

# LINKEDIN TIPS

**Make your LinkedIn profile stand out** to help recruiters & future employers find you!

## Complete Your Profile

Populate every area of your LinkedIn profile including skills, interests, software experience (e.g., Excel, PeopleSoft, SAP, PowerBI, PowerPoint). Provide detailed descriptions under each of your roles, including internships).



### Choose a Professional Photo

Dress professionally and choose a picture in which you are the only person in it. Ideally you want future employers to see how you would look in the workplace.

## Turn on, "Open to Opportunities"

To let recruiters know you're interested in hearing about new positions, choose "open to opportunities" when searching for a job. Also, list which job titles and locations may interest you. This will help recruiters locate you! Log into LinkedIn > Click on the "Me" button > Settings and Privacy > Privacy > Scroll down to "Job Seeking Preferences" > Let recruiters know you're open to opportunities > Click "Yes."



### List Your Education & Degree(s)

It is important to keep your education information current. Add your degree(s), major and minor.

## Keep Your Experience Section Up-To-Date

List your previous jobs, roles/titles, company names, and dates of employment. Recruiters often search by job title, and this is an easy way to identify candidates.



### Prepare A Summary

In a few brief sentences or a paragraph, write a summary describing your skills, interest, accomplishments, qualifications and experience most relevant to the role you hope to secure.

## Highlight Your Experience & Accomplishments

Populate the "Accomplishments" section of your LinkedIn profile. Include awards received, promotions, certifications and volunteer experience.

# PHONE INTERVIEW TIPS

**For job interviews, telephone interviews are common, and they may be your first contact with the potential employer.** Because communication is often non-verbal, you may need to acquire a few new skills to excel during a phone interview. Below we outline key aspects to consider during a phone interview.

## DO'S

### Smile When Speaking

It may feel silly but smiling shows up in your voice.

### Select a Quiet Environment

Ensure the environment is absent of distracting background noise (e.g., loud fans, vehicle traffic, dogs barking, music playing).

### Prepare for Notetaking

Have your preference of notetaking handy, along with your calendar for scheduling potential follow-up meeting(s).

### Remember You Are Not Visible

If you pause to make a note, don't let the silence stretch out. You might say, for example, "Just one second, please, while I write that down."

### Practice Your Interviewing Skills

Ask a friend or family member if you speak too slowly, quickly, loud or soft; or if you frequently use the words "um" or "like." Recording yourself is another good way to understand how you perform during an interview.

### Be Prepared

A prospective employer may call when you least expect it. Yes, you can ask to reschedule at a more convenient time, but showing you are flexible and can think on your feet will be noted as a positive.

### Nail the Close

End the interview by setting up an in-person meeting. It's that old sales technique of "asking for the sale."

## DONT'S

### Distract From The Conversation

Ensure you don't have gum in your mouth. If you need to sneeze or cough, activate the mute button or move the phone from your face.

### Create Breaks

Don't put your interviewer on hold to answer an incoming call and don't talk to other people in the room.

### Monopolize the Interview

Because visual cues are not available during a phone interview, practice speaking in one or two-minute increments to ensure you provide the interviewer opportunities to interject.

### Interrupt

If you accidentally speak over your interviewer, quickly apologize and let the interviewer finish.

### Consider It Casual

A phone interview is as formal as an in-person interview. Remain professional and relevant.

**Best of luck!** Your next telephone interview may be the one, so be sure to follow up with a personalized thank-you note.

# RESUME TIPS



## Keep It Clear & Concise

Tailor your resume to the position you are applying for. Try to limit your resume to one page, if possible, but if you have extensive experience, a longer resume may be appropriate if the content is relevant, and the objectives are clearly stated.

## Present In Reverse Chronological Order

List your most recent work experience first. In the "Accomplishments" section, list your most relevant and notable accomplishments first.

## Keep Formatting Consistent

Make sure your font, margins, bullet points, and tabs are all spaced and stylized in the same format. Use horizontal lines and headers to differentiate between sections. Use ink colors that are readable and not distracting (e.g., black ink).

## Include Descriptive & Detailed Bullet Points

Use clear and concise language in bullets. Remain consistent with the tense. (Use past tense for previous roles and current tense for current role.) Highlight accomplishments and outcomes of the activities you led or supported (e.g., "Increased retention by 10%").

## Remain Professional & Accurate

Ask multiple people to review your resume to ensure it is absent of typos, reflects proper grammar, and includes compelling information. Use a professional email address.

## Brag on Yourself

This is your first impression so it's your time to shine! Be sure to include honors, awards, leadership positions, and above-average reviews.

## Accurately Represent Yourself

Ensure you don't mislead the reader with inaccurate content related to your education, dates of employment, titles, responsibilities and accomplishments.

# VIDEO INTERVIEW TIPS

## Test The Connection

Twenty minutes prior to your video call, consider confirming that your Internet, audio, and video are working properly. If a Zoom call, ensure you have the most current version of Zoom.

## Prepare Your Surroundings

Pick a quiet place to interview without an elaborate backdrop so that you can be the focal point on the screen. Remove anything distracting behind you and keep it neutral.

## Dress The Part

Dress modestly and in professional or business casual clothing (based on known company environment). Ensure your entire attire is appropriate in the event you need to stand to retrieve something.

## Close Out Other Programs

Getting notifications during your interview is distracting and unprofessional. Before your interview, make sure other windows on your computer are closed and notifications are silenced or off.

## Look At The Camera

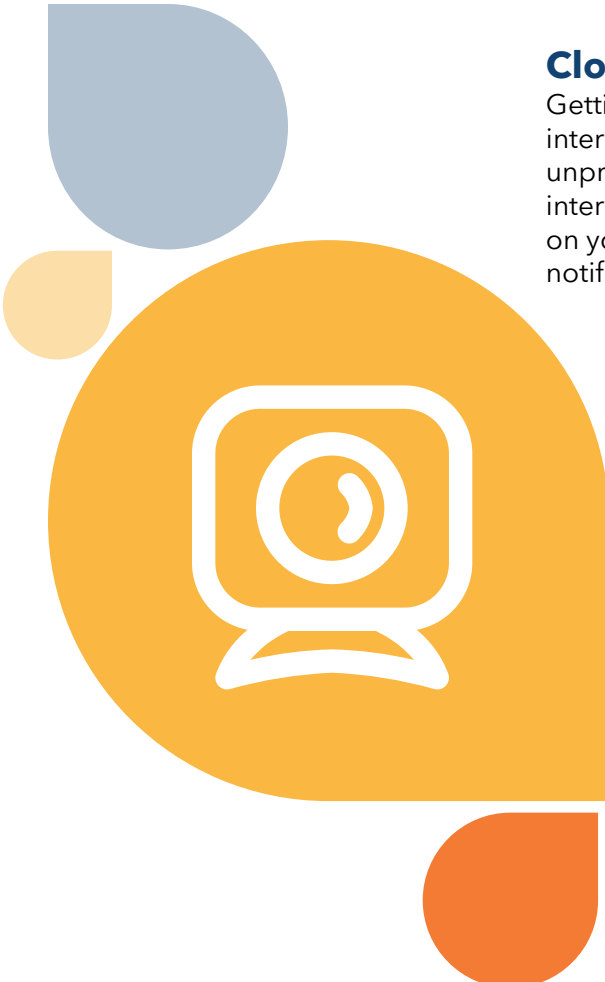
Looking directly at the video camera and not the screen is the only way to maintain direct eye contact with your interviewer. Focus on sitting up straight and making eye contact.

## Check-In With The Interviewer

Verify once at the beginning of the interview that the interviewer can hear and see you clearly.

## Watch Your Body Language

Not all physical cues translate in video interviews. Be sure to maintain good posture, relax your shoulders, smile, and avoid fidgeting or using hands to support communication.



**As always, arrive to the interview prepared** with research completed on the company, interviewer (if known) and position and potential questions drafted.

# THE STAR METHOD

Responding to behavioral-based interview questions by discussing a specific **Situation, Task, Action, & Result.**



**Situation:** Describe a specific event or situation with sufficient details.

**Example:** Advertising revenue was falling off for my college newspaper, the review, and large numbers of long-term advertisers were not renewing contracts.



**Task:** Articulate the goal that you were working toward.

**Example:** My goal was to generate new ideas, materials and incentives that would result in at least a 15% increase in advertisers from the year before.



**Action:** Define the actions YOU took/contributed to effectively address the situation. Use the word "I," not "we" when describing actions.

**Example:** I designed a new promotional packet to go with the rate sheet and compared the benefits of the review circulation with other ad medias in the area. I also set-up a special training session for the account executives with a School of Business Administration professor who discussed competitive selling strategies.



**Result:** Describe the positive outcomes of your actions. What did you accomplish? What did you learn?

**Example:** We signed contracts with 15 former advertisers for daily ads and 5 for special supplements. We increased our new advertisers by 20% over the same period last year.

## How to Prepare For a Behavioral Interview

- Recall recent situations that indicate favorable behaviors or actions, especially involving work experience, leadership, teamwork, initiative, planning, and customer service.
- Prepare short descriptions of each situation; be ready to provide details without rambling.
- Ensure each story has a beginning, middle, and an end and be prepared to describe the situation, including the task at hand, your action, and the outcome or result.
- Be sure the outcome or result reflects positively on you (even if the result itself was not favorable, but your actions highlight your strengths in the face of adversity).
- Be honest. Don't embellish or omit any part of the story. The interviewer will find out if your story is built on a weak foundation.
- Be specific. Don't generalize about several events; give a detailed accounting of one event.
- Vary your examples; don't take them all from just one area of your life or professional background.

## Sample Behavioral Interview Questions

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Practice using the **STAR Method** on these common behavioral interviewing questions:

- Describe a situation in which you successfully convinced someone to see things your way.
- Describe a stressful situation in which you demonstrated your coping skills.
- Provide a specific example of using good judgment and logic in solving a problem.
- Share an example when you set a goal and were able to meet or achieve it.
- Describe a time when you had to use your presentation skills to influence someone's opinion.
- Provide a specific example when you had to conform to a policy with which you did not agree.
- Please describe an important written document you were required to complete.
- Explain a situation when you had to go above and beyond the call of duty to get a job done.
- Share a time when you had too many things to do, and you were required to prioritize tasks.
- Describe an example of when you had to make a split-second decision.
- What is your typical way of dealing with conflict? Please share an example.
- Describe a time you were able to successfully deal with another person even when that individual may not have personally liked you (or vice versa).
- Explain a difficult decision you've made in the last year.
- Describe an example of when you tried to accomplish something but failed.
- Share an example of when you showed initiative and took the lead.
- Explain a recent situation in which you dealt with a very upset customer or co-worker.
- Share an example of you successfully motivating others.
- Provide an example of you delegating a project effectively.
- Describe an example of you applying fact-finding skills to solve a problem.
- Share an experience when you missed an obvious solution to a problem.
- Describe a time when you anticipated potential problems and developed preventive measures.
- Explain a situation when you were forced to make an unpopular decision.
- Did you ever have to fire a friend? If so, please describe.
- Describe a time when you set your sights too high (or too low).

Contact **Vaco** for more information.  
**We're with you all the way!**