

Bergen Community College Career Services

careercenter@bergen.edu

201-447-7211

OBJECTIVE

Provide students and alumni with the tools and resources needed to reach their career goals through major selection, resume review, interview skill development, workshops and events, and internship and job opportunities.

Services

Appointments:

- One-on-one appointments available with a career advisor's for resume/cover letter review, job and internship search assistance, career/major exploration, general career questions.
 - Unable to meet in person for resume review?
 - Submit through College Central Network:
<https://www.collegecentral.com/bergencc/>
- Appointments can be made by emailing careercenter@bergen.edu or by calling 201-447-7211
- Located in the Pitkin Education Center on the Paramus campus room SC 111

Career Resources

- Career and Workforce Development Center
 - <https://bergen.edu/career-and-workforce-development-center/>
- CCN/Handshake- waiting to see what this is going to look like.

Career Fairs

- Career Fairs are held throughout the school year for all majors

On Campus Recruiting

- Employers from various industries visit throughout the year to recruit BCC students.

Presentations and Workshops

- Available upon request
- Email to schedule at:

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Career Resources

[Handshake](#) - A Career Management platform where students can apply for jobs/internships, connect with employers/students around the country, and attend hiring events. [Getting Started with Handshake](#)

[Career and Workforce Development Center](#)

Career Advice for College Students

- Seek internship opportunities.
 - Internships are a great way to gain valuable, hands-on experience in your field
- Consider taking part in a work-study program.
 - Offered to students with financial needs, provide part time work during undergraduate studies.
- Grow your skills and knowledge.
 - Use college years to grow your skills and knowledge, get out of your comfort zone.
- Get an early start.
 - Look for opportunities in your field of interest before you graduate
- Keep your skills up-to-date.
 - stay up to date on any certifications or skills you may need
- Stay focused.
 - Focus on the goal, stay positive
- Find a balance with your personal life.
 - Work life balance is important
- Pursue your passion.
- Strive for excellence and stay motivated.
- Use your school's career services.
- Build your network.
 - School faculty and staff, recent graduates, linkedin, networking events
- Actively seek opportunities.
- Create opportunities.
- Find companies on social media.

[Indeed](#)

Career Readiness

Career readiness is the process of preparing students of any age with the essential skills they need to find, acquire, maintain, and grow within a job. The following are the essential skills employers often look for and students should work to develop before entering the workforce.

Career & Self-Development

Proactively develop oneself and one's career through continual personal and professional learning, awareness of one's strengths and weaknesses, navigation of career opportunities, and networking to build relationships within and without one's organization.

Communication

Clearly and effectively exchange information, ideas, facts, and perspectives with persons inside and outside of an organization.

Critical Thinking

Identify and respond to needs based upon an understanding of situational context and logical analysis of relevant information.

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.

Leadership

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

Professionalism

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

Teamwork

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

Technology

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

[NACE](#) – Has a full list of compete

Resume Tips

1. **Organize Your Information-** List your information in reverse chronological order (most recent experience first) as the most important and relevant experiences are most likely the most recent.
2. **Use Bullet Points-** This helps make your resume easier to read and helps you avoid long sentences.
3. **The 10 Year Rule-** You should only add a second page to your resume when you have ten plus years of extensive work experience. Recent graduates should limit their resume to one page.
4. **Use Similar Language to Job Posting-** If possible, use the terms in the job description to describe your skills and experiences. Employers often look for key words from the job description when reviewing resumes.
5. **Action Verbs With Outcomes-** When describing your experiences use action verbs that describe the actions you took. Also provide what the outcome of the action was. Remember that numbers can help paint a clearer picture of what you accomplished (e.g. number of people you managed, quantifiable goal you reached, or percentages you increased) and can be used to clarify outcomes.
6. **Spell It Out-** Spell words out and avoid using abbreviations
7. **Proofread-** Make sure there are no grammatical, typographic or spelling errors. Don't hesitate to have someone you trust look over your work. Stay open to feedback and don't be afraid to make changes.
8. **Easy On The Eyes-** Use a font that is easy to read (e.g. Arial or Times New Roman) and reasonable font size.
9. **Avoid Clutter-** Make sure to use appropriate spacing and margins (0.5-inch horizontal and vertical margins).
10. **Match the Resume to The Job-** Different employment opportunities may have different requirements, tailor your resume to fit the job you are applying for.

STAR Method

The STAR (Situation, Task, Action, Result) Method can be used to strengthen the bullet points on your resume. Benefits of using the STAR Method include: showing your value, providing more detail, creating talking points, telling a story and helping you produce a competitive resume.

Situation- Talk briefly about your experience/previous job. Explain the situation that will serve as the basis for your example.

Task- Explain what you were working toward. What was the goal? Explain any specific tasks you completed and what skills you used to complete them.

Action- What were the steps that you took to complete the task or achieve the goal. Use action verbs.

Result- What was the end result? How did achieving the goal contribute to your workplace? Did this experience/situation help you develop any additional skills?

Five W's Method

Who- Who did you help in your role?

What- What happened as a result of your actions/tasks completed?

When- When did this happen? How often?

Where- Where did this happen?

Why & How- How did you do this and why did you do it this way?

Use Action verbs to answer these questions.

Action Verbs for a Resumé

| | | | | | |
|---------------|-------------|-------------|-------------|---------------|---------|
| Achieve | Coordinate | Facilitate | Manage | Recruit | Utilize |
| Acquire | Counsel | Figure | Maximize | Reduce | Weigh |
| Act | Create | File | Mediate | Rehabilitate | Write |
| Adapt | Debate | Finance | Memorize | Relate | |
| Administer | Decide | Fix | Mentor | Renovate | |
| Advertise | Delegate | Formulate | Model | Repair | |
| Advise | Deliver | Found | Modify | Report | |
| Aid | Demonstrate | Gain | Monitor | Research | |
| Allocate | Design | Gather | Motivate | Resolve | |
| Analyze | Detect | Generate | Negotiate | Respond | |
| Anticipate | Determine | Grade | Observe | Review | |
| Appoint | Develop | Guide | Obtain | Revise | |
| Arrange | Devise | Handle | Offer | Schedule | |
| Ascertain | Diagnose | Help | Operate | Select | |
| Assemble | Direct | Hypothesize | Order | Separate | |
| Attain | Discover | Identify | Organize | Set-up | |
| Attend | Dispense | Illustrate | Oversee | Shape | |
| Audit | Display | Implement | Participate | Sell | |
| Budget | Dissect | Improve | Perceive | Solicit | |
| Build | Distribute | Incorporate | Perform | Solve | |
| Calculate | Draft | Increase | Persuade | Submit | |
| Catalog | Earn | Influence | Pilot | Suggest | |
| Challenge | Edit | Inform | Plan | Summarize | |
| Chart | Educate | Initiate | Play | Supervise | |
| Check | Elect | Inspect | Predict | Support | |
| Classify | Eliminate | Install | Prepare | Survey | |
| Coach | Encourage | Instruct | Present | Talk | |
| Collect | Enforce | Integrate | Process | Target | |
| Communicate | Ensure | Interact | Produce | Teach | |
| Compare | Enter | Interpret | Profit | Test | |
| Compile | Establish | Interview | Program | Track | |
| Complete | Estimate | Introduce | Project | Train | |
| Compose | Evaluate | Invent | Promote | Transcribe | |
| Compute | Examine | Invest | Provide | Transfer | |
| Conceive | Exhibit | Investigate | Publicize | Translate | |
| Conceptualize | Expand | Judge | Purchase | Travel | |
| Conduct | Expedite | Justify | Raise | Trouble-shoot | |
| Conserve | Experience | Learn | Realize | Tutor | |
| Consolidate | Experiment | Lead | Receive | Type | |
| Construct | Explain | Lecture | Recommend | Update | |
| Consult | Explore | Listen | Recognize | Upgrade | |
| Control | Express | Maintain | Record | | |

Your Name

Mid-Level Job Title You're Seeking

Phone Number: (xxx) xxx-xxxx | **Email:** professionalemil@email.com

Location: City, State | **Links:** LinkedIn/Social Media (optional)

WORK EXPERIENCE

JOB TITLE | Company Name | Location | 20XX-Present (Make sure your most recent job is listed first)

- Focus on your contributions, not your responsibilities. For example, “Grew digital marketing ROI by 14%” is much better than saying, “Led digital marketing efforts.”
- Start your job description bullet points with active verbs rather than personal pronouns. For instance, “Designed and implemented work ticketing system” propels your content forward while “I designed and implemented a work ticketing system” slows the recruiter.
- Quantify your impact whenever possible because numbers corroborate your claims. Stating that you “Uncovered \$3.2M in potential savings” shows a real result over a generic claim of “Discovered potential savings.”

JOB TITLE | Company Name | Location | 20XX-20XX

- Keep your bullet point descriptions at three lines or under. “Created nutrition and personal training plans for 30+ clients, helping clients lose 26 pounds on average” is a lot more compelling than a run-on sentence, redundancies, or wordiness.
- Aim to include 3-5 of the most relevant work experiences on your resume, listing them in reverse-chronological order.

JOB TITLE | Company Name | Location | 20XX-20XX

- Write your job descriptions in the past tense, though you can write current experience in the present tense if you wish. “Partnered with cross-functional teams to design multimedia campaigns that boosted subscriptions by 17%” will make a lot more sense to a recruiter when you left that role three years ago.

SKILLS

- Include 6 to 8 skills, no more than 10
- Hard skills: tools, software, etc., like CRM or Python
- Soft skills: not easy to measure, like communication or empathetic
- Include “keywords,” skills you find mentioned in the job ad
- Be honest; exaggerating your abilities will eventually be found out
- Make sure your skills are represented in your work experience

EDUCATION

FIRST DEGREE:

Name of School:

Degree:

Graduation Date:

SECOND DEGREE:

Name of School:

Degree:

Graduation Date:

CERTIFICATIONS/LICENSES

- Be sure to stay on top of keeping these current
- Certifications and licenses can differ between states and even across jobs in the same industry

[Link](#)

Your Name

Entry-Level Job Title You're Seeking

Phone Number: (xxx) xxx-xxxx | **Email:** professionalemil@email.com
Location: City, State | **Links:** LinkedIn/Social Media (optional)

CAREER OBJECTIVE

A career objective is an optional resume section, but it's recommended if you don't have much experience. An objective is two or three sentences that demonstrate your interest and candidacy for the position you hope to land. Make sure to customize your career objective for every job you apply to, including a specific job title, the company name, and the specific skills you have that make you the right fit for the job.

WORK/INTERNSHIP EXPERIENCE

Job Title | Company Name | Location | 20XX–Present

- Focus on your contributions, not your responsibilities. For example, “Grew digital marketing ROI by 14%” is much better than saying, “Led digital marketing efforts.”
- Start your job description bullet points with active verbs rather than personal pronouns. For instance, “Designed and implemented work ticketing system” propels your content forward while “I designed and implemented a work ticketing system” slows the recruiter.
- Quantify your impact whenever possible as numbers corroborate your claims. Stating that you “Uncovered \$3.2M in potential savings” shows a real result over a generic claim of “Discovered potential savings.”
- Keep your bullet point descriptions at three lines or under. “Created nutrition and personal training plans for 30+ clients, helping clients lose 26 pounds on average” is a lot more compelling than a run-on sentence, redundancies, or wordiness.

ACTIVITIES/PROJECTS/VOLUNTEERING

Your Role Title | Project or Volunteer Work Name | Location | 20XX–Present

- Consider adding this section if you're short on experience.
- Include academic/personal projects and volunteer activities here in the same format as your work experiences.

EDUCATION

As an entry-level candidate, it makes sense to place your education above your skills. You can even place it before your work experience if you'd prefer to highlight your academics over any job history.

Name of School: (If you have a college degree, don't include a high school diploma)

Degree: earned

Years: attended

GPA:

Academic Achievements/Awards:

SKILLS

- Include 6 to 8 skills, no more than 10
- Hard skills: tools, software, etc., like CRM or Python
- Soft skills: not easy to measure, like communication or empathetic
- Include “keywords,” skills you find mentioned in the job ad
- Be honest; exaggerating your abilities will eventually be found out
- Make sure your skills are represented in your work experience

HOBBIES/INTERESTS

- Be specific and try to offer up something unique but relevant to the company
- This is a good section to include the company emphasizes their culture

Elements of a Cover Letter

1. Three items needed in a cover letter
 - a. Introduction
 - b. Sell your skills, knowledge and abilities
 - c. What will you do to follow up
2. What to include in an introduction paragraph
 - a. Tell why you are writing
 - b. Name the position for which you are applying
 - c. How you heard/learned about the position or organization
 - i. Word of mouth
 - ii. Website
3. Your skills, knowledge, and abilities
 - a. Call attention to
 - i. Education
 - ii. Leadership
 - iii. Experience related to the position you are applying for
4. Follow up
 - a. Included in the closing and following up
 - i. Indicate desire to discuss your skills and qualifications further
 - ii. Provide contact information
 - iii. Offer your availability to answer any questions
5. Closing
 - a. Sincerely
 - b. Respectfully

Your Name
Your Address
Your Contact details (phone and email)

Date

Contact Name
Contact Job Title
Company Name
Company Address

Dear Mr/Mrs/Ms Last Name

I was excited to see your opening for an Administrative Assistant on the XYZ job website. I am confident that my background and abilities are an excellent match for the job. Please allow me to highlight my skills and competencies as they relate to your job requirements.

- X years wide-ranging experience as an administrative assistant in a fast-paced work environment
- proven computer skills with an in-depth knowledge of MS Word, Excel and Powerpoint
- excellent verbal and written communication skills used to successfully develop presentations, write reports and draft correspondence
- recognized as a resourceful problem-solver who is able to efficiently collect and analyze information to find workable solutions
- strong organizational and planning skills ensure that I am able to accurately and consistently meet multiple project deadlines
- a hard worker who has built confidence and trust at all levels
- a committed team member who is known to go the extra mile

I firmly believe that I can make a positive contribution to your company and I have enclosed my resume to provide more information on my skills and experience. I would welcome the opportunity to meet with you for an in-depth discussion and I will make myself available at your first convenience.

Thank you for your review and consideration. I look forward to hearing from you soon.

Sincerely

Joan Jobseeker

[Link](#)

Dear Mr Smith

I am very interested in the customer service position you recently advertised. I believe I have the necessary qualifications and skills to successfully fulfill your requirements.

As you review my enclosed resume you will see that I have extensive experience as a customer service specialist in the XYZ services industry where I was responsible for tracking, monitoring, reviewing and processing account and market-related data.

I have proven myself to be a competent team player with the capacity to manage a number of diverse customer support functions.

My job has required strong planning and organizational skills coupled with an in-depth analytical approach to problem management. I have also had the opportunity to develop strong interpersonal communication and customer assessment skills.

My comprehensive knowledge of the specific tools, procedures and resources necessary for successful management of a large and diverse customer base has enabled me to efficiently implement strategies for large scale customer support and service. I am a highly motivated employee who is passionate about providing exceptional customer service and satisfaction.

I would welcome the opportunity to meet with you for an in-depth discussion and am available for an interview at your earliest convenience. Please contact me via phone or email to arrange a time and date for us to meet.

Thank you for your time and consideration and I look forward to speaking with you soon.

Sincerely

Jack Jobseeker

[Link](#)

Interview Tips

What were your responsibilities?

What They Want to Know: Know what's on your resume, so you can discuss what you did at the other jobs you've held. When you're describing your responsibilities, try to mention those that match the new job's requirements.

Showing that you have done similar work will be an asset during the interview. Focus on the responsibilities that most closely align with the job for which you're interviewing when you respond to the recruiter.

What did you like or dislike about your previous job?

What They Want to Know: What you liked – and what you didn't like – about your last job or the company you worked for is an indicator of how you might feel about this position if you were to be hired.

Be careful what you say when you're interviewing for a similar job. If the roles are alike, you may want to keep what you didn't like to yourself. It's important to be positive and enthusiastic about the job for which you're being considered.

What major challenges and problems did you face? How did you handle them?

What They Want to Know: With this question, the interviewer is trying to understand how you handle issues and problems. Can you figure out solutions and workarounds when there is a problem? How adept are you at problem-solving? Do you enjoy a challenge, or do you get nervous when there's a glitch?

What is your greatest strength?

What They Want to Know: When answering questions about your strengths, focus on the abilities you have that are key to success in the job for which you're interviewing. Don't be too humble. It's important to make the hiring manager aware of your qualifications.

What is your greatest weakness?

What They Want to Know: There are different ways to tackle questions about weaknesses. One is to turn a negative into a positive by sharing an example of how something you considered to be a weakness actually helped you on the job. The other is to speak about additional skills you now have because you worked on those that needed an upgrade.

How do you handle stress and pressure?

What They Want to Know: What do you do when work gets stressful? Do you stay calm under pressure? Or do you have a difficult time in stressful situations? If you're interviewing for a high-pressure position, the interviewer will want to know that you can deal with the stress.

Describe a difficult work situation or project and how you overcame it.

What They Want to Know: When you're responding to questions about what you did on the job, be prepared to share an actual example of a challenging situation at work, what the issue was, and how you helped resolve it.

What was your biggest accomplishment (or failure) in this position?

What They Want to Know: What are you proudest of? Was there a time something didn't work out, but you were able to learn from it? Let the hiring manager know what you achieved, again sharing examples from your most recent job.

How do you evaluate success?

What They Want to Know: Your answer to this question will give the interviewer a sense of your work ethic, your career goals, and your life goals. Tailor your response to fit what you expect to achieve if you were to be hired by this employer.

Why do you want this job?

What They Want to Know: Why did you apply for this position? What do you find most interesting about the job and the organization? With this question, the employer wants to know why you think this job is a match for your career objectives. Take the time to [describe how your qualifications are a match for the job](#). The more you can show you're qualified, the easier it will be to get hired.

What are your goals for the future?

What They Want to Know: When you respond to questions about your future goals, it's a good idea to mesh your objectives with what the company might offer as a [career path](#). At the least, make sure your goals involve staying with this company for more than a short-term basis.

Who was your best boss and who was the worst?

What They Want to Know: This question is designed to discover what type of leadership and management style works best for you. Be careful answering, and don't be too negative. Even if you had a terrible boss, how you speak about them can leave the interviewer wondering how you will speak about other supervisors if you didn't get along with them.

Illegal Job Interview Topics/Questions

Topics

- Age
- Medical Information
- Height and Weight
- Race, ethnicity, or color
- Gender or Sex
- U.S. Equal Opportunity Employment Commission
- Citizenship
- Religion
- Disability
- Marital or family status or pregnancy

Illegal Question Examples

- What arrangements are you able to make for child care while you work?
- How old are your children?
- When did you graduate from high school?
- Are you a U.S. citizen?
- What does your wife/husband do for a living?
- Where did you live when you were growing up?
- Will you need personal time off for particular religious holidays?
- Are you comfortable working for a female boss?
- There is a large disparity between your age and that of the position's coworkers. Is this a problem for you?
- How long do you plan to work until you retire?
- Have you experienced any serious illnesses in the past year?

[Balance](#)

Professional Dress

Men

Collared shirts with long sleeves

Wear a light-colored, pressed button-down shirt with long sleeves and a collar, and make sure it's neatly tucked into your pants. You can wear a knit tie with a simple pattern or solid color, but this is completely optional. It's also appropriate to layer a nice sweater over a button-down shirt for a polished business casual look. Although it's not mandatory, consider throwing on a grey, black or navy blue blazer or lightweight sports jacket for a more pulled-together outfit. Avoid wearing a polo shirt even if you're interviewing at a laid-back company.

Chinos or dress pants

Crisply pressed cotton pants, light-colored chinos or khakis are great options for a business casual interview. Stick to neutral colors like grey, black, brown and navy blue, since these match many shirt colors. In some workplaces, it may be acceptable to wear dark-colored jeans. If you're not sure if jeans are appropriate in this office, wear chinos or dress pants instead.

Dark shoes with matching socks

Choose dark-colored, freshly-polished leather shoes. You can wear brown or black loafers, lace-up dress shoes, Oxfords or another professional closed-toe shoe that compliments your outfit. Be sure to wear mid-calf length dress socks that match the color of your trousers. Avoid athletic socks.

Simple accents

You may choose to wear a classic wristwatch with a metal or leather band, but you should remove any distracting jewelry, such as earrings, necklaces or bracelets. Always wear a leather belt that closely matches your shoe color. You could add a simple pocket square to a blazer pocket to complete the look.

Women

Simple, professional tops

Wear a top that is comfortable, professional and conservative. Try a button-down shirt paired with a cardigan, a simple blouse with a casual jacket, a navy blue blazer or a knit sweater. Choose neutral colors and simple patterns. Avoid slouchy or oversized sweaters, ill-fitting clothes, plunging necklines and fabric that wrinkles

easily. It's also an option to wear a casual dress paired with a cardigan and simple belt.

Dress pants or a skirt

Pair your top with black or navy slacks or a pencil skirt (knee-length or longer) that have been ironed. If you're wearing a button-down shirt, you may want to tuck it into your pants or skirt for a polished look. It's also acceptable to wear khaki or cotton pants, as long as they look professional.

Comfortable, closed-toe shoes

For your business casual interview, wear black or brown closed-toe flats, pumps or low heels. Make sure your shoes are not scuffed, scratched or dirty, and avoid strapped sandals, flip-flops, sky-high stilettos, sneakers or brightly colored shoes.

Simple accessories

Keep your jewelry choices simple and professional. Avoid chunky, large or distracting bracelets, necklaces and earrings. Instead, wear simple hoop or stud earrings, a delicate necklace and one or two simple bracelets that don't jangle. If you wear nail polish, make sure it's unchipped and in a classic, muted color.

What not to wear

- Flip flops and other open-toed sandals
- Athletic shoes
- Tank tops or shirts with thin straps
- Shorts
- Underwear that sticks out from your clothing (This could include the top of your boxers, briefs, etc. showing from the top of your pants or skirt, or bra straps showing.)
- Skirts or dresses that are too short (You can test this by standing and placing your arms straight down your sides. If the hem of your skirt is shorter than the end of your fingers, you may want to choose a longer one.)
- Shirts with too-low necklines or that expose your belly
- Perfume or cologne (While you should smell clean, some scents are irritating to others. In a small meeting room, smells can become distracting.)

[Indeed](#)

Post Interview Follow Up/Thank You Letter

To make your thank-you note as effective as possible, make sure to use a few standard elements. Most thank-you notes have the following features.

- Subject line
- Personalized greeting
- Note of appreciation
- Recap of your qualifications
- Prompt to take the next step
- Contact information

Subject line

If you email your thank-you note, you need a subject line that easily conveys your message. A short and straightforward subject line like *“Thank you for your time”* can work for most post-interview thank-you notes. If you plan to write a more informal message, try something like *“Great to meet you today.”*

Personalized greeting

Rather than starting to type your message right away, always begin thank-you emails with a salutation. *“Hello [Interviewer name]”* or *“Dear [Interviewer name]”* is ideal for most thank-you notes. Remember to use the name that your interviewer provided when you met, which may be a first name or a title.

Note of appreciation

When you begin writing the body of the message, start with an expression of your gratitude. Thank the interviewer for taking the time to meet with you. Include the job title here for clarity, as many hiring managers may be considering candidates for multiple positions at once. For example, you can state, *“Thank you for taking the time to discuss the marketing manager position with me today.”*

Recap of your qualifications

Next, provide a short recap of your experience and background. The interviewer should already be aware of these qualifications after reading your resume and meeting with you, so this section should be brief. Connect your qualifications to the position and its unique requirements to express why you are such a strong candidate for the job. For example, you can write, *“My social media and search engine marketing expertise would make me an excellent candidate for this marketing role.”*

Prompt to take the next step

To close the thank-you note, encourage the hiring manager to take the next step in the hiring process. Reference what you learned during the interview to complete this section since you may need to provide references or complete a second interview to get the job. For example, you can write, *“Please don't hesitate to contact me to arrange a follow-up interview.”*

Contact information

Finally, provide your contact information. The interviewer should already have these details on file, but listing them in your email can make it easier for the hiring team to contact you for additional steps. Include both your email address and phone number below your closing to streamline the hiring process.

[Indeed thank you/follow up](#)

Subject line: *Thank you for the interview*

Dear Dr. Chen,

Thank you for taking the time to speak with me about the Marketing Manager position this morning. It was inspiring to have such an insightful conversation about marketing metrics, and it was a pleasure to learn more about your insight into the industry.

The details you shared about the position and future goals for the marketing team convinced me that the role would be an ideal match for my qualifications. I believe that my Master of Science in Marketing from Edison University and seven years of experience as a marketing specialist would allow me to make a valuable contribution to the department.

Thank you,

Hannah Lee

Basics: How to create a LinkedIn profile

Step 1: Add a profile photo

If your goal is to get noticed, then why wouldn't you add a photo of yourself? A profile with a headshot is the first thing that visitors see, even before they read your background. How you smile, how professional you look, how trustworthy you are – all visual cues that form a large part of the first impression. Members with a profile photo also get 9x more connection requests, 21x more profile views and 36x more messages than those without, so you get the idea!

Step 2: Add your industry

Your industry association is the first step in determining your professional reputation on LinkedIn. Every week, more than 300K searches on LinkedIn are initiated by an industry filter – choosing the right industry is going to help you be discovered better (9x more profile views) by the right offers and opportunities.

Step 3: Include your header text

This is the text that appears just under your profile picture and name. This is quite important for standing out in profile searches from recruiters, or people looking to network with the right professionals.

Step 4: Drafting a compelling summary

This summary will appear in the About section in your profile, just above the part where your work history appears. This is what we call your personal "Elevator Pitch". If you had 30 secs to explain what you are good at, why you are good at it, and how you can help the viewer – how would you write this section?

Some best practice is to keep it simple and under 40+ words – focus on career accomplishments over the years and your aspirations for the future. If you are willing for people to reach out with opportunities, mention and give permission in this section as well.

Step 5: Fill in your professional history

Filling up your work experience is important for visitors to evaluate your past experiences, accomplishments, and current position. Understanding how your career developed over the years helps the visitor determine if they can trust your expertise in a particular field or industry, whether or not you are an authority or just a beginner. Members with up to date positions also get 5x more connection requests, 8x more profile views, and 10x more messages.

After filling up this segment with text, don't just stop there! A picture paints a thousand words – so use visuals to spice up your professional profile. Within the media sections of each work experience, you can have the choice of uploading photos, presentations that you are proud of, videos that showcase your past accolades. Use this in a smart way to develop a dynamic, visually appealing representation of your professional story.

Step 6: Add volunteer experience and causes you care about

You might feel this is unnecessary, but if you care about a cause or have done work in the volunteering field – this offers visitors a glimpse into your interests and passions outside of the professional setting. In some cases, leadership roles in organizations outside of work can also go a long way in helping endorse your professional capabilities. Do this to get 6x more profile views compared to those without any relevant experience.

Step 7: Add job skills and remember to get endorsed

Job skills are an amazing way to get discovered – members who add more than 5 skills on their profiles get up to 17x more profile views compared to those without. LinkedIn has an algorithm that showcases endorsed skills by members also skilled in the same job skill – so the more you collect, the stronger your social proof for your skill sets. [link](#)

Helpful Career Related Websites

CAREER ASSESSMENT WEBSITES

NJ Department of Labor and Workforce <https://www.nj.gov/labor/career-services/>

The ACT Profile — <http://www.actprofile.org> The ACT Profile is a free, online tool that helps students answer the college and career planning question: "What do I want to do?" This website contains inventories of interests, abilities and values, used together to suggest relevant occupations and majors. The site also contains up to date high quality information about the suggested occupations and majors.

The Career Key — <http://careerkey.org> This site contains a questionnaire that helps you identify your interests, abilities and values. Based on the three-letter code results, you can research career possibilities. The site links its list of occupations directly to the Occupational Outlook Handbook, and by clicking on any title, you are given a detailed description.

The Princeton Review Quiz — <http://www.review.com/career/careerquizhomecfm?menuID=0&careers=6> This site has a short questionnaire that will give you a general description of your interests, skills, and preferred style as well as a list of careers that all of this points to, chosen from a list in the Princeton Review's Guide to Your Career. There is also a detailed description of each career online.

Personality Type — www.16personalities.com This site contains a brief questionnaire that allows you to explore your "type" and relate it to career possibilities.

Occupational Outlook Handbook — www.bls.gov/ooh This site is a direct link to the US Department of Labor's current edition of the Occupational Outlook Handbook.

My Next Move — www.mynextmove.org This easy to use site gives one-page snapshot summaries of careers and then can link to more detailed information on O*Net.

O*NET Online — <http://online.onetcenter.org> This website provides brief and comprehensive descriptions of job titles, career fields and industries.