

Minnesota State University Moorhead

CAREER DEVELOPMENT HANDBOOK

Your guide for developing your professional self



Career Development Center



Career Development Center

OUR MISSION

The Career Development Center at Minnesota State University Moorhead empowers all Dragons to transition from college to career with confidence and competence. We collaborate with students to further their understanding of themselves, their career goals, and the world of work. By providing resources, connections, and support, we inspire students to create a transformational and fulfilling future.

OUR VISION

Career everywhere for everyone

OUR COMMITMENT

The MSUM Career Development Center is committed to providing resources and support that will help level the playing field for all Dragons in their transition from college to career. We pledge to foster an inclusive environment where Dragons with diverse experiences, perspectives, and backgrounds feel respected. To do this, we commit to:

- celebrate the intersectional identities of our students and alumni and gain an understanding of their lived experiences*
- provide opportunities for students and alumni to expand skills and networks*
- empower students and alumni to speak to their abilities and experiences confidently and competently*
- challenge the processes and practices that create barriers and inequities within the world of work*
- engage in professional development and dialogue that moves our staff and services towards greater inclusion*

CONNECT WITH OUR OFFICE

*Flora Frick 151
careers@mnstate.edu
218.477.2131*

YOUR ROADMAP FOR PROFESSIONAL SUCCESS

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ASSESS

Career readiness is measured by more than your just educational and professional experiences. Take time to identify your interests, skills, abilities, and values as you finalize your career goals.

- Set up an appointment with the Career Development Center. Meeting with a staff member for career coaching can help you define transferable skills that will be important as you get closer to graduation.
- Clarify your self-knowledge. Begin to ask yourself the following questions:
 - What type of work settings do I prefer? What type of values would I like my future employer to have? What types of positions will allow me to engage in work activities I enjoy? What skills do I possess that will allow me to succeed as a professional?

EXPLORE

Whether you've decided on a major and career path or are still looking for the best fit, the Career Development Center can help.

- Take the FOCUS2, a free assessment available to all students. This web-based major & career exploration tool helps you explore options that align with your work interests, personality, values, and skills. Then, set up an appointment with our office to discover how to use this information to plan for your future.
- Visit **O*Net** and **Career One Stop** and other online career exploration tools to help you get a better idea of how to use your education as you enter the workforce.
- Get a part-time job. Regardless of what the job is, you will begin to gain valuable real-world skills necessary for being successful in the workforce. Employers are looking for more than just a degree, they want employees who are critical thinkers, good communicators, have a firm understanding of technology, possess leadership skills, have a strong work ethic, understand one's strengths and weaknesses, and demonstrate inclusiveness.
- You can find more information and links to the sites we mentioned above on our website, www.mnstate.edu/career

CONNECT

Begin building your network as soon as you arrive on campus. From the faculty teaching your courses to the business representatives you'll meet at employer events, connecting with others will help set you up for success in your future.

- Connect with your advisor. They are not only a great resource to help ensure you're staying on track academically, they can also help you through the graduate school application and job search process.
- **Join a student organization.** Organizations allow you to develop many foundational skills that employers find necessary in those they hire.
- **Attend events that connect you to those outside of our campus community.** Mark your calendar for Internship & Career Fairs, Meet the Employer events, workshops, etc... These events allow you to broaden your network while gaining valuable skills.
- **Schedule informational interviews.** Connect with professionals in positions that interest you. Learn about their background, career path, and tips and tricks to help you achieve your career and professional goals.

EXPERIENCE

Your education is only part of the puzzle. Experiences outside of the classroom provide an excellent way to get real-world experience while preparing you for your career.

- Obtain an internship. Although not all majors require an internship in order to graduate, the Career Development Center encourages all students to seek one out. They give you an unparalleled experience in your field and can help open doors in your professional future.
- Seek out leadership opportunities on campus. Whether you are elected to a leadership role in a student organization or apply for a student leadership position, these opportunities can help set you apart.
- Think of every opportunity you're offered as a chance to develop new skills. Part-time jobs, studying abroad, and taking part in research projects are exceptional ways to gain valuable experience outside of the classroom.

FOUR-YEAR CAREER ACTION PLAN

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FIRST YEAR

- Start taking LASC coursework as well as foundation and core courses related to your major. If you find yourself struggling with a class, check out **tutoring options with the Academic Success Center**
- Participate in a learning community, or get involved in your residence hall
- Join a major or interest-related **student organization**
- Explore the community and connect with a non-profit organization to volunteer
- Understand your interests, skills, and values and learn about career readiness competencies by taking the **FOCUS 2**, a free online assessment
- Create your **Handshake** account to assist in your on and off-campus job search
- Begin working on the **Student Life Pathways**
- Schedule an appointment with the **Career Development Center** to discuss your career action plan and to assist in creating a resume

THIRD/FOURTH YEAR

- Schedule an appointment with your academic advisor to make sure you're on track for graduation
- Take inventory of your professional goals and decide if your future will need to include graduate school. Take the necessary exams and begin submitting applications to programs that will help you achieve your goals
- Develop leadership skills by applying for a Student Leadership Position or running for an officer position in a student organization
- Continue working on the **Student Life Pathways**
- Focus on networking. Attend on-campus events like **Job Fairs and Meet the Employer** and community events such as **Start-Up Brew, Creative Mornings, TedX, Chamber of Commerce Events**, etc... to connect with potential employers
- Find an internship or major-related part-time job in the community to learn the ins and outs of your chosen career
- Schedule an appointment with the **Career Development Center** to prepare your internship applications
- Schedule informational interviews with people in your field of study/interest

SECOND YEAR

- Take a deeper dive into your major and begin to consider a minor or a certificate
- If you didn't find one your freshman year, search for an on-campus or part-time job in the community - research shows that students who work 10-20 hours per week actually have higher GPAs than their peers who don't work. Additionally, those who work *on-campus* graduate at higher rates than their peers who don't
- Continue working on the **Student Life Pathways**
- Join **LinkedIn** and begin building your professional network
- Look into faculty-guided research opportunities
- Explore career paths on **O*Net** or the **Occupational Handbook**
- Meet with a Career Coach to start learning about transferable skills and ways you can best prepare for your future career
- Schedule informational interviews with people in your field of study/interest

FOURTH/FIFTH YEAR

- Take the last few classes needed to complete your degree
- Make sure to submit your application for graduation
- Assess what experiences or skills are areas of growth for you and fill in gaps with volunteering, organizations, research, presentations, internships, or part-time employment
- Finish up your **Student Life Pathways** and be sure to add your accomplishments to your resume and LinkedIn
- Join a professional organization related to your field to gain access to research, continuing education, job boards, and message boards
- Network relentlessly by attending on and off-campus employer and networking events
- Schedule a final appointment with the **Career Development Center** to review your resume and cover letters, participate in a mock interview and ask any other career-related questions
- Schedule informational interviews with people in your field of study/interest

INFORMATIONAL INTERVIEWING

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When choosing what to do after graduation, it's essential to gather information about job titles, responsibilities, day-to-day tasks, how to enter the field, and what types of companies employ people like yourself. While researching job titles online is helpful, connecting with professionals currently in the field can be even more impactful.

An **INFORMATIONAL INTERVIEW** is a conversation with someone working in an area of interest to you. It allows you to gain firsthand information about the realities of working within a particular field, industry, or position. Through these interviews, you can find out about career paths you did not know existed, get tips and insider knowledge about how to prepare for and land your first career position, learn what it's like to work at a specific organization, initiate a professional relationship, and expand your network of contacts in a specific career field. A word of warning, informational interviews are not an appropriate time for you to ask for a job.

SIX STEPS OF INFORMATIONAL INTERVIEWING

Research Career Fields

- Start your research on career fields using tools like the **Occupational Outlook Handbook**, **O*Net**, and **FOCUS2**

Identify People to Interview

- Sort through your own contacts. People you already know, even if they are not in fields of interest to you, can lead you to people who are. This includes family, friends, professors, former employers, and organization members.
- Use LinkedIn. Search for companies you're interested in, or use keywords related to jobs you'd like to find folks to connect with. Or [use LinkedIn's searchable database](#) of MSUM's 37,000+ alumni on the platform by searching for Minnesota State University Moorhead and clicking "Alumni."
- Check with the Career Development Center. Staff at the CDC are connected to many organizations and businesses through the community. If you're struggling with figuring out whom to reach out to, set up an appointment with a career coach to narrow down your choices.

Prepare for the Interview

- Be able to confidently introduce yourself and have an answer for the question "tell me about yourself"? We recommend following this formula when developing your answer: Present (*major/school year*) + Past (*experiences/jobs/involvement*) + Future (*goals/interest areas*).
- Prepare a series of open-ended questions. Here are a few ideas:
 - How did you begin your career?
 - How do most people get into this field? What are common entry-level jobs?
 - What are your main responsibilities as a...?
 - What is a typical day (or week) like for you?
 - What do you like most/least about your work?
 - How does your position fit within the organization/career field/industry?
 - What current issues and trends in the field should I know about/be aware of?
 - What are some common career paths in this field?
 - What related fields do you think I should consider looking into?
 - What advice would you give a college student/college grad looking for a job in this industry?
 - What kind of education, training, or background does your job require?
 - What skills, abilities, and personal attributes are essential to success in your job/this field?
 - Can I contact you again if I have further questions?

Initiate Contact

- Contact the person via LinkedIn, email, or phone. Be open to connecting with them in person or via Zoom, Teams, or another virtual platform.

Email template:

SUBJECT LINE: Request for Informational Interview

Dear Mr. Smith,

My name is [first and last name] and I'm a current student at Minnesota State University Moorhead majoring in [major]. I'm currently exploring opportunities in [industry/field] and after researching companies potential career paths, I decided to reach out to you to learn more about your professional path and to ask a few questions to gain more insight as I prepare to enter the field.

I'm hoping you might have 20 to 30 minutes to meet with me in the next few weeks. Please let me know if this might be possible and what dates and times are most convenient for you.

I look forward to hearing from you.

Thanks,

[first and last name]

LinkedIn template:

Dear first name last name,

I see we both went to MSUM (go Dragons!). I am a current MSUM student interested in [topic or job field] and would love to connect with you to learn more about what it's like to work for [company name].

Thanks so much,

[first and last name]

After they accept your LinkedIn connection request, follow this up with something similar to the above email message.

Conduct the Interview

- Dress neatly and appropriately, as you would for a job interview.
- Arrive on time.
- Bring your list of questions and take notes.
- Restate that your objective is to get information and advice, not a job.
- Give a brief overview of yourself and your education and/or work background.
- Be prepared to direct the interview, but also let the conversation flow naturally, and encourage the interviewee to do most of the talking.
- Respect the person's time. Limit the meeting to the agreed-upon timeframe.
- Ask the person if you may contact them again in the future with other questions.
- Ask for names of other people to meet so as to gain different perspectives.

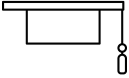
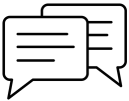


Follow Up

- Keep records. Write down what you learned, what more you'd like to know, and what your next steps should be.
- Send a thank-you note or email within 1-2 days to express your appreciation for the time and information given.
- Keep in touch with the person, especially if you had a particularly nice interaction. Add them on LinkedIn. Let them know that you followed up on their advice and the outcome. This person could become an important part of your network.

CAREER READINESS SKILLS

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Most employers consider these 8 skills to be essential for success in the workplace. Developing your abilities in these areas will give you the foundational skills needed to thrive as you launch your career.

	DEFINITION	SAMPLE BEHAVIORS
 CAREER & SELF-DEVELOPMENT	Proactively develop yourself and your career through continual personal and professional learning, awareness of your strengths and weaknesses, navigation of career opportunities, and networking to build relationships.	<ul style="list-style-type: none">• Show an awareness of your own strengths and areas for development• Identify areas for continual growth while pursuing and applying feedback• Develop plans and goals for your future career• Professionally advocate for yourself and others• Display curiosity; seek out opportunities to learn
 COMMUNICATION	Clearly and effectively exchange information, ideas, facts, and perspectives with persons inside and outside of an organization.	<ul style="list-style-type: none">• Understand the importance of and demonstrate verbal, written, and non-verbal/body language, abilities• Employ active listening, persuasion, and influencing skills• Communicate in a clear and organized manner so that others can effectively understand• Frame communication with respect to diversity of learning styles, varied individual communication abilities, and cultural differences
 CRITICAL THINKING	Identify and respond to needs based upon an understanding of situational context and logical analysis of relevant information.	<ul style="list-style-type: none">• Make decisions and solve problems using sound, inclusive reasoning and judgment• Gather and analyze information from a diverse set of sources and individuals to fully understand a problem• Proactively anticipate needs and prioritize action steps• Accurately summarize and interpret data with an awareness of personal biases that may impact outcomes• Multi-task well in a fast-paced environment
 EQUITY & INCLUSION	Demonstrate the awareness, attitude, knowledge, and skills required to equitably engage and include people from different local and global cultures. Engage in anti-racist practices that actively challenge the systems, structures, and policies of racism.	<ul style="list-style-type: none">• Solicit and use feedback from multiple cultural perspectives to make inclusive and equity-minded decisions• Actively contribute to inclusive and equitable practices that influence individual and systemic change• Advocate for inclusion, equitable practices, justice, and empowerment for historically marginalized communities• Keep an open mind to diverse ideas and new ways of thinking

DEFINITION

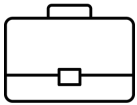
SAMPLE BEHAVIORS



LEADERSHIP

Recognize and capitalize on personal and team strengths to achieve organizational goals.

- Inspire, persuade, and motivate self and others under a shared vision
- Seek out and leverage diverse resources and feedback from others to inform direction
- Use innovative thinking to go beyond traditional methods
- Serve as a role model to others by approaching tasks with confidence and a positive attitude
- Motivate and inspire others by encouraging them and by building mutual trust



PROFESSIONALISM

Knowing work environments differ greatly, understand and demonstrate effective work habits, and act in the interest of the larger community and workplace.

- Act equitably with integrity and accountability to self, others, and the organization
- Maintain a positive personal brand in alignment with organizational and personal career values
- Be present and prepared
- Demonstrate dependability (e.g., report consistently for work or meetings)
- Have an attention to detail, resulting in few if any errors in their work



TEAMWORK

Build and maintain collaborative relationships to work effectively toward common goals, while appreciating diverse viewpoints and shared responsibilities.

- Listen carefully to others, taking time to understand and ask appropriate questions without interrupting
- Effectively manage conflict, interact with and respect diverse personalities, and meet ambiguity with resilience
- Be accountable for individual and team responsibilities and deliverables
- Employ personal strengths, knowledge, and talents to complement those of others
- Exercise the ability to compromise and be agile
- Collaborate with others to achieve common goals



TECHNOLOGY

Understand and leverage technologies ethically to enhance efficiencies, complete tasks, and accomplish goals.

- Navigate change and be open to learning new technologies
- Use technology to improve the efficiency and productivity of your work
- Manage technology to integrate information to support relevant, effective, and timely decision-making
- Quickly adapt to new or unfamiliar technologies
- Manipulate information, construct ideas, and use technology to achieve strategic goals

Employers want to hire college students and graduates who know how to use their talents, strengths, and interests. By mastering these career-readiness competencies, you will be prepared for a successful transition from college to career.

These competencies were developed by the National Association of Colleges and Employers.

CAREER EXPLORATION GUIDE

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The process of choosing a career or major may feel overwhelming, or even exciting. However you are feeling, the Career Development Center is here to guide you through it!

STEPS OF THE CAREER PLANNING CYCLE

Here are steps we recommend you take when making a career choice. The Career Development Center has resources, websites, and worksheets to support you through each step.



*Adapted from Harris-Bowlsbey, Dikel, & Sampsons (2002)
Career Planning Process*

STEP 1: REALIZE YOU NEED TO MAKE A CAREER DECISION

If you are looking at this guide, you have likely already realized you need to choose a career or major. Making this decision will take intentional thinking and information-gathering, but it will be worth it!

STEP 2: LEARN ABOUT OR RE-EVALUATE YOURSELF

This is the most important step!

Knowing yourself well is absolutely essential when making career or major decisions. Learning about yourself includes knowing your values, interests, and skills.

Focus2 Career is a web-based major and career exploration tool that is available to all prospective and current MSUM students and alumni. Take the Work Interest Assessment to learn about your interests. Or take the Personality Assessment, Skills Assessment, or Values Assessment. We recommend meeting with a CDC staff member so they can review your results with you or recommend other activities for learning about yourself.

- bit.ly/FOCUS2MSUM



Career Development Center

Record what you know (or learn) about yourself here:

Your interests (list 3-6): Ex: working with people, solving problems, working on machines, working with records _____

Your skills or strengths (list 3-6): Ex: writing, teamwork, working with numbers, customer service _____

Your values (list 3-6): Ex: work life balance, helping others, learning something new, creativity _____

Beyond knowing your interests, skills, and values, it's a good idea to identify your career wish list and career dealbreakers.

CAREER WISHLIST

- Minimum annual salary:
- Location (where do you want to work):
- Ideal hours/schedule:

Check off other criteria you'd like to add to your wishlist

- Opportunity for advancement
- Being part of a team
- Working independently
- Stability and security
- High level of prestige
- Make a difference in your community
- Position allows for creative expression
- Position involves travel
- Other:
- Other:
- Other:

CAREER DEAL BREAKERS

Check off any career deal breakers:

- Having to move out of city/state
- Limited opportunity for advancement
- A commute longer than:
- A salary that is below target
- Schedule that conflicts too much with other life obligations
- The market for this career is too competitive
- The career is restrictive in terms of creative expression
- The career requires an education/experience I am not willing to obtain:
- The position involves travel
- Other:
- Other:
- Other:



STEPS 3 & 4: IDENTIFY CAREER OPTIONS & GATHER INFORMATION

In this step, you'll focus on broadening your knowledge of your career options.

Online resources for learning about career options:

- **FOCUS 2 Career:** After completing an assessment, view "Occupations Matching Your Results" or click "Combine Your Results" from the homepage.
 - bit.ly/FOCUS2MSUM
- **Bureau of Labor Statistics Occupational Outlook Handbook (OOH):** A website with information on hundreds of occupations in the United States. Using the OOH, you can explore different aspects of occupations including what workers do on the job, education and other qualifications needed to enter the occupation, pay, projected employment change and job prospects, state and area data, and similar occupations.
 - www.bls.gov/ooh/home.htm
- **O*Net:** Similar to the Occupational Outlook Handbook, O*Net is a free database with hundreds of occupational definitions to help students, job seekers, businesses, and workforce development professionals to understand today's world of work in the U.S.
 - www.onetonline.org/
- **What Can I Do With This Major?:** Features 100 majors with information on common career paths, types of employers that hire in the field, and strategies to maximize opportunities.
 - www.mnstate.edu/student-life/student-services/career/explore-majors-careers/
(Click Exploration Resources and then What Can I Do With This Major?)

- **Job Boards:** Looking at job boards allows you to get a real-time picture of what opportunities are available. In each posting, you will be able to learn more about responsibilities and tasks, required education, skills, and experiences. We suggest looking at LinkedIn, Indeed, JobsHQ, and Handshake.
- **MSUM Course Requirements:** Look up the majors you are considering. Are you interested in the actual classes? Print the list of classes for your top major choices and star classes that sound interesting. Which majors have the most courses starred?
- **MSUM Careers & Outcomes:** Each major map on MSUM’s website has a “Careers & Outcomes” page which lists common careers you can do with that major. It also includes a “College to Career Map” with common careers listed along the right side of the PDF.

In-person resources for learning about career options:

- **The Career Development Center:** The Center is home to career coaches that can assist you in your career and/or major exploration. Whether it's interpreting your results from the FOCUS 2, or guided one-on-one exploration appointments, we're here to help.
 - bit.ly/MSUMCDC
- **The Academic Success Center:** The Academic Success Center can provide guidance with class selection, major exploration, and other academic needs until you find the right major for you. Once you declare a major, you will be assigned an advisor who teaches in your program of study.
 - bit.ly/MSUMASC
- **Your Advisor and Faculty:** Your faculty are experts in their areas and come with a great wealth of knowledge about potential career paths.
- **Networking and Informational Interviews:** A great way to learn more about potential career paths is to connect with professionals in the field. Attending career fairs, Featured Employer events, and student organization (major-specific) meetings allows you to learn more about opportunities in various industries. You can also reach out to individuals employed in careers of interest and ask to meet up for 30 minutes to learn more about their professional path. If you're interested in learning more about informational interviewing, reach out to the Career Development Center.



As you research your options, record what you learn about each one. Use the [Comparing Career Options](#) to organize your findings.



STEP 5: MAKE TENTATIVE CHOICES FROM CAREER OPTIONS

Look at your [Comparing Career Options Spreadsheet](#). On paper, which career options line up best with what you are looking for? Do you have a gut feeling about which option seems right for you?

If you are having a hard time narrowing down options, this can be a good time to talk with others you trust (friends, family, faculty, etc.). Career Development Center staff can also help you weigh out your options.

Reminder for first/second years: You do not need to know *exactly* what career you will do. At this stage, the goal is to choose a major that is related to industries of interest. It is rare for individuals to work in the same type of job for their whole career. There are many jobs that do not require a specific major and it is very common to change your career later in life.

STEP 6: MAKE EDUCATIONAL CHOICES (if applicable)

Decide which major is best aligned with your chosen career path or industry of interest. If you are unsure, you can meet with a Career Development Center staff to help identify appropriate majors.

If needed, change your major or minor using the Major/Minor/Certificate Change Form: www.mnstate.edu/registrar/forms/



Use the [College to Career Major Maps](#) to help you make a 4-year action plan to get from student to professional.



STEP 7: GET A JOB

Use Career Development Center resources or visit with CDC staff to work on your resume, cover letter, interviewing, or job/internship search skills!

DEVELOPING YOUR RESUME

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Think of your resume as a well-crafted marketing document for yourself. It's designed to catch the interest of a potential employer and highlight experiences and skills related to your career interests. It connects your story to future employers and includes your academic achievements, volunteer experiences, extra-curricular activities, job history, and internships. Follow these simple suggestions and how-to's to ensure you'll have a well crafted and effective resume.

[Watch a video on how to start your resume](#)



THE 6 STEPS OF RESUME DEVELOPMENT

Step 1: Brainstorm a List of Experiences

Create a detailed list of all your experiences/accomplishments. Think back through your education, jobs, volunteer experiences, projects, and involvement in student and community organizations. Don't sell yourself short, and remember, every experience you've had has allowed you to develop at least one skill. There's no such thing as a "pointless" job.

Step 2: Categorize Experiences into Headings

Now that you've finalized your list of experiences/accomplishments, group them into headings such as Professional Experience, Education, Involvement, Related Coursework, Internships, and Research.

Step 3: List Experiences in a Consistent Way

Follow a consistent format throughout your resume for listing your experiences. Choose one part to be the focal point (usually the position names or organizations) that will be bolded or in capital letters along the left side.

Position Name | Organization Name | City, State

Month 20XX–Month 20XX

POSITION NAME

Organization Name - City, State

20XX–20XX

Position Name, Organization Name, City, State

Month 20XX–Month 20XX

Step 4: Identify Keywords

Your resume needs to be targeted to the position/field you're applying for. Never assume that the individual reading your resume knows anything about your skills and abilities. Use the position posting as a guide and jot down important keywords, skills or attributes. Start with the qualifications or skills section, and if there isn't much there, incorporate key skills from the job responsibilities. If an employer is looking for someone with communication skills and experience with CRMs be sure to use those words in your resume.

If you are creating your resume for the future, consider incorporating the NACE Career Readiness Competencies or reading about related positions on [O*Net](#).

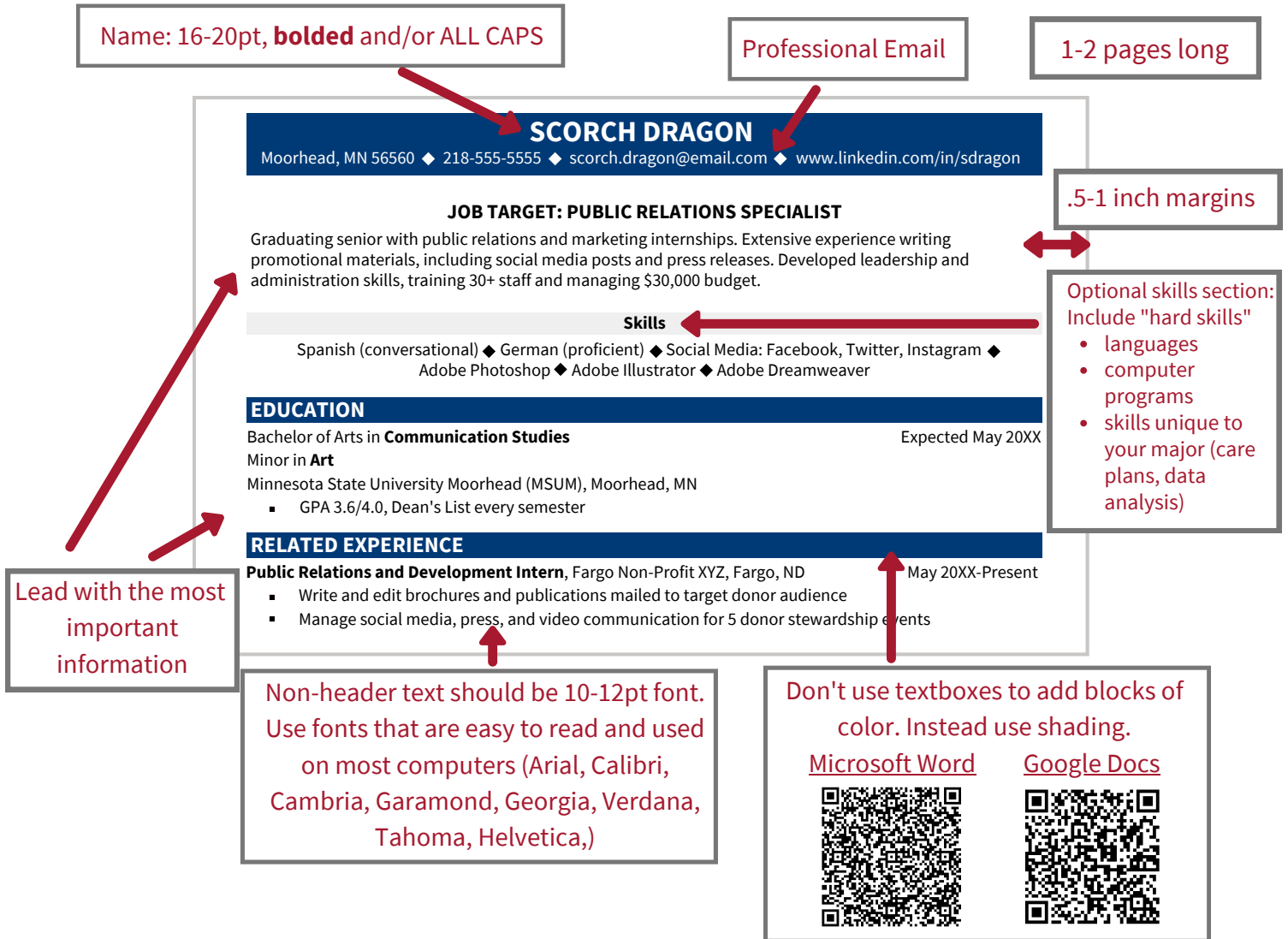
Step 5: Expand on Experiences by Writing Bullet Points

Now that you have identified important keywords and skills, it's time to focus on the experiences that are most relevant to the position(s) you're interested in and elaborate. Focus on the outcomes of your efforts, especially the skills you've developed and the positive impact you had. Quantify your results if possible. Set a goal of developing three to five bullet points for each experience you want to highlight on your resume.

Step 6: Review and Get a Second Opinion

Read over your resume multiple times to check for spelling and grammatical errors and schedule a resume review appointment with the Career Development Center.

LAYOUT BASICS



RESUME HEADING SUGGESTIONS

Education & Academics

Education
Relevant Coursework
Certifications
Training
Professional Development
Conferences
Research
Presentations
Publications

Skills

Skills
Areas of Expertise
Technical Skills

Technology

Core Competencies
Languages

Experience

Internship
Experience
Employment
Professional Experience
Relevant Experience
Related Experience
Additional Experience
Work Experience

Involvement

Involvement
Volunteer Experience
Volunteer Involvement
Community Involvement
Civic Engagement
Leadership
Professional Organizations
Memberships
Associations
Activities

Honors & Awards

Awards
Honors
Scholarships

COMBINATION RESUME

Like this format?
Download the template!



A combination resume is the most common format. Rather than only listing work experience, combination resumes can include classes, internships, student organizations, volunteerism, etc...

This example includes optional sections including a headline (Job Target: Public Relations Specialist), summary (typically 2-3 sentences), and skills section (featuring technical skills).

SCORCH DRAGON

Moorhead, MN 56560 ♦ 218-555-5555 ♦ scorch.dragon@email.com ♦ www.linkedin.com/in/sdragon

JOB TARGET: PUBLIC RELATIONS SPECIALIST

Graduating senior with public relations and marketing internships. Extensive experience writing promotional materials, including social media posts and press releases. Developed leadership and administration skills, training 30+ staff and managing \$30,000 budget.

Skills

Spanish (conversational) ♦ German (proficient) ♦ Social Media: Facebook, Twitter, Instagram ♦
Adobe Photoshop ♦ Adobe Illustrator ♦ Adobe Dreamweaver

EDUCATION

Bachelor of Arts in **Communication Studies**

Expected May 20XX

Minor in **Art**

Minnesota State University Moorhead (MSUM), Moorhead, MN

- GPA 3.6/4.0, Dean's List every semester

← Could also include "Related Coursework:" and list 3-5 classes related to the industry

INTERNSHIP EXPERIENCE

Public Relations and Development Intern, Fargo Non-Profit XYZ, Fargo, ND

May 20XX-Present

- Write and edit brochures and publications mailed to target donor audience
- Manage social media, press, and video communication for 5 donor stewardship events
- Correspond with donors regarding campaign feasibility study
- Contribute to annual PR/marketing plan for Foundation

Marketing and Editing Intern, National Public Radio: KZZT, Moorhead, MN

Jan. 20XX-May 20XX

- Edited and created 30% of content for quarterly program guide with circulation of 20,000
- Wrote and disseminated 5 newsletters, 3 media guides, and 10 press releases for clients
- Coordinated 50+ volunteers and tabulated donations during fundraisers

LEADERSHIP EXPERIENCE

Treasurer, Campus Activities Board, MSUM, Moorhead, MN

Aug. 20XX-May 20XX

- Maintained \$30,000 account, the largest student organization budget on campus
- Led committee of 5 members in making budget decisions and reviewing policies
- Paid invoices for campus events including comedians, bands, and movies

WORK EXPERIENCE

Cashier/Swim Instructor, Moorhead Parks & Recreation, Moorhead, MN

May 20XX-Aug. 20XX

- Trained up to 30 new cashiers, concession workers, and swim instructors per summer season
- Reconciled front desk and concession cash registers, often totaling \$5000+ per day
- Taught swimming lessons to 150+ children and monitored safety of pool patrons

INVOLVEMENT

Public Relations Student Society of America Member, MSUM, Moorhead, MN

Jan. 20XX-Present

United Campus Ministry Member, MSUM, Moorhead, MN

Aug. 20XX-Present

Dragons Give Volunteer, MSUM, Moorhead, MN

April 20XX

WORK EXPERIENCE FOCUSED RESUME

Like this format?
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This format for a resume is frequently used by individuals who have ample experience in their field. It includes an education section and work experiences listed from newest to oldest. When experiences relate to one another and when trying to show progression in responsibility, this format is an excellent choice.

SCORCH DRAGON

218.555.5555 | scorch.dragon@email.com | Moorhead, MN 56560

EDUCATION

Master of Science in Counseling, Emphasis in Clinical Mental Health Counseling Anticipated May 20XX

Minnesota State University Moorhead (MSUM) | Moorhead, MN

- CACREP Accredited
- President, Member | Counseling Student Organization
- Vice President, Member | Chi Sigma Iota (Chi Sigma Alpha, MSUM Chapter)

Bachelor of Science in Psychology May 20XX

Minnesota State University Moorhead (MSUM) | Moorhead, MN

PROFESSIONAL EXPERIENCE

Graduate Assistant | MSUM Career Development Center | Moorhead, MN August 20XX-Present

- Used active listening while conducting 1:1 student appointments including resume and cover letter reviews, mock interviews, and social media reviews
- Planned and executed 3 outreach events, strengthening time management skills
- Wrote detailed appointment notes for each client, recording them via electronic records

Student Services Advisor | Trollwood Performing Arts School | Moorhead, MN June 20XX-August 20XX

- Built and maintained friendly, approachable relationships with students to ensure all felt connected, accepted, and safe in creative environment
- Coordinated and supervised 8-week Student Leader and Students at Risk (STAR) Program
- Developed crisis intervention skills by assisting teachers with classroom behavior issues

Emotional Behavior Disorder Paraprofessional | Moorhead Public Schools | Moorhead, MN June 20XX-January 20XX

- Provided support to 5 students with emotional behavior disorders, including anxiety disorder, ADHD, and oppositional-defiant disorder
- Oversaw student behaviors daily and document data as needed
- Aided students in de-escalation of their behaviors and taught coping skills for future situations

Behavioral Health Services Program Coordinator | Anne Carlson Center | Fargo, ND June 20XX-January 20XX

- Generated and updated plans with client's treatment teams and met state deadlines
- Provided administrative support for 50+ families served by department
- Assisted team by stepping in as Behavior Technician when needed

Site Coordinator | YMCA of Cass and Clay Counties | Fargo, ND July 20XX-June 20XX

- Organized 4 parent events that showcased children's unique talents and strengths
- Generated relationships among children, parents, staff, coworkers, and school personnel
- Provided 1 on 1 behavior management support and accessed resources for children with financial need

School Age Assistant | YMCA of Cass and Clay Counties | Fargo, ND April 20XX-August 20XX

- Mentored children in lifelong skills such as leadership, teamwork, and empathy
- Communicated with children at developmentally appropriate level while leading recreational and academic activities

COURSEWORK FOCUSED RESUME

*Like this format?
Download the template!*



A related coursework section can be a great way to fill in your resume. Focus on related skills or knowledge you gained in the classroom. Include accomplishments such as extensive projects, research, or presentations.

This example includes an "Areas of Expertise" section (AKA Skills, Technical Skills, or Core Competencies) to highlight the relevant keywords mentioned elsewhere in the resume.

DAVID JOHNSON

100 Dragon Lane South
Moorhead, MN 56560
djohnson@fakemail.com • 218.555.5555

EDUCATION

Bachelor of Arts in Psychology Expected May 20XX
Minor in Special Education
Minnesota State University Moorhead (MSUM), Moorhead, MN

- 3.85 GPA
- Dean's List three semesters

AREAS OF EXPERTISE

Behavior Plans • Motivational Theories • SPSS • Data Analysis • Child & Adolescent Development

EMPLOYMENT

Server, Cumberson Restaurant, Green Lake Township, MN May 20XX - Present

- Gain communication skills by greeting and assisting customers in a friendly manner.
- Resolve conflicts with customers by listening to concerns and answering questions.

Swim Instructor, Dragon Swim School, MSUM September 20XX - May 20XX

- Taught swimming skills in an age-appropriate manner to children ages 3-8.
- Informed parents about child progress and support needed.

RELATED COURSEWORK

Educational Psychology, MSUM August 20XX - December 20XX

- Applied motivational theories by designing behavior plans for case studies of elementary-aged students.
- Studied theories of personal, social, cognitive, and moral development and explored their implications for the classroom.

Statistics for Behavioral Sciences, MSUM January 20XX - May 20XX

- Used SPSS to conduct t-tests and correlation, ANOVA, and regression analyses.
- Practiced defining and measuring variables and collecting data.

Individuals with Exceptionalities, MSUM January 20XX - May 20XX

- Created 30-page handbook on various disabilities including main characteristics and potential adaptations to curriculum and assessment.
- Gained an understanding of disability laws within and outside of educational settings.

Developmental Psychology, MSUM August 20XX - December 20XX

- Expanded knowledge about how parents and peers can impact the physical and socio-emotional development of children and adolescents.

FIRST YEAR RESUME

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First year college students can include high school accomplishments, leadership positions, honors, and experiences on their resume. If you have no work history, think of things you have done such as babysitting, mowing lawns, etc. If you truly have no past work experience, leave the "Employment" section off and focus on your school involvement and volunteer work.

Include your major or write "Bachelor's Degree" if you haven't declared a major yet.

SCORCH DRAGON

Moorhead, MN 56560 | 218.555.5555 | scorch@gmail.com

EDUCATION

BACHELOR'S DEGREE

Expected May 20XX

Minnesota State University Moorhead (MSUM), Moorhead, MN

EMPLOYMENT

SANDWICH ARTIST | Subway, Fargo, ND

June 20XX–Present

- Completed 3-hour customer service training and applied concepts to provide exceptional assistance
- Collaborate with 4-member team to efficiently meet strict drive-thru deadlines
- Use critical thinking to resolve customer order issues

COUNSELOR | YMCA Summer Camp, Fargo, ND

May 20XX–Aug 20XX

- Led games and crafts for 20 pre-teen campers, showcasing public speaking abilities
- Built relationships with campers, demonstrating interpersonal skills
- Exhibited responsibility, following safety protocols for pool and boat use

NANNY | Private Families, Fargo, ND

Sept 20XX–May 20XX

- Developed conflict resolution skills while supervising up to 5 elementary-aged kids

INVOLVEMENT

CONCERT BAND, CONCERT CHOIR, GLEE CLUB

Smalltown High School, Smalltown, MN

Sept 20XX–May 20XX

- Selected to participate in all-state Honors Choir senior year

STUDENT COUNCIL TREASURER/MEMBER

Smalltown High School, Smalltown, MN

Oct 20XX–May 20XX

- Elected as Treasurer Oct 20XX
- Organized social event for 80+ attendees, coordinating advertising and decorations

ATHLETICS

VARSITY VOLLEYBALL | Smalltown High School, Smalltown, MN

Sept 20XX–May 20XX

- Exhibited time management, balancing academics with 10 hours athletics per week

VOLUNTEER

DOG WALKING VOLUNTEER | FM Humane Society, Fargo, ND

May 20XX–Present

- Demonstrate commitment to service, walking shelter dogs weekly

TEACHING RESUME

Like this format?
[Download the template!](#)



A teaching-focused resume is an excellent way for future educators to highlight your classroom experience gained through practicums and student teaching. Also include work experience, volunteerism, leadership, awards, honors, involvement, skills, etc. If you are specializing in a subject area (art, music, etc.) include any related experiences (ex: playing in bands, art exhibitions, etc.).

Jamar Smith

100 Dragon Lane South, Moorhead, MN 56560 | 218.555.5555 | jsmith@fake.com

Career Focus: Elementary Teacher

New teacher with coursework and practicums focused on serving English language learners and students with disabilities. Experience in curriculum development from 6-summer program leader experience.

Education

Bachelor of Science in **Elementary Inclusive Education** Dec 20XX
Minor in **Teaching English as a Second Language**
Minnesota State University Moorhead (MSUM), Moorhead, MN - **3.95 GPA**

Student Teaching & Practicum Experience

- Student Teaching: 4th Grade ELL**, Fargo North High School, Fargo, ND Aug 20XX - Dec 20XX
- Created and implemented 6-week curriculum, collaborating with cooperating teacher and ELL teachers
 - Led team-building activities for students to gain language skills and build personal connections
- 5th Grade**, Ellen Hopkins Elementary School, Moorhead, MN Jan 20XX - May 20XX
- Taught 20 students for 3 weeks, modifying instruction for 7 students with IEPs
 - Differentiated instruction for reading groups and reading recovery and gained experience with Everyday Mathematics
- 2nd Grade**, Madison Elementary School, Fargo, ND Aug 20XX - Dec 20XX
- Developed 2 weeks of meaningful inquiry-based lessons by collaborating with 2 student teachers
 - Became familiar with the school-wide discipline plan, "Nurtured Heart," including positive reinforcement, praise, and being proactive with student behavior
- 6th Grade**, Fargo South High School, Fargo, ND Jan 20XX - May 20XX
- Promoted student engagement by creating interactive game for ELL students to review test material and highlight language skills
 - Taught students in 5 sheltered instruction classes including: Economics, Western Civilization, U.S. Government, Political Science, and Intro to Social Studies
- 1st Grade**, Cheney Middle School, West Fargo, ND Aug 20XX - Dec 20XX
- Executed hands-on social studies lesson plans that utilized PowerPoint and Smart Board

Classroom Experience

- ELL Tutor**, Lincoln Elementary School, Fargo, ND Aug 20XX - Dec 20XX
- Tutored caseload of 7 students, 3 days a week, to help students reach academic goals
- ELL Tutor**, Fargo South High School, Fargo, ND Aug 20XX - Dec 20XX
- Empowered student to raise science grades from C+ to A, personalizing approach to their individual learning style

Related Experience

- Recreation Leader and Coach**, Parks and Recreation, Underwood, MN May 20XX - Aug 20XX
- Planned curriculum 6 consecutive summers for children ages 3-12 in day camp environment
 - Measured effectiveness of program, building in daily formative assessments
 - Co-created and implemented Tiny Tots Sports Program; coached ages 3-4
- First Year Mentor**, First Year Programs, Moorhead, MN Aug 20XX - May 20XX
- Provided individualized support for 25+ incoming college students throughout academic year

BUILDING BETTER BULLET POINTS

Bullet points don't just tell the reader what you did in your previous positions, but what skills you used and what were the outcomes. They help those that are reading your resume to understand why you may be a good fit for their organization.

Using the steps below, you can take your resume up to the next level, making sure your skills and accomplishments are shown in the best light.

[Watch a video on how to write bullet points](#)



1 BRAINSTORM

- Choose an experience and list ALL of your responsibilities/accomplishments
- Also list skills you developed or needed to do your job successfully, especially ones needed for your target field/jobs
- Choose one skill/responsibility/accomplishment for your first bullet point

* I led meetings

Teamwork

I created a binder with notes for the next person in the role

2 START WITH AN ACTION VERB

Write a sentence that starts with "I." Then take the "I" out and make sure it starts with a verb.

I led meetings → Led meetings

3 ANSWER A QUESTION TO ADD DETAILS

How did you do it? Why did you do it? What was the result? Who was involved?

Led meetings

with team members (who)

to plan learning objectives and activities (why)

4 ADD NUMBERS (IF APPLICABLE)

Ex: # of attendees, size of budget, amount of \$ raised, # of people trained, % increased, frequency (daily, weekly, monthly)

Led **biweekly** meetings with **4** team members to plan learning objectives and activities

PRACTICE

Now it's your turn! Using the steps above and the list of action words on the next page, practice writing bullet points that highlight your skills, responsibilities, and accomplishments.

ACTION WORDS

Leadership Skills

administered
analyzed
appointed
approved
assigned
attained
chaired
consolidated
contracted
converted
coordinated
developed
directed
eliminated
emphasized
enforced
enhanced
established
executed
generated
handled
headed
hired
hosted
improved
incorporated
increased
initiated
inspected
managed
merged
motivated
organized
originated
oversaw
planned
presided
prioritized
produced
reviewed
strengthened

Communication Skills

advertised
arbitrated
arranged

authored
clarified
collaborated
communicated
composed
condensed
conferred
consulted
contacted
conveyed
corresponded
debated
defined
described
developed
directed
discussed
drafted
edited
elicited
enlisted
explained
expressed
formulated
furnished
incorporated
influenced
interacted
interpreted
interviewed
involved
joined
judged
lectured
listened
marketed
mediated
moderated
negotiated
observed
outlined
participated
persuaded
presented
promoted

Technical Skills

adapted
assembled

built
calculated
computed
conserved
constructed
converted
debugged
designed
determined
developed
engineered
fabricated
fortified
installed
maintained
operated
overhauled
printed
programmed
rectified
regulated
remodeled
repaired
replaced
restored
solved
specialized
standardized
studied
upgraded
utilized

Teaching Skills

adapted
advised
clarified
coached
communicated
conducted
coordinated
developed
enabled
encouraged
evaluated
facilitated
guided
individualized
informed
instructed

Data Skills

administered
adjusted
allocated
analyzed
appraised
assessed
audited
balanced
calculated
computed
conserved
corrected
determined
developed
estimated
forecasted
managed
marketed
measured
planned
programmed
projected
reconciled
reduced
researched
retrieved

creative skills

acted
adapted
began
combined
conceptualized
created
customized
designed
developed
directed
drew
entertained
established
fashioned
formulated
illustrated
integrated
invented
modeled
modified

originated
performed
photographed
planned
shaped
solved

Helping skills

adapted
advocated
aided
assessed
assisted
cared for
clarified
coached
collaborated
contributed
demonstrated
encouraged
ensured
expedited
facilitated
familiarize
furthered
guided
helped
insured

intervened

motivated
provided
referred
rehabilitated
presented
resolved
simplified
supported
volunteered

Organization Skills

approved
arranged
cataloged
categorized
charted
classified
coded
collected
compiled

originated
corresponded
distributed
executed
generated
implemented
logged
maintained
monitored
obtained
operated
organized
prepared
processed
provided
recorded
reserved
reviewed
scheduled
screened
set up
submitted
supplied
standardized
updated
validated
verified

More verbs for Accomplishments

achieved
completed
expanded
exceeded
improved
pioneered
reduced (losses)
resolved (issues)
restored
spearheaded
succeeded
surpassed
transformed
won

WRITING A SUMMARY FOR YOUR RESUME

Employers review your resume in 8 seconds or less (Ladders, 2018). Having a strong summary helps you capture your reader's attention from the start and share your strongest selling points.

Like the summary of a book, your resume summary should be an overview of what your reader will read later. It should not include any super-specific details.

[Watch a video on how to write a summary](#)



1 COMMUNICATE YOUR LEVEL OF EXPERIENCE

Doing this in your first sentence helps the employer understand who you are. This could be...

- Your standing in college
 - **Current student** with strong communication skills from co-curricular leadership roles.
 - **Graduating senior** with public relations and marketing internships.
 - **New graduate** with project management certificate.
- The number of years' experience you have (even if you are still a student!)
 - Energetic relationship-builder with **1 year sales experience**.
- Or both
 - **Aspiring Registered Dietitian with 2 years' experience** in community nutrition.

2 IDENTIFY BIG PICTURE FACTS YOU MOST WANT YOUR AUDIENCE TO KNOW

This could be...

- Information that helps you stand out from your competition
 - Ex: Fluent in a language, leadership roles, special training or certifications, winning an award
- Experience using skills (especially technical skills) needed for the role. Even better if you've developed them across multiple experiences/classes.
 - Ex: communication, SEO, interpersonal skills, event planning, data analysis, teamwork, customer service
 - Include evidence for each skill mentioned

3 TURN BIG PICTURE FACTS INTO SENTENCES

- Each sentence should start with the imaginary word "I," "I have," or "I am." For example, a sentence could start with "Managed" but not "Manages."
- Back up any skills mentioned with evidence. You need to avoid mentioning specific roles. However, you can reference a role more generally, or summarize what you gained from multiple experiences.

Examples:

- Demonstrated ability to work on a team through multiple campus leadership positions.
- Experience writing promotional materials, including social media posts and press releases.
- Attained interpersonal skills from customer service roles over 2 years.
- Conducted undergraduate research, using critical thinking.
- Completed extensive conflict resolution training.
- Three years' patient-care experience, specializing in working with children and families.
- Received awards for leadership and involvement.

Note that these examples don't name the positions/job titles, trainings, or awards. Those specific details will come later in the resume.

4 PUT IT ALL TOGETHER

Communicate level of experience

Number of years' experience or most relevant/impressive fact

Graduating senior with public relations and marketing internships. Extensive experience writing promotional materials, including social media posts and press releases. Developed leadership and administration skills, training 30+ staff and managing \$30,000 budget.

Fill in with your other facts, all starting with imaginary "I" statements

DEVELOPING YOUR COVER LETTER

MSUM Career Development Center
Flora Frick 151
careers@mnstate.edu
218-477-2131
www.mnstate.edu/career

A cover letter serves as a bridge connecting your resume to the specific job opportunity you're applying for. Each letter you submit should be unique, addressing specific requirements that are listed in a job posting, and should clearly explain why you are interested in **that** job at **that** company.

[Download the template!](#)



While every cover letter you submit will vary in content, here is a general guide of what to include:

YOUR NAME

555-555-5555 | firstlast@email.com | City, state | LinkedIn URL/online portfolio (if complete)

The date you're submitting your application (January 25, 20XX)

Hiring manager's name & title
The company
The company's street address
City, state, zip

Re: Position Title Opportunity (Accounting Intern Opportunity)

Dear Hiring Manager's Name (First and Last):

Applicants with a tailored cover letter receive **31%** more callbacks than those with a generic cover letter

First Section - Why them?: Grab the employer's attention with a first sentence that could only be written by you. Tell them why you are interested in this position and/or organization. Connect their mission, values, or initiatives to yourself by sharing a related experience from your life. Or share a key past achievement that relates to the role.

Middle Section - Why me?: Introduce a bulleted list of 3-5 skills or accomplishments. Ex: "Key skills I would bring to the position include:" or "Notable accomplishments include:"

- Use the position posting as a guide for deciding which skills you choose to highlight.
- Provide an example of how you have demonstrated each skill listed. Even better, sum up a few experiences to show a track record of success in that area.
- Examples could come from your academic, work, volunteer, or co-curricular experiences.
- Optional: Include a unique skill or strength you possess that helps you stand out from other applicants.

Last Section - Next steps: State your interest in the next step, usually an interview or discussing the opportunity further. Thank them for considering you for the position.

Sincerely,

Your written signature (If submitting online you do not need to sign it, just leave 2-3 blank lines)

Full Name

COVER LETTER TIP: USE AN OUTLINE

[Watch a video](#)
on how to write
a cover letter



Plan your cover letter by brainstorming an outline before you write your first draft.

Why them?

Why am I interested in this position/organization?

- I care about the mission
- I like their values of "service" and "commitment"

Experiences or accomplishments related to those interests:

- Growing up in low-income housing
- Volunteering through college

Why you?

Skill #1: Event Planning
Example: Event planning coursework

Skill #2: Communication
Example: Customer service jobs

Skill #3: Community Outreach
Example: Working with orgs through Community Engagement Club + Dragon Communicators

SALLY JONES

Fargo, ND 58103 | 701.555.4564 | sjones@dragon.edu

December 14, 20XX

Gerald Brown, Assistant Director
FM Housing Group
555 Dragon Drive
Fargo, ND 58103

Re: Event Planning and Outreach Intern Opportunity

Dear Gerald Brown:

Having grown up in low-income housing, I am intimately familiar with many of the situations your clients face. Because of this experience, I have a deep appreciation for the mission of FM Housing Group and the incredible work your organization does for the Fargo-Moorhead community. Furthermore, I resonate with your values of "service" and "commitment." I have a deep commitment to making a difference and have volunteered over 300 hours at non-profit organizations throughout my time in college.

In addition to my deep appreciation for the mission and values of FM Housing Group, notable competencies I would bring include:

- **Event Planning:** Developed understanding of project management process, contract negotiation, and best practices for promotion through coursework.
- **Communication:** Refined oral communication through 3 years in customer service roles.
- **Community Outreach:** Collaborated with 10+ local organizations as Vice President of Community Engagement Club and as member of Dragon Communicators.

I look forward to the opportunity to discuss my qualifications in an interview. Thank you for your time and consideration.

Sincerely,

Sally Jones

Same contact information format as your resume

If you don't know the hiring manager's name, just address the company

It's best to address your letter to an individual, but "hiring manager," "search committee," or "(company name) team" will do

YOU CAN ALSO ADDRESS

Previous experience in a related company
How you found the position
Who referred you to the position
Your passion for the industry/role
What makes you unique

Internships
Previous experience in a related role
Part-time employment
Volunteerism
Student org involvement
Scholarships

Area of interest
Your professional goals
Your mission/vision statement
Your values
Your technical or soft skills

APPLICANT TRACKING SYSTEMS (ATS)

MSUM Career Development Center
Flora Frick 151
careers@mnstate.edu
218-477-2131
www.mnstate.edu/career

An Applicant Tracking System (ATS) is a software application that collects and sorts through documents submitted by applicants. Frequently, these systems scan documents to find keywords, making sure the only candidates that make it to the desk of a hiring manager have the minimum skills necessary for success in the role. Because of this, it is essential to individualize your resume and cover letter to each unique position you apply for. Follow the tips and tricks below and you're one step closer to landing an interview.

75% of recruiters use recruiting or applicant tracking software

(Jobscan, 2024)

1 Include the right keywords

On a very basic level, applicant tracking systems are programmed to read application material, scanning for keywords to decide if you're a good match for the position you applied to. So, how do you know what those keywords are? Look through the position posting and find the skills, qualifications, experience, or qualities listed.

If a company states they are looking for a bachelor's degree in business, a good team player and three years of experience working with CRM's, you should address these three topics in your resume and/or cover letter.

2 Choose the right file type

When it comes to saving and submitting your application documents, you have two options: .docx or .pdf. Documents saved and submitted as PDFs are your best bet to ensure your information stays intact, but it's been found ATSS have an easier time reading documents saved and submitted as .docx.

While there is no definitive right or wrong way, keep these tips in mind. And always, ALWAYS, follow directions. If a listing asks for a certain file type, do as they say.

3 Make your documents easy to read

Whether the company or organization you're applying to utilizes an ATS or not, you need to format your resume in a way that is easy to read. Both humans and ATS typically read left to right, top to bottom, so format your resume in that way. The most important information should be at the top - your contact information. Then list your education, employment or internship, volunteering and involvement, additional skills, and so on.

4 Avoid over-formatting

While fancy templates and heavily designed resumes may look nice at first glance, they can cause a number of issues. They are just more difficult to read - both by humans and ATS. In order to scan your resume, an ATS will likely convert your documents to a text-only file. At best, your design and formatting will be lost. At worst, the ATS won't be able to read your document. It won't matter if you're the most qualified candidate or not, you won't make it on to the next round.

Things to avoid

- Tables and text boxes (Canva and Photoshop use text fields and should be avoided - use Microsoft Word or Google Docs instead)
- Logos, images, graphs, or other visuals
- Columns
- Headers and footers

Other things to think about when creating your resume

- Apply for jobs you're qualified for
- Include a skills section
- Use basic language
- Stick to ATS-friendly fonts (Arial, Calibri, Cambria, Garamond, Georgia, Verdana, Tahoma, Helvetica, Times New Roman)

IDENTIFYING KEYWORDS

MSUM Career Development Center
Flora Frick 151
careers@mnstate.edu
218-477-2131
www.mnstate.edu/career

A typical company job opening receives 250 resumes on average (The Muse, 2020). Because recruiters have limited time, they rely on Applicant Tracking Systems (ATS) to reduce applicant pool to a reasonable size. **Recruiters often decide who moves on and who gets rejected by searching for keywords using ATS.** This means you could be a great candidate, but still have your resume rejected due to not including the correct keywords or enough of them.

ATS screens out qualified applicants in 88% of companies because jobseekers do not include the right keywords in their resumes. (Harvard Business School, 2021)

Even if you are applying to a company that does not use ATS, including **keywords can help your resume appeal to a human reader.** Hiring managers want to know that you have the skills they are asking for in the job posting. Matching their language can make it easier for them to recognize those connections.

WHAT ARE KEYWORDS?

Keywords are typically job titles, technical skills, or soft skills. Soft skills are non-technical skills, including how you interact with coworkers, solve problems, and manage work. Depending on your industry, keywords could also be degrees, certifications, or licenses.

Examples of keywords:

- **Job Titles:** Marketing Specialist, Data Analyst, Administrative Assistant
- **Technical Skills:** SEO, crisis intervention, Microsoft Excel, statistics, Python
- **Degrees/Certifications:** Business, Social Work, Licensed Professional Counselor (LPC), BLS Certification
- **Soft Skills:** Detail-oriented, communication, leadership

Soft skills are typically less important than the other categories, so focus on including the job title, technical skills, or required degrees/certifications first.

AI TOOLS

Whether you're trying to tailor your resume to a specific job posting or just an industry, AI can help! We have created AI tools just for you - to help you save time and be more intentional as you prepare for your job search.

These free tools were created in PartyRock (a product of Amazon). You'll need a Google, Apple, or Amazon account to log in. *Note: Don't put your contact information (address, phone, etc.) into AI.*

KeywordGenie - Job Title: Enter a job title, which AI will analyze to generate the top 20 keywords you should include in your resume for that field. 10 of the keywords will be technical skills and 10 will be soft/transferable skills.

KeywordGenie - Job Description: Paste a job description, which AI will analyze to generate the top 15 keywords you should include in your resume.

Industry Fit Scanner: Upload your resume (without contact information) and enter a job title. AI will identify the most in-demand skills for that field and analyze your resume to determine which common keywords you are missing.

Job Fit Scanner: Upload your resume (without contact information) and paste a job description. AI will analyze both to identify which keywords you are missing in your resume for this specific job opening.

HOW CAN I IDENTIFY KEYWORDS?

If you are applying to a specific job posting, start by printing it or putting it into a text document. Build a “checklist” of keywords to include in your resume by highlighting the following in your document:

1. Job Title

2. Keywords listed in the Requirements/Qualifications/Skills section

This could include technical skills (computer applications, industry-specific skills, business processes), soft skills, or degrees/certifications.

3. Keywords listed in the Responsibilities/Job Duties/other sections

Start with words or phrases that are repeated multiple times.

TIP

Copy and paste the job description into a [word cloud generator](#) to see repeating words

Public Relations Specialist

XYZ Company is a national leader in the design, manufacture, and sales of widgets. Founded 50+ years ago, with corporate headquarters in Minneapolis, MN, join a company that knows its greatest resource is its people.

We have a **Public Relations Specialist** role open. This position is responsible for media relations, publicity, and **internal/external public relations** communication.

Job duties include:

- Plans, coordinates and implements an effective **internal and external public relations program** designed to keep the public informed
- **Research**, write, and edit copy to be used across **communications** channels (**website**, **social media**, email, newsletter, etc.).
- **Research** requirements/background/goals and develop plan for each job story, news release or video. Develop outline for **interviews** and perform **interviews**.
- Collect and report on relevant **social media**, **newsletter**, and **website analytics** to inform future **communication** efforts.

Required Qualifications:

- **Bachelor's degree** in **journalism**, **communications**, **public relations**, or related field
- Demonstrate strong **writing**, **editing**, and **interviewing** skills
- Possess excellent **organization** and **prioritization** skills

Preferred Qualifications:

- Command of **website design** and **content management systems (CMS)**
- Experience with **Google Analytics**

WHAT IF I'M NOT APPLYING TO A SPECIFIC JOB RIGHT NOW?

1. Incorporate keywords from multiple postings

Look up a few job postings that relate to your industry or the type of job you might want to do in the future. Include keywords you see repeating across multiple postings.

2. Use O*Net or the Occupational Outlook Handbook

Search for job titles related to your future industry on [O*Net](#) or [BLS Occupational Outlook Handbook](#) to learn about common tasks or skills used in that role.

3. Include keywords commonly demanded by most employers

These include communication, critical thinking, leadership, professionalism, teamwork, technology, organization, time management, work ethic, and detail-oriented.

MY KEYWORD CHECKLIST:

Most Important to Include: (job title and qualifications)

- public relations specialist
- bachelor's degree
- journalism
- communications
- writing
- editing
- interviewing
- website design
- content management systems (CMS)
- Google Analytics
- organization
- prioritization

Include if Have Time: (keywords from rest of posting)

- internal and external public relations
- research
- website analytics
- social media
- interviews
- newsletter

[Watch a video on how to include keywords](#)



WHERE CAN I PUT KEYWORDS IN MY RESUME?

SCORCH DRAGON

Moorhead, MN 56560 ♦ 218-555-5555 ♦ scorch.dragon@email.com ♦ www.linkedin.com/in/sdragon

JOB TARGET: PUBLIC RELATIONS SPECIALIST

Graduating senior with public relations and marketing internships. Extensive experience writing promotional materials, including **social media** posts and press releases. Developed **organization** skills by managing \$30,000 budget.

Skills

Spanish (conversational) ♦ German (proficient) ♦ Social Media: Facebook, Twitter, Instagram ♦
Google Analytics ♦ Content Management Systems (CMS) ♦ Adobe Dreamweaver

EDUCATION

Bachelor of Arts in Communication Studies Expected May 20XX
Minor in **Art**
Minnesota State University Moorhead (MSUM), Moorhead, MN

- GPA 3.6/4.0, Dean's List every semester

RELATED EXPERIENCE

Public Relations and Development Intern, Fargo Non-Profit XYZ, Fargo, ND May 20XX-Present

- Use **writing** and **editing** abilities to create **newsletter** publications mailed to target donor audience
- Manage **social media**, press, and video communication for 5 donor stewardship events
- Correspond with donors regarding campaign feasibility study
- Contribute to annual PR/marketing plan for Foundation

Marketing and Editing Intern, National Public Radio: KZZT, Moorhead, MN Jan. 20XX-May 20XX

- Created 30% of content for quarterly program guide with circulation of 20,000
- Demonstrated **prioritization** skills while writing and disseminating 5 newsletters, 3 media guides, and 10 press releases for clients

The "Job title" keyword can go in the headline.

Technical skills (not soft skills) can go in a skills section. Also include them in your bullet points to provide evidence.

Bachelor's degree can be shown by writing "Bachelor of..." (Arts/Science, etc.).

Bullet points are a fantastic place to include keywords, even bullet points for relevant coursework. Provide evidence of how you used/developed any skills mentioned.



**DO I REALLY
NEED TO DO THIS
EVERY TIME?**

Not necessarily. Start by tailoring your resume to the job postings you are MOST interested in. If you run out of time, send your general resume to the openings you are less interested in. Or you could tailor your resume to common keywords within an industry.

IS THERE ANYWHERE ELSE I SHOULD USE KEYWORDS?

Cover Letter

- Incorporate a few keywords into your cover letter to catch the eye of the hiring manager. See our page on cover letters for examples of how to include bolded keywords in the middle section of your cover letter.

LinkedIn

- Include keywords that are common for your industry on your LinkedIn page. You could include them in your headline, about, skills, or work history descriptions.

Interviewing

- Practice answering interview questions that relate to the keywords for the job.
 - Ex: Tell me about a time you used *prioritization* skills? What have been your experiences using *content management systems*?
- Use keywords from the posting when asked: What are your strengths?
 - Ex: One of my top strengths is my *organization* skills. For example, I kept transactions organized while managing a \$30,000 budget for campus activities board. Another one of my strengths is *writing*. I wrote and edited newsletter publications while working as a Public Relations and Development Intern.

TARGETING YOUR RESUME & COVER LETTER

The most important thing you can do when applying for jobs is to target your documents to the unique needs and requirements listed in each position description. The reason? Many companies utilize an applicant tracking system to scan your resume to make sure you're a good fit before having a human review it. Scan the job description for skills, qualities, and other keywords, then update your bullet points to describe your experiences, skills, and background that meets their needs.

Requirements, preferred skills, key words in job description	Applying it to my experience
<i>Ex. Strong organization, multitasking, and time management skills</i>	<i>Ex. Successfully managed part-time employment alongside campus involvement, volunteering, and class schedule while maintaining a high GPA</i>

AI CAREER TOOLS

Whether you're trying to tailor your resume to a job or prepare for an interview, AI can help! The MSUM Career Development Center has created AI tools just for you - to help you save time and be more intentional as you prepare for your job search.

These free tools were created in PartyRock (a product of Amazon). You'll need a Google, Apple, or Amazon account to log in.

Note: Don't put your contact information (address, phone, etc.) into AI.



RESUME TOOLS

After you apply to a job, it is common for recruiters to search their applicant pool for industry-specific keywords. AI can help you identify which keywords you should include in your resume. You likely won't have experience with all of the keywords and that is normal. Only include keywords that actually relate to your past experiences.

KeywordGenie - JobTitle: Enter a job title, which AI will analyze to generate the top 20 keywords you should include in your resume for that field. 10 of the keywords will be technical skills and 10 will be soft/transferable skills.

KeywordGenie - Job Description: Paste a job description, which AI will analyze to generate the top 15 keywords you should include in your resume.

Industry Fit Scanner: Upload your resume (without contact information) and enter a job title. AI will identify the most in-demand skills for that field and analyze your resume to determine which common keywords you are missing.

Job Fit Scanner: Upload your resume (without contact information) and paste a job description. AI will analyze both to identify which keywords you are missing in your resume for this specific job opening.

INTERVIEW TOOLS

Interview Question Predictor - Job Description: Paste a job description, which an AI will analyze to generate the top 15 most likely interview questions for that role.

Interview Question Predictor - Industry: Enter a job title, which an AI will use to generate the top 15 most likely interview questions for that role.

LinkedIn's Interview Prep: LinkedIn's free tool gives you feedback on your non-verbal communication. You can record videos of yourself answering the most common interview questions and get automated feedback on your talking speed, fillers, and more! (You need premium to view sample answers, but the "Practice and get feedback" feature is free)

Salary Negotiation Advisor: This tool will help you determine if the salary offer you received is fair and advise you on whether you should consider negotiating for a higher salary based on market data.

CAREER EXPLORATION TOOLS

CareerExplorer: This app helps you explore potential career options. Enter a job title and get key information about that career such as typical duties, education required, salary, and values. You can also ask follow up questions to dig deeper!

INTERNSHIP PREPARATION CHECKLIST

MSUM Career Development Center
Flora Frick 151
careers@mnstate.edu
218-477-2131
www.mnstate.edu/career

Internships are a great way to explore career options and gain skills. Beyond that, research shows that students who participate in at least one internship are invited to more interviews, have a shorter job search after graduation, and are paid more than their peers who didn't intern.

To help you feel prepared, we've created this step-by-step **INTERNSHIP PREPARATION CHECKLIST** to highlight the resources you have available to make your internship search simple.

Step 1

Assess yourself
& your options

- Assess your interests. Use tools like the [FOCUS 2](#), [CareerOneStop](#), [What Can I Do With This Major](#), and [O*Net](#), or talk with a career coach to help you organize your thoughts.
- Identify a target industry, set of companies, location, and semester you would like to intern in.
- Reflect on your financial situation. Are you open to an unpaid internship? Will you need to continue working a second job during your internship? Are you able to temporarily move to a new city to complete your internship?
- Remember, it's never too early to begin your internship search. Some internship programs require applications as much as six months ahead of time.

Step 2

Finalize your
documents

- Update your resume and create a cover letter template. Make sure to have them reviewed by a career coach. Not sure where to start? Take a look at our [Career Development Handbook](#).
- Complete a mock interview with the Career Development Center.
- Identify who your recommendations will be. Typically, positions will require three recommendations (not friends or family members) that can speak to your work experience and/or education.
- Download a copy of your unofficial transcript from [eServices](#).
- Complete your [Handshake Profile](#). Make sure to include all previous work experiences, relevant classes, projects, research, volunteerism, involvement, etc...
- Create a LinkedIn profile using the same information from your resume and Handshake profile.

Step 3

Start your
search

- Set an internship search schedule. For example, every Monday, you will search for openings on Handshake, Tuesday will be for LinkedIn, Wednesdays will be for Indeed, etc... Make sure to cast a wide net and apply for multiple opportunities, but be sure to tailor your resume and cover letter to each.
- Continue networking. Use tools like [LinkedIn Alumni](#) to find people with similar backgrounds, education, and work interests and connect. Attend campus Employer Visits and make sure to collect contact information. Look for community events such as [Start-Up Brew](#) and [Creative Mornings](#) to help you broaden your network.

Step 4

Interviewing &
beyond

- Join industry-specific professional organizations. This will be a great addition to your resume and most have job and internship boards for you to use.
- Go directly to the websites and social media accounts of the companies you would like to intern with. This is a great way to find the newest opportunities and research the company in preparation for interviews.
- Connect with your family, friends, and faculty to see if they have any leads on opportunities.

- Make sure to check all the boxes if you're taking an internship for credit. Meet with your advisor for specific details.
- Remember, interviews aren't just a time for the company to make sure you're a good fit. They're also a time for you to make sure the company and opportunity align with your interests and goals.
- As you interview, make sure to collect contact information and follow up within 48 hours of the interview with a thank you note or email.
- Has it been longer than two weeks since your interview and you still haven't heard back? Reaching out via email to let the company know you're still interested may be a good idea.
- If you feel like you're not getting as many interviews as you thought, reach back out to the Career Development Center to review your resume and cover letter.

Ready to start your search? Connect with the Career Development Center for guidance.

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HOW TO PREPARE FOR A CAREER FAIR

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www.mnstate.edu/career



Review the companies on Handshake to determine who you want to talk to



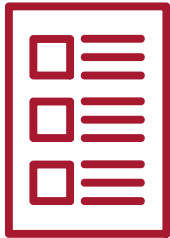
Know what they do! Know their history, customers, and/or clients



Visit their company website to review job description & required skills



Plan your time wisely. Select your top five companies and make sure you see them first



CREATE A STANDOUT RESUME

Think of your resume as a well-crafted marketing document for yourself. It's designed to catch the eye of a potential employer and highlight experiences and skills related to your career interests. It connects your story to future employers and includes your academic achievements, volunteer experiences, extra-curricular activities, job history, and internships. Make sure to print enough copies to hand out to recruiters you connect with.

PERFECT YOUR ELEVATOR PITCH



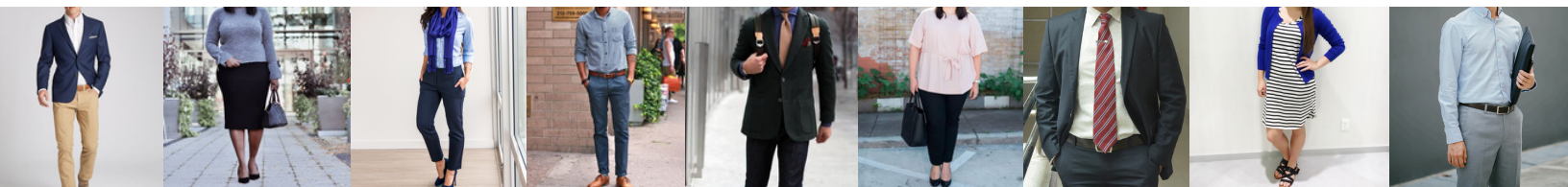
How would you answer the question "So, tell me about yourself"? Your personal introduction should be brief, professional, and make the person you're speaking with want to continue the conversation.

Still at a loss for what to say? Follow this simple equation:

Present (*major/school year*) + **Past** (*experiences/jobs*) + **Future** (*goals*) + **Why This Company/Job**
= **Your Elevator Pitch**

DRESS FOR SUCCESS

- Professional dress is required
- Hygiene is important. Avoid strongly scented cologne and perfume
- Be mindful of piercings, tattoos, and what accessories you choose to wear. Some businesses/organizations are more conservative than others
- Nails should be well-kempt as should nail polish if you choose to wear it
- Hair should be polished but worn in a comfortable style
- Bring a notebook or portfolio/padfolio to write down company information, recruiter information and to hold printed copies of your resume





AT THE FAIR

You've updated and printed off copies of your resume, perfected your elevator pitch, and put on your most professional outfit, so check-in using your Dragon ID and grab a map of the employers/schools and get to networking!

- Be confident in approaching companies. Start off with a smile, a handshake, and an introduction
- Once you've both introduced yourselves, utilize your elevator pitch to let them learn important information
- Use your time with recruiters to learn more about their company, what positions they have open, what kind of person they want to join their team
- Don't expect an interview or to be hired right on the spot. Do your best to leave a great first impression
- Prepare a few questions to ask recruiters to gain a better understanding of their company and its opportunities
- Make sure to take a business card, or at least get their contact information so you can follow up with a note or email after the event

QUESTIONS TO ASK THE RECRUITERS



- What are you looking for in the employees you hire?
- What are the characteristics of your most successful employees in _____ role?
- What are the goals your company/team has set for the upcoming year?
- Can you tell me more about your company's culture **or** what do you like about your company's culture?
- What made you choose to work for this company and why do you stay?
- Do you have a favorite work experience **or** what do you like most about your current role?
- What is one thing you wish you would have done early in your career?



VIRTUAL CAREER FAIRS

Attending a virtual career fair on Handshake will give you an edge in landing that next job or internship. Employers who attend the fair want to hire students at your school—and they'll host virtual sessions to find the students they want to interview. Here are some tips for putting your best foot forward—before, during and after a virtual fair.

- **Update your Handshake profile**
- **Research the employers attending**
- **Prepare talking points**
- **Dress professionally**
- **Find a quiet spot with a neutral background**
- **Log-on on time**
- **Maintain eye contact & practice active listening**
- **Ask questions**

For more information on virtual fairs, [click here](#).

FOLLOWING UP



Whether you send a snail mail thank you or a quick email, it is imperative that you follow up with the individual(s) whom you connected with at the fair within 24 hours. This helps them keep you top of mind and allows you to continue the conversation you started the day before.

Dear [Representative's Name],

It was great connecting with you at the MSU Moorhead Career Fair yesterday. I enjoyed learning more about your company/organization/team, and I'm very excited about the [title of the role you plan on applying to] position we discussed. I plan on submitting an application by the end of the week.

I look forward to hearing about the next steps in the hiring process. Please do not hesitate to contact me if you have any questions or if you would like additional information on my education, skills, and previous experiences.

Best regards,

[Your Name]

NAVIGATING YOUR JOB SEARCH

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BEFORE YOU START SEARCHING

Before you start researching career pathways, it's a good idea to reflect on your strengths, areas for growth, desire to continue your education post-graduation, career wish list, and job deal breakers.

Your strengths (list 3-6): _____

Your areas for growth (list 3-6): _____

CAREER WISHLIST & DEAL BREAKERS

- Minimum annual salary:
- Location (where do you want to work):
- Commuting
- Work/life balance
- Predictable schedule
- Varied schedule that includes nights and/or weekends
- Opportunity for advancement
- Being part of a team
- Working independently
- Stability and security
- High level of prestige
- Make a difference in your community
- Position that allows for creative expressions
- Position that involves travel
- Requiring continued education
- Other:

WORK INTERESTS

What types of industries are you interested in working in? : _____

What are some job titles/roles you would be interested in? : _____

HELPFUL RESOURCES

- **Bureau of Labor Statistics Occupational Outlook Handbook:** The Occupational Outlook Handbook (OOH) is an online publication that has information on hundreds of occupations in the United States. The OOH is a rich resource for those seeking career guidance. Using the OOH, you can explore different aspects of occupations including what workers do on the job, work environment, education, training, and other qualifications needed to enter the occupation, pay, projected employment change and job prospects, state and area data, similar occupations
 - www.bls.gov/ooh/home.htm
- **O*Net:** Similar to the Occupational Outlook Handbook, O*Net is a free database with hundreds of occupational definitions to help students, job seekers, businesses, and workforce development professionals to understand today's world of work in the U.S.
 - www.onetonline.org/
- **Your Advisor and Faculty:** Your faculty are experts in their areas and come with a great wealth of knowledge about potential career paths.
- **FOCUS 2-Self Assessment:** A web-based major and career exploration tool that is available to all prospective and current MSUM students and alumni. It will help you learn about yourself through self-assessments and explore career fields and occupations that may align with your interests, skills, and personality.
 - bit.ly/FOCUS2MSUM
- **The Career Development Center:** The Center is home to career coaches that can assist you in your career and/or major exploration. Whether it's interpreting your results from the FOCUS 2, or guided one-on-one exploration appointments, we're here to help
 - bit.ly/MSUMCDC

START YOUR JOB SEARCH

HELPFUL ONLINE JOB SEARCH TOOLS



A powerful job searching tool that students and alumni at MSUM have access to. We have connected to thousands of employers from the community, region, and country and they post hundreds of jobs per day.



The world's largest professional network on the internet. You can use LinkedIn to find the right job or internship, connect and strengthen professional relationships, and learn the skills you need to succeed in your career.



The largest regional career search site across the Upper Midwest, with 35 media websites contributing to its vast network of employment offerings.



Indeed is a free service to job seekers, where you can upload a resume, create job alert emails, search for jobs, save them and apply to them directly.



Monster is a global leader in connecting people and jobs. Every day, Monster aims to make every workplace happier and more productive by transforming the way employers and candidates find the right fit.



As the #1 job site to find the best remote, work from home, and flexible jobs for over 14 years, we know how to help you have a faster, easier, and safer job search. Just as we've helped millions of people, let us help you!



Offers insights into the employee experience powered by millions of company ratings and reviews, CEO approval ratings, salary reports, interview reviews and questions, benefits reviews, office photos and more, combined with the latest jobs.



Empowering job seekers with the tools they need to stand out and get hired. Like a personal recruiter, we track down relevant opportunities in our marketplace, proactively pitch job seekers to hiring managers at top companies, and deliver status updates along the way.

- Company or organization websites
- Professional Association or Organization Job Boards
- Industry Specific Sites
 - [USA Jobs](#) - government jobs
 - [Idealist](#) - non-profit jobs
 - [AngelList](#) - jobs at startups
- [O*Net](#)
- [Bureau of Labor Statistics](#)

DEVELOP YOUR JOB SEARCH SCHEDULE

Finding a job can be a job itself. Creating a routine can help ensure you're staying on top of job postings and can give you the structure needed to help you achieve your goals (getting a job).

DEVELOP YOUR OWN SCHEDULE

Monday

1. _____
2. _____

Tuesday

1. _____
2. _____

Wednesday

1. _____
2. _____

Thursday

1. _____
2. _____

Friday

1. _____
2. _____

ORGANIZE YOUR JOB SEARCH

Before you can begin to submit applications, you need to make sure that your professional documents are prepared.

- Resume
- Cover letter tailored to each position
- Certifications/transcripts
- Name, email, phone number, company name, position title, and address for three to five professional references

We encourage you to cast a wide net when it comes to your job search, so keeping track of all the positions you apply for is important! Create a table that keeps track of the positions you apply for and important details for you to remember.

Application Submission Date	Company	Job Title	Position Description, Requirements, Preferred Qualifications - include URL	Position Closing Date

NETWORKING

Building a professional network is an important part of your job search. Your network is a group of people that you have worked with, taken a class with, or from, advisors, supervisors, organization members, friends, family, etc... who may play a role in you landing your next job. Take some time to reflect on your current network and what steps you can take to broaden it.

Professors or Staff from MSUM: _____

Coworkers & Supervisors: _____

Classmates: _____

Classroom/Event Presenters: _____

Friends & Family Members: _____

New ways to broaden your network: _____

PREPARING FOR INTERVIEWS

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Interviews give employers an opportunity to make sure candidates will be able to complete the responsibilities and tasks of the job. They also give candidates an opportunity to make sure that the role and company are a good fit for their own values, needs, and goals.

COMMON INTERVIEW FORMATS



Phone

Frequently used as a first-round screening tool
Have a professional voicemail message
Be somewhere quiet



Group

3+ people interviewing for same role at same time
For internships, grad school, or when company is hiring multiple people



Video

Check your technology in advance
Prop up your laptop to eye level
Have a simple background



Panel

2+ people interviewing you
Includes future coworkers, management, HR, etc.



1:1 In Person



Technical/Working

Shows your skills in action (ex: solve a job-related problem, give a presentation, complete a project, etc.)



Lunch

Assesses your social skills
Can be a more laid back environment

COMMON QUESTIONS

Resume/Experience Based Questions:

Questions about your experience overall. Often includes questions that come up while the employer walks through your resume. (ex: Tell me about your research project.)

- Tell me about yourself.
- Tell me about how your past experience relates to this role.

Behavioral Questions

The most common type. Employers ask about your past performance to get an idea of how you will respond in the future. To answer, tell a story from your past experience.

- Tell me about a time you collaborated with others.
- Tell me about a time you had to step up as a leader.
- Describe a situation when you had a conflict at work.
- Tell me about a time you had to solve a difficult problem.

Self-Analysis Questions

Relate to your view of yourself, your strengths, and your goals.

- Why do you want to work here? In this role?
- What are your three greatest strengths?
- What is your greatest weakness?
- Why should I hire you?
- What is your proudest accomplishment?

(Big Interview, 2023)

TIPS

- **Research the company:** 47% of employers say they will reject candidates if they don't know much about the company (Twin Employment). Learn about their mission/values (on their website), recent news, and culture (via social media). Think about how you and your experience connects with what you learned.
- **Brainstorm related questions:** Turn qualifications from the job posting into behavioral questions. Ex: Tell me about a time you demonstrated _____ skills.
- **Choose your attire:** Dress one notch more formal than a typical day on the job. Look at social media or watch the main office door to get a sense of typical attire.

TELL ME ABOUT YOURSELF

PRESENT

Describe your current situation

PAST

Work backwards by highlighting 2-3 key points along your professional and/or educational journey. Could be jobs, volunteering, co-curriculars, classes, etc.

FUTURE

Connect your background, interests, or qualifications to the job.

HOW TO PREPARE

1

Examine the job description

2

Reflect on your resume, cover letter, skills, and experiences

3

Research the company and position

4

Review common interview questions

5

Practice your speaking voice and body language

6

Prepare several questions to ask the interviewer

7

Practice - conduct mock interviews & test-run the drive

8

Finalize your outfit. Bring resume copies, pen, notepad/padfolio

STARR METHOD FOR BEHAVIORAL QUESTIONS

Sample question: Tell me about a time you failed.

Situation: My first semester in college I earned a grade that I was disappointed with in my history class.

Task: I am very committed to excellence and set a goal to earn an A on the next exam. My understanding of the material was even more important than my grades, so I resolved to comprehend the information.

Action: I began to review my notes daily and used timelines and charts to organize the information. I met with the professor to communicate my commitment to his class and identify if he had any additional suggestions. I created flashcards for myself and formed a study group the week before the exam.

Result: I earned an A on my next exam and in the class. Since that time, I have been satisfied with my academic achievement and, have made the Dean's list every semester.

Relate: This will help me as a teacher because I learned how to teach myself, manage my time, and be persistent. The experience also cultivated a sense of empathy for students who are failing and about to give up. (Streifert, B., 2018)



QUESTIONS TO ASK THE INTERVIEWER (PREPARE AT LEAST 3)

- What do you personally like most about working for this company?
- What characteristics best describe individuals who are successful in this position?
- What are the most important priorities for the company/department/ team right now?
- Can you tell me a little bit about the training associated with this position?
- How is job performance evaluated?
- How would you describe the culture of your company?
- What has to happen for you to know you've hired the best person?
- What have others found challenging about this position in the past?
- What is your timeline for making a decision?

*Don't ask about salary/benefits until you have a job offer

FOLLOWING UP

Whether you send a handwritten thank you or a quick email, it is imperative that you follow up with the individual(s) who interviewed you within 24 hours of your interview. Below is an example of a well-written thank you.

Dear [Interviewer Name],

Thank you so much for meeting with me today. It was such a pleasure to learn more about the team and position, and I'm very excited about the opportunity to join [Company Name] and help [bring in new clients/develop world-class content/anything else awesome you would be doing] with your team.

I look forward to hearing from you about the next steps in the hiring process, and please do not hesitate to contact me if I can provide additional information.

Best regards,
[Your Name]

SALARY NEGOTIATION

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Salary negotiation may seem like a skill necessary only for seasoned professionals who have a wealth of knowledge and experience under their belt. In reality, having the confidence to negotiate earnings and benefits is something that *EVERYONE* should possess, especially if you're female-presenting and/or a person of color. So, do your research, define your value, and practice your pitch and you will be primed to negotiate with confidence.

WHY IT'S IMPORTANT TO NEGOTIATE YOUR SALARY AND BENEFITS

Congratulations! You've been offered a job at your dream company. While you may be inclined to say "yes" to any salary and benefits package you're being offered, this is the perfect time to utilize your negotiating skills to ensure you're getting a compensation package your comfortable with.

- The salary/benefits you receive from your first position outside of college set the stage for the rest of your professional life. Negotiating just a few thousand dollars can lead to hundreds of thousands of dollars more over your lifetime.
- The wage gap is real. Women on average are paid just 80% of what men are paid. Factor in race and the difference is staggering. If you identify as a woman and/or are a person of color, negotiating your salary and benefits package can help you decrease the wage gap, not only for yourself, but others as well.

PREPARING TO NEGOTIATE

- **Understand your experiences and develop a value proposition.** It's easy to think that the part-time jobs, volunteer experiences, and classes you've taken won't matter once you've graduated and entered the workforce, but we're here to say that just isn't the case. Every single experience you've had is valuable and can help set you up for success when it comes time to discuss wages. Be confident in your past and help educate the hiring manager on your value to the company while negotiating your salary and benefits package.
- **Research similar positions.** Having an understanding of what others are making in comparable positions can give you a leg up during the negotiation process. There are a number of websites and organizations that can help.
 - Bureau of Labor Statistics - www.bls.gov/ooh/
 - US Department of Labor - www.onetonline.org/
 - www.payscale.com or www.salary.com
 - The MSUM Career Development Center
 - Your local Economic Development Corporation or Chamber of Commerce

Once you've finished your research, decide on a **target salary** (usually near the median salary for the job/region), a **target salary range** (usually 10%-15% above the target salary for new grads), and your **walk-away point** (lowest amount you will accept). Keep your budget, debts, and savings goals in mind when defining your walk-away point.

**It is important to understand the local economy of the city you're looking to be employed in. If you're choosing to stick around the FM community, don't use statistics from individuals living in New York City.

- **Think beyond salary.** An offer for employment is more than just a salary. It will also include benefits and perks. Healthcare and other insurance plans, retirement match, paid time off/vacation, flexible working hours or the ability to work remote, professional development funds, parental leave, etc... are all ways employers can increase your benefits package and can reduce living costs, making it easier for you to be more flexible with your minimum salary. Employers will often use the term "total compensation" or "total reward" when discussing an offer that includes both salary and benefits. Be sure to clarify salary vs. benefits. They may say your total reward is \$75,000, but your salary is only \$55,000.

- **Practice Makes Perfect.** First and foremost, don't assume that the negotiation process will be negative or combative. There is no way to know how it will end, so go into the conversation positive and open-minded. That being said, it's OK to prepare for different scenarios.

Pretend you've just been made an offer 20% below your target salary. While this would be above your walk-away point, you're hoping to increase it by at least 10%. How would you respond to that initial offer?

"Thank you for that offer. Based on my previous experience in the field and my education as well as the research I've done on compensation packages for positions similar in the region, I was hoping to make \$XXX-\$XXX per year."

The hiring manager responds well and agrees to increase the offer by 12%. You could simply say thank you and begin talking about your start date, but we encourage you to inquire about other benefits.

"I appreciate you being flexible in your offer. While it's not at my target, I am comfortable with that salary. I'm also interested in discussing other benefits available for this position. Do you offer opportunities for professional development? Continuing education is important to me and I'm looking to work for a company that is interested in supporting their employee's growth"

At this time, be sure to reiterate your thankfulness for their flexibility and request the offer in writing.

- **Negotiating a raise and/or a change in benefits once you're in the role.** Negotiation isn't just a skill for those who are seeking a new position. It can also come in handy when you've made significant contributions to your employer's success, you've taken on additional responsibilities, your role has changed, or you've been sought out by another organization.
- Follow the same tips and tricks listed for those who are being offered a position with a new company/organization, but focus on sharing the positive changes you've made in your current role. Be specific. Have you increased sales, increased usage of your product or service, or saved a sizable amount of money? Being able to discuss the impact you've made will play in your favor.
- **Be realistic.** Are you looking for a job in the non-profit or government sector? Understanding the financial capacity and limitations of the organization you're looking to work for will help you have a more fruitful and less frustrating conversation. As we've stated previously, do your research on comparable positions locally or regionally, but keep your mind open to other benefits and perks.
- **Know when to walk away.** If the employer is unwilling to budge on salary or benefits, ask yourself if it would make sense financially to accept the offer/stay with the company.

ADDITIONAL RESOURCES

- Career Development Center - www.mnstate.edu/career
- Your academic advisor and other faculty members
- American Association of University Women Work Smart Program - www.salary.aauw.org
- Company Reviews and Salary Calculator - www.glassdoor.com
- LinkedIn Salary Tool - www.linkedin.com/salary/
- Salary Calculator - www.jobsearchintelligence.com/salary-calculator-intro-etc
- Cost of Living Comparison - www.foundationsu.com/college/tools
- Transparent Career - www.transparentcareer.com/

STARTING YOUR LINKEDIN PROFILE

WHY USE LINKEDIN?

LinkedIn can help you connect with others in your field and help you stand out in your job or internship search. **Applicants with a comprehensive LinkedIn profile have a 71% higher interview callback rate** ([ResumeGo, 2019](#)).

97%

of HR and staffing professionals use LinkedIn in their recruiting efforts. (Product London Design, 2024)

While your resume needs to be short and focused on accomplishments, you have much more space on your LinkedIn profile to share your personality, motivations, or values.

TIP Write in first person (I/my) and share stories to help employers learn more about what makes you who you are.

STEP 1: GET STARTED

Visit www.linkedin.com. You can sign up using an email address or existing Google account. Use a personal email, not your go.mnstate.edu email.

STEP 2: MAKE A GOOD FIRST IMPRESSION



Matt Payette

Aspiring Public Relations Specialist | Passionate about Corporate Communication

Public profile & URL

www.linkedin.com/in/mattpayette

TIP

Personalize your URL to something that incorporates your name. Then you can easily include it on your resume!

Try variations such as:
first.last, firstmiddlelast,
lastfirst, firstmiddleinitiallast,
last-first, etc.

HEADSHOT

Headshot Checklist:

- Background isn't too busy
- Photo is from the waist or shoulders up
- Not a selfie
- Looking at the camera (not off to the side)
- Wearing an outfit you could wear to a networking event in your industry
- Photo is of just you

HEADLINE

Write something more specific than "Current Student" for your headline.

What field do you want to work in? What are you passionate about or skilled at?

Ideally your headline will get the reader interested in your profile and motivate them to scroll down to learn more about you.

What are the top things you want employers or other contacts to know about you? This might include industries/job titles you are interested in or your skills, values, or personality.

How you want people to see you = your personal brand

Keep these "top things" in mind as you plan your headline, background photo, summary, and experiences. Try to incorporate them into each section.

Your headline might include:

Job titles or industries of interest: _____

- Could be future job title you hope to have (*Ex: Aspiring Healthcare Leader, Future Elementary Teacher*)
- Or could be your current job title/field if applicable to what you want to do in the future (*ex: Communications Specialist, Accounting Whiz*)

Areas of expertise or interest: _____

- *Passionate about Customer Service + Data*

Relevant experiences or accomplishments: _____

- *Experience working in NICUs and Emergency Departments*

Skills, keywords, or personality: _____

- *Proficient in SQL and Tableau*
- *Energetic and Engaging*

Or a combination of multiple elements:

- *Aspiring Healthcare Leader: Passionate about Customer Service + Data*
- *Registered Nurse | Experience working in NICUs and Emergency Departments*
- *Data analyst with proficiency in SQL and Tableau*



BACKGROUND IMAGE

Choose an image that aligns with your personal brand (aligns with your industry, skills, values, or personality).

Business Example



Education Example



Relationship Building Example



[Pexels.com](https://www.pexels.com) and [Unsplash.com](https://www.unsplash.com) are great resources for free stock photos.

STEP 3: ADD YOUR EXPERIENCES

Include your jobs (including part-time) and what you accomplished at each. You can copy and paste bullet points from your resume (*see example #1*). Or, take advantage of an opportunity to go more in depth than your resume by adding context - what was the challenge/problem/situation? What did you learn from this experience that will make you better at your future career? Add skills that relate to the work you want to do in the future. (*see example #2*)

“Experience” Section Example #1

- Developed customer service skills while answering student, faculty, and staff questions about department
- Demonstrated critical thinking skills, helping students connect with appropriate resources on campus
- Used Microsoft Outlook to respond to emails and Microsoft Word to update office records

“Experience” Section Example #2

As a Career Peer, I helped students reach their goals by teaching them how to write well-formatted resumes and cover letters. My experience at the Career Development Center helped me recognize how much I enjoy providing customer service and discovering how I can best serve others. I also greatly expanded my technological skills while using the Handshake platform and providing written feedback via Microsoft Word.

- Used interpersonal communication skills to facilitate 100+ appointments with students.
- Planned career readiness event for 25+ students, creating marketing materials and coordinating catering.

Skills: Customer Service · Interpersonal Communication · Organization

STEP 4: ADD EDUCATION

Only include your GPA if above 3.5.

STEP 5: WRITE “ABOUT” SECTION

Your “About” section can include your goals for the future, areas of expertise/interest, relevant experiences/accomplishments, values, or skills. Look back at the “Your headline might include” section for ideas.

Make sure to include keywords for your industry (if applicable) and to write it in the first person (“I/my”).

“About” Section Example #1

Area of interest	As a second-year art student, my passion for graphic arts brought me to the MSUM School of Art, where I am working on my BFA in Graphic Design.
Relevant experience	Last semester I completed the Foundation program, which covers drawing, sculpture, painting, and printmaking.
Keywords	This year I have mastered Photoshop, InDesign, Illustrator, and HTML. I continue to build skills in UI/UX. Next year, I hope to complete a studio internship that will provide real-life experience and important technological skills.
Goal for the future	

“About” Section Example #2

Goal for the future	Ever since I taught my little brother how to tie his shoes, I knew I wanted to be a teacher. There’s nothing like that “light bulb” moment when a child understands something they didn’t know just a few minutes before. I love that.
Relevant experience	Between helping my high school teachers after school, working at the MSUM Tutor Center, and the 15 years of my own education, I’ve spent thousands of hours in the classroom. I especially love working with younger children as they develop important skills.
Area of interest	Now that I am finishing my senior year at MSUM, I hope to be an elementary teacher who inspires my students and leaves them feeling great about themselves!

Limit paragraphs to 1-3 sentences to keep them short and sweet.

TIP

STEP 6: ADD ADDITIONAL SECTIONS

(if applicable)

- **Projects:** Whether you had a significant project for class or completed a project on your own, write about what you did and how you did it.
- **Courses:** Are you a marketing student who took a class in programming? Or interested in sales and know Spanish? List the classes that show off unique skills or high expertise in an area. Do not list all of your courses.
- **Recommendations:** Ask supervisors, professors, or others who have worked with you closely to write a positive recommendation. Ask them in person first instead of sending a request directly through LinkedIn.
- **Organizations or Volunteer Experience:** Even if you weren’t paid for an experience, be sure to list it. Employers care more about the skills you’ve developed than if you were paid.
- **Honors & Awards**
- **Skills:** Include at least 5 skills. Start with skills most demanded for the industries you’re interested in. Identify relevant skills by looking at postings for jobs of interest. Which skills are commonly asked for? Or look at profiles of individuals working in those areas. What skills do they include?

TIP

Include pictures or examples of your work to bring your profile to life! Add media throughout your profile such as in your education, experience, volunteer, or projects sections.

STEP 7: CONNECT!

- Start by adding classmates, friends, supervisors, coworkers, and professors as connections.
- Join groups related to your industry and follow companies of interest.
- As you attend fairs or networking events, add industry professionals you meet as connections.
- Post industry-related content and like or comment on posts of others.

CONTINUING YOUR EDUCATION

MSUM Career Development Center
Flora Frick 151
careers@mnstate.edu
218-477-2131
www.mnstate.edu/career

Continuing your education is not something that should be taken lightly. Graduate and doctoral degrees cost money and take time, so before you start submitting applications, we encourage students to answer the following questions.

- **Do you have a clear purpose and goal for attending graduate school?**

What are your long and short term goals?

What is necessary for you to achieve these goals?

How will a graduate degree add or enhance my career path?

- **What are your values, interests, and priorities for your career and life?**

What kind of work and experiences do you find meaningful?

What skills do you already have? Do you need to expand upon these to land a meaningful job in your chosen field?

- **Have you researched all of your graduate school options?**

Do you know all of your options when choosing a graduate program?

If you have mentors, ask them for their perspectives and advice.

Do you have the capacity to take on additional time and financial investments for a graduate degree?

What is your potential for success in a graduate program?

Is it necessary for you to continue your education to be employed in your field?

SO, YOU'VE MADE YOUR DECISION. YOU'RE GOING TO CONTINUE YOUR EDUCATION.

You've weighed the pros and cons and have decided that continuing your education is the right fit for you. Now it's time to start researching universities to find the best fit. A few things to consider when determining your top choices:

- Reputation of faculty
- Quality of the program
- Financial cost & Financial Aid
- Admission requirements
- Available course offerings
- Employability of graduates
- Facilities
- Geographic location
- Student life

After you've decided on your top three to five universities/programs you intend on applying to, you will need to get familiar with the unique admissions requirements for each program. Typically, requirements include:

- Application
- Application fee
- Official transcripts from all colleges/universities you've attended
- A baccalaureate degree from an accredited institution
- A minimum GPA
- An essay, personal statement, or letter of intent. Some programs will list questions you must address in your personal statement, while others simply ask why you're interested in the program
- Professional resume that discusses employment, involvement, and possibly related coursework. Make sure to target your resume to the program you're applying to
- Test results (GRE, GMAT, LSAT, etc...). Keep in mind, not every program will require tests results
- Letters of recommendation
- Application deadline

This information can be found online on graduate school admission's pages or by contacting program representatives.

WRITING YOUR PERSONAL STATEMENT OR STATEMENT OF PURPOSE- A graduate school personal statement or similar type of application essay is your opportunity to show the admissions committee what you're made of. The statement serves two basic purposes:

1. To showcase your ability to write clear, coherent content that is logically written and free of grammatical errors
2. To answer the questions *why you want to continue your education* and *why you should be accepted into the program*

Statement of Purpose General Content:

- Academic and professional background
- Skills
- Accomplishments
- Research interests
- Academic and career goals
- Why is this program a good fit for you?

These are typically more formal than personal statements. Length is typically 1-3 double-spaced pages

Personal Statement General Content:

- Your personal motivations for applying to the program and why you would be a great fit
- Your accomplishments and success stories
- The challenges you've faced and overcome
- Your passion for the field of study

These are typically less formal than statements of purpose. Length is typically 1-3 double-spaced pages

RESOURCES

- **Career Development Center**

The Career Development Center is here to help you be a prepared professional. Whether that is assistance with your resume and cover letter, or helping you in the graduate school application process, there are many ways their experienced staff can provide support.

[Connect on Handshake](#) | Flora Frick 151 | careers@mnstate.edu | 218-477-2131

- **MSUM Library**

The MSUM Library offers ample resources for students who are interested in continuing their education including test preparation books to check out as well as online practice tests and resources for the GRE, GMAT, and the MCAT.

[Click for Online GRE resources](#)

[Click for Online GMAT resources](#)

[Click for Online MCAT resources \(enter MCAT info the search bar. Sign in using your StarID & password\)](#)

Livingston Lord Library | refdesk@mnstate.edu | 218-477-2922

- **Advisor & Faculty**

Your faculty and advisor are all great resources when it comes to education and career planning. They have first-hand experience in your chosen field and can offer insights into your specific profession.

- **University Writing Support Center**

The University Writing Center is run by student tutors—undergraduates with a strong background in writing and formal training in tutoring. They offer valuable feedback on a wide variety of writing issues, ranging from content to organization to style and mechanics. They are a great resource for your personal statement.

Livingston Lord Library room 111 | <https://mnstate.mywconline.com/>

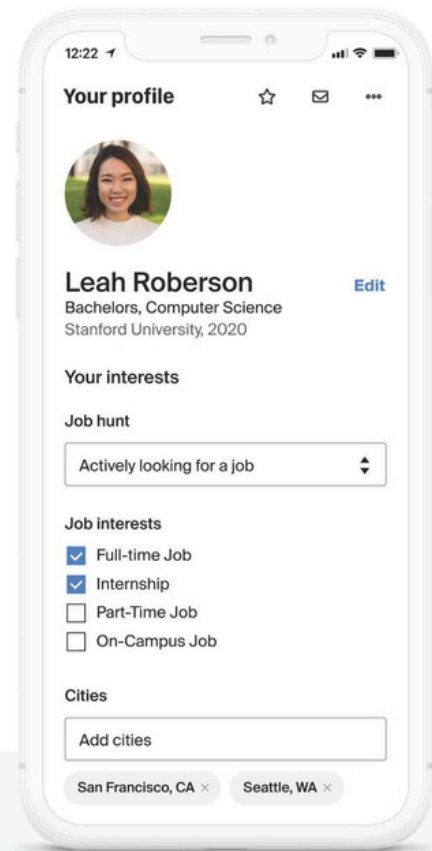
COMPONENTS OF TYPICAL GRADUATE & PROFESSIONAL SCHOOL APPLICATIONS

This list is intended to help you plan for graduate school however it is imperative that you check with each program you intend on applying to to learn the details of their specific requirements.

	Academic MA or PHD Program	Graduate Certificate Program	Professional Degree	Business	Law	Medical or Dental School
Deadlines	Nov - Jan	Rolling	Nov - Jan	Late Oct - Nov	Nov (rolling)	June (rolling)
Centralized Application	Not Common	Not Common	Not Common	Not Common	CAS (LSAC)	AMCAS (AAMC)
Application Form	Usually	Yes	Yes	Yes	Yes	Yes
Transcript	Official Transcript					
Entrance Exam (not all programs require an exam)	GRE	GRE or Other Relevant	GRE or Other Relevant	GMAT or GRE	LSAT	MCAT
Personal Statement	Personal Statement or Statement of Purpose	Yes	Yes	Personal Essays	Yes	Yes and Essays
Letters of Recommendation	Typically 3	Varies	Typically 3	Typically 2-3	Typically 3	Typically 3
Resume or CV	CV	Resume	Varies, Typically Resume	Resume	Resume	Resume
Field Specific Writing Samples	Sometimes	No	No	No	No	No
Application Fee Per School	\$50-125	\$30-125	\$30-175	\$100-265	\$50-100	\$75-100

Handshake

Fill out your Handshake profile. Get the job.



APP.JOINHANDSHAKE.COM

Fill out your Interests today.

Log in to update your Handshake profile

app.joinhandshake.com

Job Type

Looking for an internship, part-time job, or full-time job? You can choose more than one.

Location

Select the cities you would like to work in, and Handshake will show you jobs in that area.

Job Role

Choose at least three jobs you would like to explore, like marketing associate or software engineer.

DID YOU KNOW?

80% of students who share their interests receive a message from a recruiter on Handshake.