Add:
Communication,
General



Advanced

[Home](#)
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SJSU COMM

708 members

✓ Member

Start a conversation with your group

[Conversations](#)
[Jobs](#)

Tabitha Hart

Assistant Professor of Communication Studies at San Jose State Univer...

...
1d

Fan Media fall internship program

Fan Media Network announces fall internship program.

Read full article here: <http://fanmedianetwork.com/fan-media-announces-fall-internship-program-for-college-students/>

Fan Media Network

This is an 8-week program from September – October for school

ABOUT THIS GROUP

The is a group for alumni and current majors, minors, graduate students, faculty, and staff in the Department of Communication Studies at San Jose State University

MEMBERS

708 members

Invite others



San Jose State University
Higher Education

San José State University is a major, comprehensive public university located in Silicon Valley. The founding campus of ...



38 connections work here

[Learn more](#)



Adobe
Computer Software

Adobe is the global leader in digital media and digital marketing solutions. Our creative, marketing and document soluti...



1 connection works here

[Learn more](#)



Gilead Sciences
Biotechnology

Together we deliver life-saving therapies to patients in need. With the commitment and drive you bring to the workplace ...



1 connection works here

[Learn more](#)



Deloitte
Management Consulting

Deloitte drives progress. Our firms around the world help clients become leaders wherever they choose to compete. Deloit...



1 connection works here

[Learn more](#)



LinkedIn
Internet

Connecting the world's professionals to make them more productive and successful. Founded in 2003, LinkedIn connects ...



3 connections work here

[Learn more](#)



Facebook
Internet

Founded in 2004, Facebook's mission is to give people the power to share and make the world more open and connected. Peo...



3 connections work here

[Learn more](#)



Western Digital
Information Technology and Services



NVIDIA
Computer Hardware



Intuit
Co Messaging




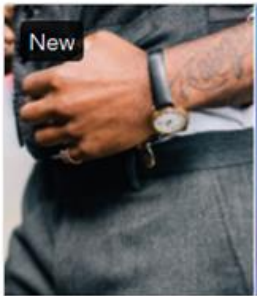





Introduce Yourself:

“Hi, my name is _____ and I’m a communications studies student at SJSU. I noticed you were an alum, and was wondering if I could take just 15-30 minutes of your time to do an informational interview with you and learn about what you do. This can be in-person, over email, or over the phone. Let me know, and thank you for your time!”

Prepare Questions:

- What is a day in the life look like?
- What was the biggest challenge you faced transitioning from college to the workplace?
- What skills or experiences have been most useful to you in the field?
- What do you wish you would’ve known before entering the workforce?

 <p>New</p>	 <p>New</p>	 <p>New</p>
<p>The Student Job Hunting Handbook: Chapter 1</p>	<p>The Student Job Hunting Handbook: Chapter 2</p>	<p>The Student Job Hunting Handbook: Chapter 3</p>
<p>View ▶</p>	<p>View ▶</p>	<p>View ▶</p>
  <p>New</p>	 <p>New</p> <p>LinkedIn Profile Checklist</p> <p>PHOTO: It doesn't have to be fancy - just use your telephone camera to take a photo. Background: Wear a nice shirt and don't forget to smile!</p> <p>HEADLINE: Tell people what you're excited about now and the cool things you want to do in the future.</p>	 <p>New</p> <p>Building a Great Student Profile</p> <p>Showcase your experience and professional interests on LinkedIn!</p> <p>1 Write an informative profile headline.</p> <p>Your headline is a short, memorable professional slogan. For example, "Honors student seeking marketing position." Check out the profiles of students and recent alumni you admire for ideas.</p>
<p>Build your professional brand</p>	<p>Profile Checklist: College Students</p>	<p>Building a Student Profile</p>

https://university.linkedin.com/content/dam/university/global/en_US/site/pdf/TipSheet_BuildingGreatProfile.pdf

<https://university.linkedin.com/linkedin-for-students>



<http://sjsu.joinhandshake.com>

- **Apply for jobs & internships** targeted to SJSU students.
- **Make appointments** for help on career exploration, resume/cover letters, interview preparation, and more.
- **Join events** to gain strategies for building your career.
- **Attend job fairs & info sessions** to network with employers.
- **Stay updated** with opportunities in our weekly newsletters.



www.sjsu.edu/careercenter

**Access Internship/Jobs
Database:SJSU Handshake**

Attend Career Workshops & Events

**Meet with a career professional:
Drop-In Sessions
Appointments**

**Career Center:
Administration Building, 154
Phone: 408-924-6031
Email: careerhelp@sjsu.edu**



THANK YOU