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**Introduction to Career Services and Professional Education**

Campbell University’s Lundy-Fetterman School of Business Career Development Office is dedicated to building strategic partnerships among students, alumni, and employers that result in successful and rewarding career opportunities. The objective of the Career Services and Professional Development Office is not simply to obtain employment for students but to assist students in realizing career ambitions, appropriate personal branding, and preparing for employment. Our office recognizes the need for differentiation in today’s competitive job market, and we provide tools to enable students to fully prepare for life outside of college; however, our office can’t work alone. It is important to visit the Career Services Center, use the resources offered, and keep the office informed of interests, plans, and status.

**Career Counseling**

Although it is the student’s responsibility to be proactive in the assessment of personal interests and goals, the Career Services Office can provide support during this process. Prior to deciding upon a career path, it is important to explore likes/dislikes, interests, and assessing strengths and weaknesses.

**Resume Development**

Students may schedule an appointment for assistance with developing a solid, working resume along with help on other application materials including cover letters and reference sheets. The School of Business Career Center will work with students on resume appearance, as well as content, to reflect abilities, skills, and experience.

**Interview Skills**

A resume may enable an applicant to get an interview; however, the interview is ultimately what facilitates a job offer. The interview process allows an employer to get to know the applicant but also allows the applicant an opportunity to get to know an employer. Proper preparation and research are vital components in a successful interview, along with appropriate etiquette, dress, and follow-up.

**Networking and Social Media**

The process of networking and making connections is essential to being successful in business and begins the moment you step foot on campus. Understanding how to actively engage in connecting with business professionals, faculty/staff, and community members will enable you to make valuable networks that will be beneficial throughout your career.
Student Responsibilities

- **Check email regularly.** Often, emails will be sent from the Career Services Office announcing internship/permanent hire opportunities, as well as seminars and events for professional development. In order to remain informed, students should be consistently checking emails, campus newsletters, and digital signage for updates, events, and opportunities.

- **Schedule Appointments.** To ensure someone is in the office and can dedicate the time and attention needed, please make sure to schedule an appointment with Career Services for resume/cover letter building, career counseling, interview skills, etc.

- **Attend as many seminars and professional development events as possible.** Students will have various opportunities during the academic calendar for professional development. You are encouraged to attend as many events as possible on subjects such as resume building, professional dress, dinner etiquette, and networking.

- **Self-Assessment.** Discover which discipline fits your likes and learning styles and explore careers related to that discipline. Only you can determine your strengths and weaknesses, likes and dislikes, and interests. There are many free online resources to help you with this process.

- **Monitor social media footprint.** Employers steadily utilize social media as a method for evaluating applicants. Being conscious of your social media footprint is essential for appropriate personal branding.

- **Network.** Building and maintaining connections is a substantial component of the business climate. Knowing how to network effectively will help distinguish you from others.

- **Be prepared.** Not only should students be prepared for class, but he or she should be professionally prepared. Attending seminars and information sessions can afford you the skills necessary to be successful in your preparation for a career and it is important to take advantage of resources in the Career Services Office to help provide you with a competitive advantage.

- **Be on time for interviews.** Once a student has accepted the invitation to interview, the appointment should NOT be cancelled less than 48 hours in advance. In addition, students should plan to arrive 15-minutes before the interview to account for traffic, finding the interview location, and any last minute interruptions.

- **Camel Biz Career Services Portal.** Make sure you update your information on this portal and use it to look for jobs, post your resume, and keep track of professional development opportunities and events.
The “Career Preparation Itinerary”

The Career Preparation Itinerary is a guide for students to plan and prepare for employment. From the moment you step foot on campus, you should be actively engaged in professional development, planning for your career, and building your professional network.

**Freshman**
As a freshman, you should be attending professional education seminars and professional development workshops. You should also begin creating a working resume, as well as starting to build a professional network. Campbell students understand the importance of networking in today’s business world, and building your network should begin as soon as you step foot on campus. Your focus should be on exploring, awareness, and preparation.

**Sophomore**
As a sophomore, you should begin looking into possible career paths within your major, as well as internship opportunities. Students should also plan to create a LinkedIn account to maintain and build upon professional networks. Students should meet with Career Services at least once and have a resume on file.

**Junior**
Now is the time to establish your personal “brand”. Cover letters and a polished resume should be finalized. As a junior, you should be actively researching industries/organizations that interest you, applying for internship opportunities, and practicing your interview skills. Your focus should be on acquiring practical experience for guidance in career planning and professional preparation for graduation.

**Senior**
At this point, you should have narrowed down potential industries and areas of interest to pursue for permanent hire opportunities. You should be actively engaged with networking and building connections through LinkedIn, attending networking events, and utilizing connections already made. Students should be actively searching for job opportunities and submitting application materials or planning for advanced degrees.
Importance of Internships

An internship is a relatively short-lived experience that provides insight and gives you the opportunity to explore a particular industry (Penny Loretto). Since many employers believe experience is an important way of gauging potential, you should actively seek an internship in an industry of interest to you. Internships provide students with an opportunity to gain skills, receive an introduction to industry etiquette, ‘test-drive’ a career, and possibly earn course credit. In addition to obtaining on-the-job training, internships can be a valuable way to build connections and network within the related industry. Many employers require students to have completed specific courses, so generally you should actively pursue internships between your sophomore and junior year or between your junior and senior year; however, some organizations don’t have specific age or course requirements. Also, many employers may have a GPA requirement, so you’ll want to focus on maintaining a suitable grade point average prior to applying for an internship.
Career Planning and Opportunities

Planning

Discovering what discipline of business and career paths related to that discipline you would like to explore requires much self-assessment. There are limitless opportunities related to the field of business and students are tasked with the responsibility of exploring interests and evaluating related industries and organizations for career possibilities. Through the process of self-assessment, you should consider the following questions:

- What courses in the School of Business interest you?
- What are your likes/interests outside of school?
- How can you incorporate your interests into pursuit of a professional career?
- Why did you choose business as your major?
- What are you short-term goals? Long-term?
- What is the best path to achieve those goals?
- Are there particular geographic areas you would like to live in?
- What income expectations do you have?

Before or after you have the chance to assess, the Career Services Office can provide one-on-one counseling regarding your interests, plan, and possible career opportunities. You may also do personal research on industries, organizations, and job opportunities that may fit your interests.

Opportunities

Obtaining a business degree in the following disciplines may afford you the opportunity to pursue a wide variety of careers, including but not limited to those listed below.

Accounting: General Accountant, Tax Accountant, Auditor, IRS Revenue Agent, Controller, Certified Public Accountant, Tax Attorney, Governmental Accountant, FBI, Homeland Security, CIA

Business Administration: Human Resource Manager, Retail Manger, Church Administrator, Loan Counselor, Meeting/Event/Convention Manager, Purchasing Manager, Department of Defense Uniformed Services

Economics: Budget Analyst (Public or Private Sector), Housing Development Aide, Redevelopment Specialist, State Policy Analyst, Economic Development Analyst, Operations Research Systems Analyst
Healthcare Management: Hospital Administrator, Rehabilitation Center Manager, Health Information Manager, Group Practice Executive, Public Health Planner, Long-Term Care Administrator

International Business: Import/Export Specialist, Foreign Market Specialist, Business Strategy Consultant, Cultural Advisor, Travel Director, Diplomatic Assistant

Marketing: Advertising, Media Buyer, Product/Brand Manager, Event Marketing, Non-Profit Marketing, Digital Media

PGA Golf Management: Head Golf Professional, Assistant Golf Professional, Director of Golf, General Manager, Director of Instruction, Teaching Professional, Rules Official, Tournament Administrator, Golf Coach, Manufacturers Sales Representative

Trust and Wealth Management: Trust and Wealth Management, Financial Planning, Investments as Portfolio Managers, Corporate Attorney, Tax Attorney, Estate Planning Attorney
Essential Employment Documents

Cover Letters

When submitting application materials, resumes should be accompanied by a cover letter. A cover letter should not simply restate information on your resume but should reinforce skills, abilities, and experience directly related to the job description. Typically, the first paragraph should include a basic introduction and the specific position to which you are applying. The second paragraph should go into detail regarding specific duties of the position and call attention to why an applicant would be beneficial to their organization. For example, if the position requires experience using Salesforce, any previous experience or proficiency with Salesforce should be mentioned. A third paragraph should restate interest and level of excitement regarding the position and availability to interview. A cover letter should be addressed to a specific person/department and always end the letter by thanking the person for his/her consideration (sample cover letters are located in the appendix).

Resumes

A resume should be a brief glimpse into previous experience, education, and skills and should accurately represent an applicant’s personal “brand”. When initiating an internship or career search, it is necessary to craft a polished resume. The average employer devotes approximately 6 seconds to reviewing a resume, so the challenge is to create a document that exemplifies personal strengths, abilities, skills, experience, and education in a manner that may only be viewed briefly. On average, resumes should be one-page in length and be tailored to the individual positions you are applying for. Also, resumes should be visually appealing and attract an employer to pay attention to content. You should consider including the following information on a resume (sample resumes are located in the appendix):

Contact Information: Since a resume is a representation of you, your name, address, telephone number and email address should be included for the employer. With that, email address and telephone messages should be professional and appropriate. Once your LinkedIn information is up-to-date, you should consider including your custom URL for potential employers to have access to your profile.

Education: Education should be listed in reverse chronological order (most recent first) with high school information not included. In the education section, the degree being obtained, anticipated graduation date, and GPA (if it’s high) should be included. For information on possible formatting, please refer to samples located in the appendix.
Experience: Experience should also be listed in reverse chronological order with your most recent experience first. Be sure to include your title, name of employer, dates employed, and a bulleted list of job responsibilities beginning with action verbs (a list of possible action verbs may be found in the appendix). While there is no need to list every function of previous experience, include duties that potential employers would find attractive or relevant.

Activities/Honors/Skills: Incorporate a section into your resume emphasizing any skills, abilities, and/or extra-curricular activities you have acquired. Employers like to see quantifiable information, so including amounts for scholarships may be beneficial. Tailoring the information in your resume to fit a particular job description is crucial. For example, if the opportunity to which you’re applying requires experience with Microsoft Excel and you have a level of proficiency, be sure to include that in your resume. Also, include information regarding volunteer activities, professional development, memberships to societies, organizations, or academic clubs, and any other distinct honors will help support differentiation.

References: Generally, an employer will require you to present references during the application/interview process. Make certain to have a “References” document including 3-5 professional/educational references. Do not include personal contacts (i.e. family members, friends) and be sure to ask a reference before including him or her.

Personal data: Information regarding date of birth, marital status, religious affiliation, children or any other personal material should not be included in your resume.

Thank You Letters

Following an interview, it is customary to formally thank your interview team with a written thank you note. Addressing each member of the interview team individually, thank them for their time and consideration regarding the specific position interviewed for. Use this time to remind the interviewer of why you would be a good fit for the position. At the conclusion of your interview, be sure to collect business cards so you will have appropriate contact information and titles. Please refer to the Appendix for sample Thank You notes.
Interviews

As previously mentioned, a resume doesn’t simply earn an applicant employment. Interviewing is a process that allows an employer to get to know an applicant, as well as for the applicant to get to know an employer. A list of possible interview questions is located in the appendix. Tips to remember before, during, and after the interview:

Before the Interview

Preceding an interview, it is imperative to adequately prepare. Make certain you have sufficiently researched the organization you are interviewing with. Common first questions include “What do you know about us?” and “Why do you want to work here?” Reviewing the mission statement, values, history, and ‘about us’ section on an organization’s website will support effective answers to these questions. Not only do you want to consider your answers to common questions, but consider questions that you would like to ask the interviewer. Additionally, appropriate dress is crucial to presenting your “brand” effectively. Dress does matter! Your general appearance is the first impression you make before even opening your mouth, so make sure you are dressed conservatively, appropriately and are well-groomed. When attending your interview, make sure to bring copies of your resume, possibly a padfolio, and turn your mobile device off or leave it in the car.

During the Interview

When entering an interview for a professional position, be sure to greet everyone associated with the interview by providing a firm handshake and introduce yourself looking everyone in the eye. Treat the interview as if it were a conversation. Although you should prepare questions for the interview, you may ask questions during the process of the interview instead of waiting until the end. Maintain good posture and look at members of the interview panel during the course of the interview. At the end of the interview, be sure to thank members of the panel for their time and consideration, reiterate why you would be a good fit for the position, and make sure you know the next steps. It’s acceptable to ask what the next step is, how you should proceed, or when they are looking to make a decision.

Following the Interview

Following the interview, it is strongly recommended that thank you notes/cards be written to those participating in the interview no later than 24 hours after the interview takes place. Taking time to send a well-written letter of thanks could differentiate you from other interviewees. The thank you note should not only consist of gratitude for time and consideration, but should also
express continued interest and excitement in the position and draw upon key points from the interview itself and how you would benefit the organization.

**Appropriate Interview Attire**

**Ladies**

- Suit – A two-piece matching suit in a dark shade (grey, black, navy) or neutral
- Skirt Length – Your skirt should cover your thigh when you are seated. During the interview process, it is best to remain conservative. Stockings are always recommended and appropriate.
- Blouse/Camisole under your suit jacket should not be low cut bearing too much skin. Avoid sequins or shiny fabrics/materials.
- Makeup and Accessories should be simple and not ‘flashy’
- Professional shoes – Closed toe with a petite heel – are appropriate
- Hair should be brushed and appropriate for a business setting

**Gentlemen**

- Suit – A two-piece matching suit in a dark or neutral shade
- Shoes should be polished, unworn, and match suit
- A white or light-colored, conservative shirt should be worn
- Make sure suit and shirt are pressed and wrinkle-free
- Hair should be brushed and appropriate for a business setting

**Phone Interviews**

A common first-round of the interview process consists of a phone screening/interview. For a phone interview, remember the following tips:

- Stand
- Ensure you have no distractions
- Speak clearly
- Keep resume and job description in front of you
- Do NOT chew gum, eat, drink, etc.
- Prepare notes/questions
- Always know the next step
Social Media and Personal Branding

Understanding how to appropriately use social media tools is an essential component to networking and your job search. In the years leading up to graduation, what is posted online in social media forums is a part of your personal brand. In a time where up to 92% of employers are using social media to recruit talent, it is important to be cognizant of what is being posted and how to use certain social media sites to your advantage. LinkedIn is an invaluable resource in making business connections and searching for employment. 98% of recruiters have used LinkedIn to search for talent and you should be maintaining an active and up-to-date account.

LinkedIn

LinkedIn is a business-oriented social networking service primarily used for professional networking. – www.linkedin.com

While maintaining your online personal brand/profile, LinkedIn also allows you to search for internships/employment, follow specific businesses, connect with business professionals, and read professional development articles. You can also search for alumni in your industry and location of interest to connect with. Throughout your collegiate career and search for internships and permanent hire employment, make certain you are actively updating your profile and utilizing LinkedIn functions.

Facebook/Instagram/Twitter/other outlets

While actively employing your LinkedIn profile, you should also be mindful of content posted on other social media outlets. Many employers who have been polled admitted to searching for job candidates on social media forums and some applicants have even not been considered if something potentially detrimental was found. Although you think your profile may be private, what is posted on the internet is there indefinitely and adds to your personal brand. Take some time and consider how you would like to be perceived by potential employers and the brand you would like to build for yourself.

*For more information on personal branding and how to set up, maintain, and best benefit from LinkedIn, please schedule an appointment with Career Services at lfsbcareerservices@campbell.edu.
Networking

Networking is the exchange of information or services among individuals, groups, or institutions and specifically for the cultivation of productive relationships for employment or business. – www.merriam-webster.com

Reasons to Network:

• To discover and gather information regarding various opportunities
• To differentiate yourself
• To connect with other professionals who share common interests
• For potential future employment

What to remember:

• Networking is an “art” and you should remember to give before you ask to receive. People want to help others; however, people also want to be helped in return.
• Use your current connections to your advantage and ask for strategic introductions.
• Don’t simply collect cards. Follow up with connections made and remain in professional contact; however, do not hound connections.
• Seek common ground while networking. In building a rapport with connections, seek common interests that will ease conversation flow and the ability to relate.

Preparation

Before attending a networking event, career fair, etc., plan your elevator speech or short introduction about yourself and your abilities, skills, experience, etc.

Example: Hello, my name is ________________ and I am currently a [freshman/sophomore/junior/senior] majoring in ______________ at Campbell University. I previously held an internship at XYZ Corporation and assisted them by doing ABC. I have always had an interest in business but my real passion is working in Social Media marketing. I’m hoping to find a career that allows me to pursue my passion upon graduation.

Opportunities to Network

• Attend on-campus events
• Attend local and campus career fairs
• Connect with faculty and staff
• Seek an internship within your desired industry/discipline
• Remain connected to former employers and co-workers
• Connect with other students
• Build and maintain an active LinkedIn page

Throughout the spring and fall semesters, Student Success and Career Services will host networking events which will include presentations on how to effectively network and will provide opportunities to put networking skills to practice with area professionals. If you have any questions, concerns, would like additional practice/guidance on networking, or would like to discuss professionalism and etiquette while networking, please contact Career Services to schedule an appointment.
Job Search Preparation

A well-planned job search requires sufficient time and attention to develop and execute. Prior to sending out resumes, a student should have been through the self-actualization process to determine what areas/industries/organizations are of interest and where he or she would like to focus job search efforts. The following techniques could be employed to facilitate your job search:

- **Appropriate Employment Documents** - Have your cover letter and resume reviewed by the Career Services Office to ensure your documents are polished and ready to be sent to employers. Also, have your references, copies of transcripts, or writing samples available in the event an employer requests them.

- **LinkedIn** - After you’ve revised your profile and made necessary edits, you can utilize LinkedIn for internship and job searches. LinkedIn allows you to search in various geographic locations and by company/industry. You can also use LinkedIn to make connections with individuals working for companies of interest to you, and send professional emails/messages concerning your interest.

- **Compose a List of Companies** - Once you’ve finalized your list of organizations you would be interested in, check company websites for employment availability and follow the businesses on LinkedIn.

- **Attend Career Fairs** - Career Fair attendance is an excellent way to network and learn about opportunities. Prior to attending a Career Fair, make sure you research companies of interest who will be attending, dress appropriately, bring copies of your resumes, and practice your “elevator speech”.

- **Leverage Connections** – Take a close look at connections you may already have to determine if any could be leveraged for employment networking contacts.

- **Internet Sites** – In addition to LinkedIn and company websites, other employment sites such as Indeed should be searched for jobs. Many sites, including company websites, allow users to register and receive updates when opportunities of interest become available.

Overall, do not become stagnant in your job search and begin planning well in advance. If you have any questions or would like to talk through your individual job search needs, contact Career Services to schedule an appointment.
Resources

In addition to the resources listed below, the Career Services and Professional Education Office is available for assistance with career counseling, interview skills, job search preparation, and cover letter/resume building. It is recommended that you schedule an appointment to discuss planning and document building your freshman year and continue to maintain correspondence through your collegiate career.

Listings for jobs and internships:

- www.internships.com
- www.LinkedIn.com
- www.indeed.com
- www.USAjobs.gov

Take some time to consider businesses that may be of potential interest to you. Follow those organizations on LinkedIn, review their website, and keep track of job availability.

Interviews:

- www.PerfectInterview.com

Career Planning

- www.MindTools.com

Also, please take time to update your information on Camel Career Career Services portal. Students have the capabilities to add an updated resume, search for jobs, register for on-campus interviews, and keep track of professional development opportunities and events. This service is offered to School of Business students and alumni.

https://www.myinterface.com/campbell-lfsb/student
January 28, 20XX

Ms. Marlene McKasberg, Human Resources
Merrill Lynch & Company
5500 Sears Tower
Chicago, IL 60606

Dear Ms. McKasberg:

Your financial analyst position at Merrill Lynch offers everything I am looking for in a first job, including the opportunity to work in investment banking while staying in Chicago. I won’t waste time discussing details since you are well aware of them, but I would like to share with you what I can offer Merrill Lynch.

I feel I would be a valuable addition to the Merrill Lynch team. During my academic career, I have striven for excellence in all areas. Through my economics coursework and related classes, I have developed strong quantitative and analytic capabilities, as well as written and verbal abilities. Through my summer internships at Northwestern Mutual, I learned to apply these skills in financial and business settings. I also acquired some new skills, including computer applications and an introduction to financial reporting and accounting. I have also been involved in extracurricular activities, both as a leader and as a member of a team or committee. Through campus organizations and volunteer work, I have tried to do my part to make the university and the surrounding community better places to live and work. I can offer Merrill Lynch these skills, as well as my dedication, motivation, and desire to learn new skills.

I am seeking a position as an Investment Banking Analyst with Merrill Lynch & Company’s Chicago Industrial Finance Group. I would like the opportunity to meet with you and share more about my qualifications and the way in which I can contribute to the Merrill Lynch team. Thank you for your time and consideration.

Sincerely,

Campbell Student
March 14, 20XX

Ruth Scholl, Director of Recruitment
Universe Oaks Psychiatric Hospital
7808 Fields Drive
Clayton, NC 27541

Ms. Scholl,

Having read your brochure, I was most impressed by your programs, particularly ROPES and Youth Directions. I feel with my background, dedication, and education, I would be an asset to your treatment center. I currently anticipate graduating with a Bachelor of Business Administration with a concentration in Healthcare Management from Campbell University in May.

Both my activities on campus and my relevant coursework have given me some experience to fulfill the positions of Mental Health Worker or Mental Health Specialist. I have also completed an internship with an area Mental Health facility and received firsthand experience working within the area of Mental Health. As an assistant, I handled family issues and complaints, helped administer patient medication, and coordinated activities. Additionally, I am currently training with an area crisis hotline in Dunn, NC.

I have enclosed a copy of my resume to supply additional information. I feel these credentials make me a strong candidate for the available positions, and I look forward to meeting for an interview. Thank you for your time and attention.

Sincerely,

Campbell Student
### Examples of Action Verbs for Resumes/Professional Profiles

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Campbell Student
123 Campbell University Lane, Buies Creek, NC
(910) 555-5555
Campbellstudent@email.campbell.edu

Education
Campbell University, Buies Creek, NC
BBA in Business Administration, Minor in Marketing
GPA: 4.0
Anticipated Graduation: May 2016

Experience
Display Advertising Intern (May 2013-August 2013)
The Daily Newspaper – Raleigh, NC
• Assisted advertising executives in daily correspondence with prospective customers
• Managed weekly blog for company website, which saw a 35% increase in traffic
• Facilitated the development of print ads for local furniture stores

Administrative Assistant (September 2012 – April 2013)
Local Company – Buies Creek, NC
• Provided excellent customer service with regard to company products and services
• Responsible for multi-line telephone system and ensuring customer calls were handled efficiently
• Designed fliers and print materials used for direct mail marketing efforts

Awards and Activities
Presidential Scholarship ($40,000/4-year total)
Academic Scholar Scholarship ($5,000/4-year total)
Marketing Club – President (2012)
Business Club – Member (2012-2016)

Skills
MS Word
Dreamweaver
Photoshop
MS Excel
Conversational French
Minnie Mouse
School Address: 3838 Campbell Lane, Buies Creek, NC
Home Address: 222 Disney Road, Florida
mmouse@email.campbell.edu – (Cell) 910 XXX-XXXX

EDUCATION
Campbell University, Buies Creek, NC
BBA in Accounting
Cumulative GPA: 3.3, Major GPA: 3.8
Anticipated Graduation: December 2015

RELEVANT COURSEWORK
Cost Accounting I
Cost Accounting II
Taxation
Managerial Accounting
Financial Accounting

RELATED EXPERIENCE

Accounting Intern  (January 2014-May 2014)
Local Accounting Firm, Raleigh, NC
• Handled busy phone lines during tax season
• Assisted customers by answering questions and processing paperwork
• Managed filing system for over 1000 customers

OTHER EXPERIENCE

Science Tutor  (August 2013-December 2014)
Campbell University, Buies Creek, NC
• Provided assistance to faculty and students in science courses
• Met with students on a scheduled basis to provide guidance with science homework
• Coordinated outside instruction for physics and biology labs

ACTIVITIES
Accounting Club Member – 2011 to present
Campbell Debate Team - 2012 to present

SKILLS
Microsoft Office Suite
SUMMARY OF QUALIFICATIONS

What are your qualifications to work in this industry? What are your strengths or aptitudes you have gained through previous work or educational experience?

EDUCATION

Campbell University Buies Creek, NC
Bachelor of Business Administration Anticipated Graduation: May 2016
GPA: 3.75

PROFESSIONAL EXPERIENCE

Name of the Organization Organization Location
Your Title While Working May 2013 – Present

- Include a bulleted list of your duties while working
- Make sure to start with action verbs
- Include anything a potential employer could find attractive

Name of the Organization Organization Location
Your Title While Working June 2011 – September 2012

- Include a bulleted list of your duties while working
- Make sure to start with action verbs
- Include anything a potential employer could find attractive

ACTIVITIES AND AWARDS

Include scholarship information
Any other awards you have received while in college
Campus and Club Participation
Include volunteer work or if you have a substantial amount, create a ‘Volunteer Work’ section
FULL NAME

Address where you can be reached | Phone Number | Email Address | LinkedIn URL

SUMMARY OF QUALIFICATIONS

What are your qualifications to work in a specific industry? What are your particular strengths? You can list in bullet or paragraph form.

EDUCATION

Campbell University
BBA in Trust and Wealth Management, Minor in Financial Planning
Cumulative GPA: 3.75

- If you are applying for an internship, list relevant classes completed.
- List any scholarships you may have been awarded.
- List any honors you may have received.

PROFESSIONAL EXPERIENCE

Ohio Bank
Utility Teller
April 2013 – present
Cleveland, Ohio

- Executed transactions, cash balances, cashier’s check and money orders sales
- Assured customer satisfaction through both in-person and telephone contact
- Worked in multiple locations and rapidly adapted to the different cultures at each branch

The Bank
Trust Center Intern
June 2012–March 2013
Seattle, Washington

- Completed Regulation 9 packets on a monthly basis for multiple books of accounts
- Managed a project related to fee-pricing and small account terminations
- Completed client discretionary requests and presented requests to Administration

COMMUNITY INVOLVEMENT

- Co-Chair of the Campbell University Trust Club
- Participant in Habitat for Humanity House from 2006-2009
Job Interview Questions You’re Likely to Encounter

- Tell me about yourself. (To avoid rambling or becoming flustered, plan your answer.)
- What do you know about our company/organization? (This is a commonly-asked first or second question, so don’t let this one be your Achilles’ heel! If they have a web site, your research will be easy!)
- What are your strengths? (Make an exhaustive list, familiarize yourself with the list, and then narrow it down to the most important items for the interview.)
- What are your weaknesses? (What you say here can and will be used against you! Whatever you say, make sure your stated weakness doesn’t relate even remotely to the requirements of the job to which you’re applying.)
- How would your current (or last) boss describe you?
- What were your boss’s responsibilities? (Interviewers sometimes ask this job interview question to prevent you from having the chance to claim that you did your boss’s job. Be ready for it!)
- What’s your opinion of him/her? What type of relationship did you have with your last boss? (Never criticize your past or present boss in a job interview. It just makes you look bad – not them.)
- How would your co-workers or subordinates describe you professionally? (Remember, now is not the time for modesty! Brag a little bit.)
- Why do you want to work for us?
- Why do you want to leave your present employer?
- Why should we hire you over the other finalists?
- Tell me about your accomplishments.
- What is your most important contribution to your last (or current) employer?
- How do you perform under deadline pressure? Give me an example.
- How do you react to criticism? (Leave your ego at the door when you answer questions like this.)
- Describe a conflict or disagreement at work in which you were involved. How was it resolved?
- What are two of the biggest problems you’ve encountered at your job and how did you overcome them?
- Think of a major crisis you’ve faced at work and explain how you handled it.
- Give me an example of a risk that you took at your job (past or present) and how it turned out.
- Describe your managerial style.
- Have you ever hired employees; and, if so, have they lived up to your expectations?
- What type of performance problems have you encountered in people who report to you, and how did you motivate them to improve?
- Describe a typical day at your present (or last) job.
- What have you read recently? What movies have you seen recently?
- What are your interests outside of work?
- What do you see yourself doing five years from now?

-CareerJournal.com
Good afternoon, [interviewer's name],

Thank you for taking the time to speak with me today about the [job title] position with [company name]. It was a pleasure meeting with you, and I truly enjoyed learning more about the role and the company.

After our conversation, I am confident that my skills and experiences are a great match for this opportunity. As we discussed, I believe my (background in / ability to) [skill or past job duty discussed in interview] will serve me well in [main job duty].

I am very enthusiastic about the possibility of joining the [company name] team. If you need any further information, please do not hesitate to contact me at [email address] or at [phone number]. Again, I thank you for your time and I hope to hear from you soon.

Sincerely,

[Your name]
Elevator Speech

Elevator Speech

An elevator speech is a brief summary used to outline/define an individual professionally. The name “elevator speech” derives from the idea that you should be able to accurately and clearly represent yourself in the amount of time you would spend with someone in an elevator. You want to remember to include a portion about yourself, what you can offer, and a call for action. Remember to be unique and smile at your counterpart while delivering your ‘elevator speech’.

Sample #1

Good morning, I’m Steven and I’m a current student in the Master of Business Administration program at Campbell University. I’ve previously been a student worker in the Career Services office in the School of Business and I’m currently working for Capital Investment Group as an investment intern. For as long as I can remember, I’ve had an interest in numbers and this internship has really solidified my desire to pursue a financial career. I enjoy working with people and volunteer in my free time at the local soup kitchen.

Sample #2

Hi, I’m Samantha and I’m a junior at Campbell University majoring in Business Administration and Marketing. I really love social media marketing and for the past two summers, I’ve worked at a local church handling their social media pages and website design. I consider myself very creative and would jump at the opportunity to design marketing websites for a small, start-up company. I also am the president of the Lundy-Fetterman School of Business Marketing Club, and am the founder of the first campus marketing honor society.