

Career Search Expertise: Resumes and LinkedIn Tips

For You/Your Daughter or Son



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SHRM-SCP
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THEN





NOW



About Me

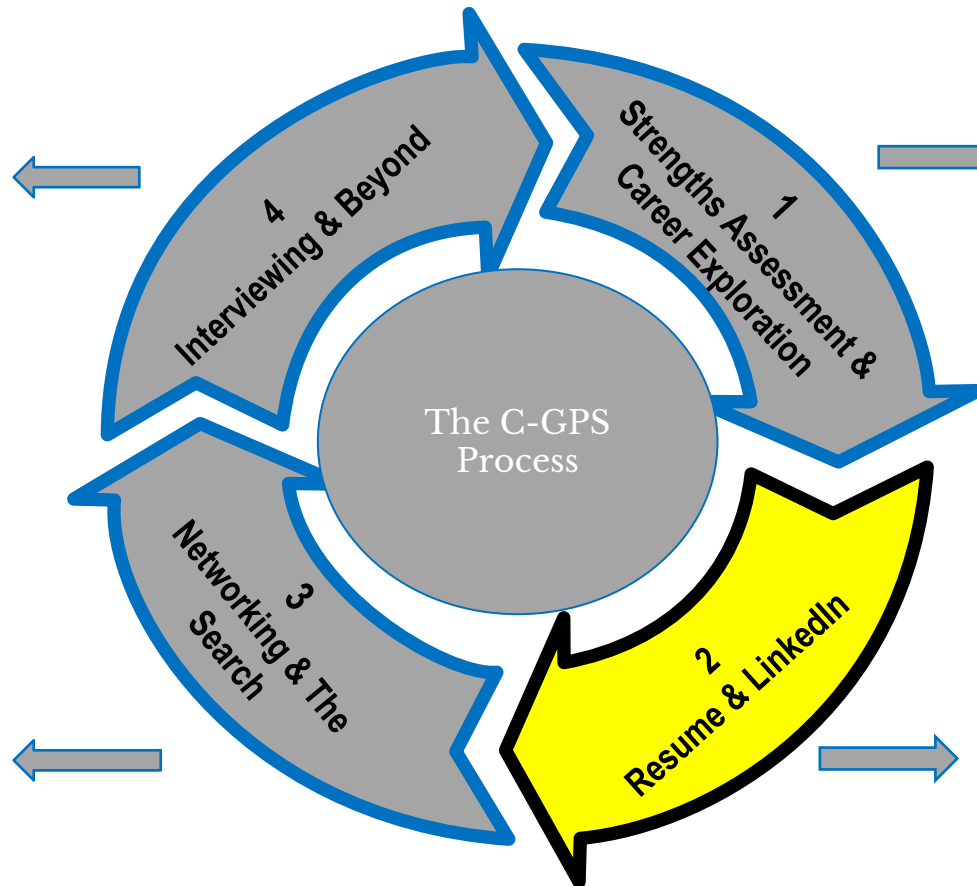
- Associate Director, Talent Management at Cognizant
- Over 20 years of dedication to human resources with experience in startups, non-profits and consulting.
- Adjunct professor at Concordia University in River Forest, Illinois, and Lake Forest Graduate School of Management.
- Hold certifications as a Senior Professional Human Resources (SPHR) and Certified Senior Professional in Human Resources (SHRM-SCP). Has a Master of Science in Human Resources and Industrial Relations from Loyola University of Chicago and a Bachelor of Arts from Indiana University.
- Passionate about helping others in the career search process. Working with college students and graduates on the process.
- StrengthsFinder Top 5 Strengths: Individualization, Achiever, Discipline, Maximizer and Learner.
- Jodi lives in Highland Park, Illinois and is married with three teenage children.
- If I weren't in Human Resources, I'd be baking!



Career GPS

Engage: We prepare you to succeed throughout the interview process and in future workplace interactions as well.

Connect: We work with you to establish relationships and connections that will help in your job search and throughout your career.



Identify: Together, we identify a career path that will enable you to grow and thrive professionally.

Position: We assemble your strengths, passions and accomplishments to tell your unique story and position you to stand out among other candidates.



- Where do I start?
- Resume components
- Resume Tips
- LinkedIn...how to use it
- Networking
- Your best internship/job search tool
- Resources available

Where Do I Start?



What To Consider?

Do you know what type of internship/job you are looking for?

Do you have the right tools to get started?

At what point do you need a resume?



Now it is time to get moving!

Jane Doe

(224) 414-1144 | Jane Doe@gmail.com | www.Linkedin.com/in/jane-doe

EDUCATION

Undergraduate Student at University of Illinois Champaign, Urbana

GPA 3.95/4.00

Major: Human Development & Family Studies

Minor: Sociology

STRENGTHS

Strengthfinder® TOP 5 Strengths: Context | Empathy | Developer | Adaptability | Restorative

Spanish Fluency

Microsoft Office

Social Media: Twitter | Facebook | Pinterest | Tumblr | Instagram

WORK EXPERIENCE

Estreet Sales Coordinator- Summer Associate, Chicago, IL

Summer 2016

Worked daily with producers and on-air talent to...

- Create news run downs of each show
- Work with news team to find interesting news sources/topics for daily broadcast
- Answer station and contest calling

EAST BANK CLUB- KIDSTOWN-Youth Representative, Bannockburn, IL

Fall 2014-Summer 2015

Provided supervision and hands-on care to multiple children in dedicated facility within prominent athletic club

- Interfaced with parents to understand specific needs of their children in my care
- Worked on-on-one with children to provide a safe and fun experience within the facility
- Received CPR and other educational training required by the state to serve in care provider capacity
- Work with children to achieve more fit lifestyles

DISCOVERY DAY CAMP- Summer Arts & Crafts Counselor, Northbrook, IL

Summer 2014

- Taught five to six art classes a day
- Taught children ranging age 4 to age 12
- Proving a fun, creative, artistic learning experience for all children
- Designed and implemented new projects to teach children XXX

ACTIVITIES AND VOLUNTEERING

HER CAMPUS- Social Media Contributor, Champaign, IL

Spring 2017 - Present

Responsible for identifying trends, researching stories and providing content for University of Illinois to the #1 new-media brand for the empowered college woman, written entirely by the world's top college journalists

- In charge of posting photos, articles, and giving updates via social media
- Running brand accounts such as Twitter, Facebook, Pinterest, Tumblr, and Instagram

SIGMA DELTA TAU SORORITY-Social Apparel Chair, Champaign, IL

Fall 2016 - Present

Responsible for designing and working with companies to print sorority apparel

SAMPLE RESUME

Components of a Resume

- Personal Information
- Education
- Competencies/Strengths
- Professional Experience
- Activities, Volunteering & Leadership





- Name
- Email address
- Phone number
- LinkedIn URL
- No physical address

- Name of college/university
- School: business, LSA, etc.
- GPA
- Major
- Minor
- Any honors



(Also known as Strengths or Summary)

- Choose competencies that come with the industry or are mentioned in the job posting
- Keep the list short and concise
- Present it neatly and properly
- Include things like: computer programs: Microsoft Office, programming, etc., foreign languages
- **Anything that makes you stand out**

➤ **Every job counts!**

- Babysitting
- Food service
- Unpaid work matters!



- Start with the most recent
- Include company name, location, job title, dates
- Use action verbs
- Pay attention to tense
- Include 3-5 bullets per position
- Consistency is important-format, font, etc.

ACTIVITIES

- Can be labeled Volunteering, Activities, Leadership,
- Include organizations you are involved in
 - Name of organization
 - Location
 - Role/title
 - Responsibilities-1-2 action verb phrases
- Consider joining a professional association in your desired industry



Resume Tips-Appearance

- Keep It To One Page
- Avoid Spelling Or Grammar Errors
- Send Your Resume As A PDF
- Label Your Resume File Correctly
- Make Sure It's Easy To Read
- Keep It Organized And Visually Appealing



Resume Tips-Content

- Quantify As Much As Possible
- Don't Include References
- Don't List Everything You've Ever Done
- Think About The Person Reading Your Resume
- Think About The Specific Job You're Applying To



Components of a LinkedIn Profile

- Headline
- Summary Experience
- Jobs
- Volunteer
- Certifications
- Organizations
- Skills & Endorsements
- Education
- Honors & Awards
- Recommendations
- Groups
- Following



How to Create a Killer LinkedIn Profile That Will Get You Noticed

- Start with a professional photo
- Make your headline stand out
- Fill out the “summary” field with 5-6 biggest achievements
- Fill out as much of the profile as possible
- Ask for recommendations
 - Endorsements don’t carry much value
- Use status updates to share industry-relevant content

**WHY YOU
SHOULD ROCK**



LinkedIn Tips

- Turn off “Notify your network”
- Use a background
- Shorten your LinkedIn URL
- What is the difference between “Recommendations vs. Endorsements”?
- Groups
- Following-who are you following?
- Your other social media profiles
- <http://www.wordle.net>

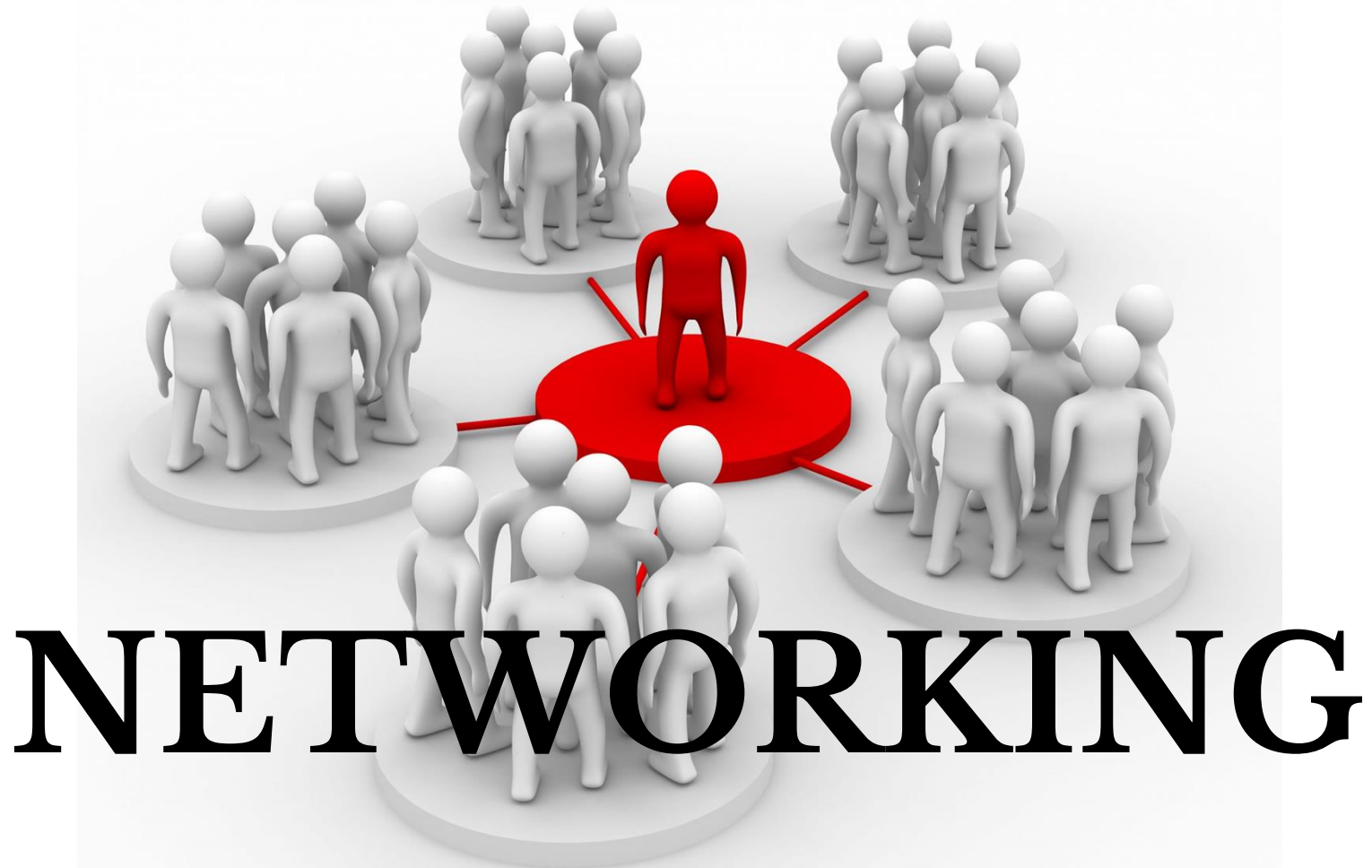


How do use LinkedIn in your job search?

- Complete and update your profile
- Set up job alerts
- Apply to jobs
- Easy apply-what is it?
- Use your connections-build your network!
 - Connect with people you know
 - See if you are connected to anyone at the company
- Look for a recruiter's name and connect
- Customize connections on LinkedIn



What is the best way to find an
internship or a job?



Where to network?

Internship



School Career Center



LinkedIn



Industry Organizations



What Should your Son/Daughter Do now?

- Get their resume and LinkedIn profile ready
- Go to the school career center and learn about the resources available to them
- Find out about internship fairs and when employers are visiting campus
- Attend events/speakers
- Join a club in their major or career
- Follow up with employers



Best Places to look for Jobs & Internships

Linked  [®]

 [®]



HER CAMPUS SM



HER CAMPUS
MEDIA

 **handshake**

**Internships.c
om**

**Industry
Associations in
the field**

**Company
Websites**

**School Job
Board**



THANK
YOU!

Follow Me!



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<https://www.facebook.com/jodi.coplan>

Looking for your first or a new job?
We specialize in *customized* support for internships,
college grads and re-entering the workforce

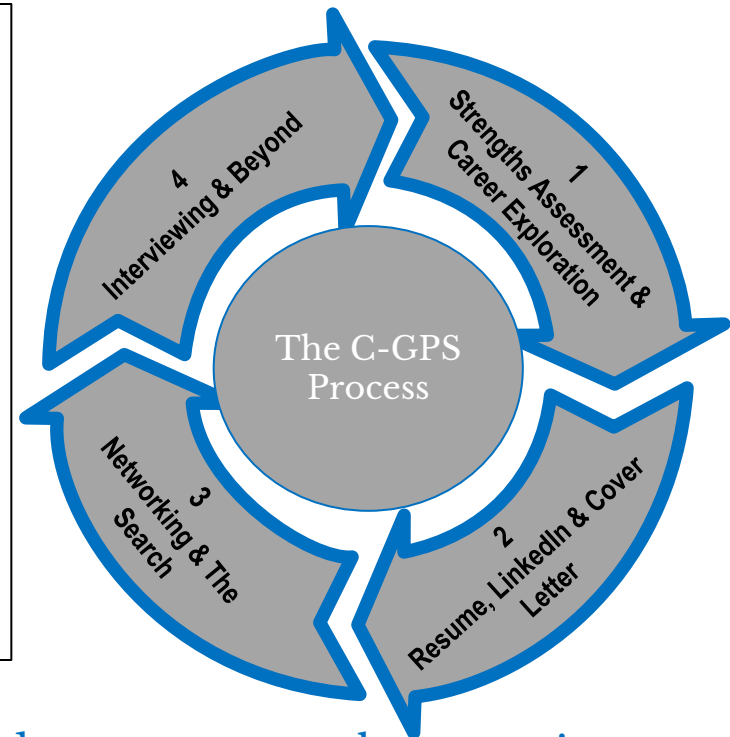
Need help...

- Writing the perfect resume?
- Learning how to maximize your LinkedIn account?
- Choosing what to apply for and how to do it effectively?
 - Preparing for the interview?

Career GPS will help you navigate the
job search process

Our one-on-one customized approach
guides you through the critical phases
of:

- Self realization,
- Job search preparation,
- Networking,
- Interviewing strategies
- Techniques to find a career match
based on your strengths.



We are recognized experts committed to career search success!

Jodi Coplan, MSIR, SPHR, SHRM-SCP

Contact: 847.477.9881 or jodicoplan@gmail.com