Carnegie Mellon University
Career & Professional
Development Center

2015-2016 CAREER GUIDE
YOUR CAREER PATH BEGINS HERE
Jump into your next adventure

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- Tackle interesting problems every day
- Do things that actually matter
- Develop your career
- Create solutions that save energy
- Expand the Internet of Things

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JOIN US IN CREATING INNOVATIONS THAT CHANGE THE WORLD!

Carnegie Mellon’s H. John Heinz III College was founded on the proposition that the study of public policy and information technology, independently and jointly, provides a uniquely powerful platform from which to influence the world.

Heinz College comprises two world-renowned graduate schools. The School of Public Policy and Management ranks among U.S. News & World Reports’ top ten public affairs programs. And the School of Information Systems and Management stands among its peers as one of the nation’s leading IS institutions.

Learn more at www.heinz.cmu.edu

SCHOOL OF PUBLIC POLICY & MANAGEMENT
  • Master of Science in Public Policy and Management
  • Master of Arts Management
  • Master of Entertainment Industry Management
  • Master of Science in Healthcare Policy and Management

SCHOOL OF INFORMATION SYSTEMS & MANAGEMENT
  • Master of Information Systems Management
  • Master of Science in Information Security Policy and Management

CMU undergrads are eligible to enroll in our Accelerated Master’s Programs (AMP), allowing them to complete their bachelor’s and master’s degrees in just 5 years.
Mission, Vision & Values

Our Mission
To empower you to optimize your professional and life potential through career exploration, experiential learning, and connections with employers and opportunities.

Our Vision
To provide high touch, high tech university career services through the integration of individual attention, creativity, theory, and technology.

Our Values
1. Collaboration – We invest in meaningful relationships.
2. Honesty – We value authenticity.
3. Accountability – We believe in personal and shared responsibility.
4. Respect – We welcome others with openness and acceptance.
5. Communication – We are open to all forums of shared dialogue.
6. Inclusion – We celebrate diverse ways of thinking and being.
7. Dedication – We take pride in our mission and vision.

Our Commitment to You

Career Exploration & Decision Making
1. To help you fully explore the variety of educational and career options and make decisions that are consistent with your interests, skills, and values.

Skill Development
2. To equip you with the professional, leadership, and interpersonal skills to ensure future career growth and success.

Experiential Learning
3. To connect you with experiential learning opportunities including internships, part-time employment, or community service opportunities.

Employment Opportunities
4. To help you become highly skilled in self-directed job or internship search techniques and to become an active participant in the career development process.
5. To ensure that you are successfully engaged within a professional path that is consistent with your skills, interests, and goals.

Employer Development
6. To develop an energized employer base committed to a long-term relationship with Carnegie Mellon University and founded on the continual enhancement and development of a mutually beneficial relationship.

Carnegie Mellon University
STATEMENT OF ASSURANCE

Carnegie Mellon University does not discriminate and Carnegie Mellon University is required not to discriminate in admission, employment, or administration of its programs or activities on the basis of race, color, national origin, sex or handicap in violation of Title VI of the Civil Rights Act of 1964, Title IX of the Educational Amendments of 1972 and Section 504 of the Rehabilitation Act of 1973 or other federal, state, or local laws or executive orders.

In addition, Carnegie Mellon University does not discriminate in admission, employment or administration of its programs or activities on the basis of religion, creed, ancestry, belief, age, veteran status, sexual orientation or gender identity. Carnegie Mellon does not discriminate in violation of federal, state, or local laws or executive orders.

Inquiries concerning application of these statements should be directed to the Provost, Carnegie Mellon University, 5000 Forbes Avenue, Pittsburgh, PA 15213, telephone 412-268-6684 or the Vice President for Campus Affairs, Carnegie Mellon University, 5000 Forbes Avenue, Pittsburgh, PA 15213, telephone 412-268-2057.

Carnegie Mellon University publishes an annual campus security report describing the university’s security, alcohol and drug, and sexual assault policies and containing statistics about the number and type of crimes committed on the campus during the preceding three years. You can obtain a copy by contacting the Carnegie Mellon Police Department at 412-268-2323. The security report is available through the World Wide Web at www.cmu.edu/police/.

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A Special Thanks

...To our career partners for 2015-2016. The following employers have joined the CPDC in financially supporting our programs and initiatives for our students.

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Capital One
Dropbox

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GoDaddy

eBay
NSA

Google

Microsoft

UBER

VMware

Gold Level

LinkedIn
Bloomberg
Juniper Networks
HRT

Oracle

Yext

Silver Level

Athenahealth
Booking.com
IBM Design
Whisper

Bronze Level

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AlcoA
AQR
AvE

FireEye
Indeed

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Lutron
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Pitney Bowes
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Welcome to the Career & Professional Development Center at Carnegie Mellon University, your partner in helping you determine your best career path to achieve all your career goals, both now and throughout your life. At the CPDC, we consider it our mission to empower you to optimize your professional and life potential through career exploration, experiential learning, and connections with employers and opportunities.

We do this by providing high touch, high tech university career services through the integration of individual attention, creativity, theory, and technology. We collaborate with you to form career communities made up of fellow students, faculty, alumni, the career center staff, and many more individuals, while you are still on campus, so that when you graduate, you can take advantage of these networks to further your career goals.

OVERVIEW OF SERVICES

Career Exploration & Decision Making
We help you fully explore the variety of educational and career options and make decisions that are consistent with your interests, skills, and values.

Skill Development
We equip you with the professional, leadership, and interpersonal skills to ensure future career growth and success.

Experiential Learning
We connect you with experiential learning opportunities including internships, part-time employment, or community service opportunities.

Employment Opportunities
We help you become highly skilled in self-directed job or internship search techniques and to become an active participant in the career development process. And we ensure that you are successfully engaged within a professional path that is consistent with your skills, interests, and goals.

Employer Development
We develop an energized employer base committed to a long-term relationship with Carnegie Mellon University and founded on the continual enhancement and development of a mutually beneficial relationship.

HOURS OF OPERATION
The CPDC is open daily 8:30 a.m. – 5:00 p.m. while classes are in session.

CPDC LOCATION
In order to best serve the needs of CMU students, the CPDC offices are split into two locations:

1) The CPDC - Interview Center
Located in the Cohon University Center - Lower Level, the CPDC - Interview Center is the location for employer engagement, on-campus interviews, and student group meetings.

2) The CPDC - Advising Center
Located in West Wing, 2nd Floor, the CPDC - Advising Center is the location for students to meet with their Consultants, learn about career programs and events, and to look into job, internship, and experiential learning opportunities.

HOW TO ENGAGE WITH CPDC
The first step is to log in to TartanTRAK, the online recruiting system. On TartanTRAK, students can schedule appointments with Consultants who are specialists in their major or the industry they want to work in, learn about companies who recruit at CMU, apply to job and internship postings from employers, and much more.

And the best part is your TartanTRAK account is ready and waiting for you to use. Just visit cmu.edu/career/tartantrak to begin your career path.
CARNEGIE MELLON CAREER & PROFESSIONAL DEVELOPMENT CENTER

CAREER AND PROFESSIONAL DEVELOPMENT CENTER STAFF

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Office Manager

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Assistant Director, Marketing and Communications

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Associate Director / Career Consultant - College of Engineering

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BXA, Design and School of Architecture (N-Z), Design Industry

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Employer Development

Judy Ellgass  
Recruiting Coordinator

Janet Vojtash  
Career Events Coordinator

Gerry Marnell  
Student Recruiting and Programs Coordinator

**CAREER AND PROFESSIONAL DEVELOPMENT CENTER HOURS**

Advising Center - West Wing, 2nd Floor  
Monday - Friday  
8:30 a.m. - 5:00 p.m.

Appointments:  
Appointments are available year-round Monday - Friday during business hours and may be made via TartanTRAK.

Drop-in Hours (during fall and spring semesters):  
Monday - Friday, 1:00 - 4:00 p.m.  
For your college-specific drop-in hours call (412) 268-2064 or visit www.cmu.edu/career.

Pittsburgh, Pennsylvania 15213-3890

Phone: (412) 268-2064  •  Fax: (412) 268-7839  
career@andrew.cmu.edu

www.cmu.edu/career

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www.twitter.com/CMUCPDC  
Carnegie Mellon Alumni  
www.youtube.com/CMUCPDC
Understanding your “self” is the first step as you begin your personal career journey. In this section, you will be asked to consider the following aspects of self-discovery: your values, your interests, your traits and characteristics, and those things you are skilled at. When thinking through this list, consider your studies, clubs, organizations, travel, service, and other experiences in your life that have influenced you to become the person you are today.

When we refer to “mySelf”, we are talking about much more than WHAT you can do; it is about WHO you are, on a fundamental level, as a person, and how having a strong understanding of that can assist you as you begin to pursue a career path that will be satisfying to you.

The following career exploration activities can assist you not only to identify enjoyable college experiences by assisting you with what student/professional organizations and activities that you might enjoy and benefit from, but they can also assist you in identifying what you “bring to the table” for potential employers and career field choices.

As always, your career consultant at the CPDC is available to meet with you and discuss any questions you might have with these or any other career development activities, and can provide you with more ways to assess your “self” with regards to your career journey. So, let’s get started!
SELF-EXPLORATION ACTIVITY: REFLECTING ON YOUR SKILLS

Ask yourself the following questions:

1. What projects/homework assignments do I enjoy most? Why do I find these to be engaging?
2. What skills am I gaining/honing from my coursework?
3. What are the skills/traits I would like to learn/develop?

<table>
<thead>
<tr>
<th>Projects/Homework Most Enjoyed</th>
<th>Why?</th>
<th>Skills/Traits Gained</th>
<th>Skills/Traits Would Like to Learn/Develop</th>
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After completing the table above, consider the following questions:

1. How will the education you are pursuing at CMU translate into a career?
2. What skills are you going to learn from your major/minor?
3. What occupations value these skills?

We encourage you to meet with your Career Consultant to explore these questions and learn more about creating a strategy to find a fulfilling career.
SELF-EXPLORATION ACTIVITY: PRIDE AND JOY EXERCISE

Have you been asked, “What do you like to do?” While this appears to be a simple question, it is often very difficult to answer. The Pride and Joy Exercise will help you answer this question by having you examine experiences in your life where you felt fulfilled. By listing 5-10 examples and examining the details of each situation, you will begin to notice common themes emerge from these times where your felt happy and proud of your accomplishments.

Did you feel a sense of accomplishment and pride when working on a project for a class? Volunteer experience? Interaction with a co-worker? Event you planned? Whether the event/project/effort was a success or not is not important—only the fact that you were proud of your effort and experienced joy in the process. After identifying the moment, deconstruct the experience and examine the details to help you identify which parts were instrumental in producing your positive feelings.

When you have completed this exercise, review all the examples you chose, looking for common themes or traits from the various experiences. Share these themes and the stories of the experiences with friends, family, mentors, and your Career Consultant to help your connections better understand you and allow them to begin to understand the types of career paths that may be a good match for you.

EXPLORING POTENTIAL CAREER PATHS

The CPDC has tools and resources to assist with your career exploration process. Review the resources below located at cmu.edu/career to investigate various career paths and job families.

<table>
<thead>
<tr>
<th>What Can I Do With a Major In...?</th>
<th>Research Various Job Families</th>
</tr>
</thead>
<tbody>
<tr>
<td>Explore the job families and endless options that other people with your major have pursued</td>
<td>Learn about career paths, industries, and opportunities for gaining experience in the field of your choosing.</td>
</tr>
<tr>
<td><strong>What Can I Do With This Major?</strong></td>
<td>Hoovers</td>
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<tr>
<td><strong>Salaries &amp; Destinations</strong></td>
<td>Vault</td>
</tr>
<tr>
<td>Learn what jobs fellow CMU grads have taken and their starting salaries.</td>
<td><a href="http://www.cmu.edu/career/vault">www.cmu.edu/career/vault</a></td>
</tr>
<tr>
<td><strong>CPDC Salaries and Destination</strong></td>
<td>Networking &amp; Informational Interviewing</td>
</tr>
<tr>
<td><a href="http://www.cmu.edu/career/salaries-and-destinations">http://www.cmu.edu/career/salaries-and-destinations</a></td>
<td>In conjunction with the final section of this guide, myConnections, learn how to build your network of people to help you explore careers and search for jobs.</td>
</tr>
<tr>
<td></td>
<td><a href="http://www.cmu.edu/career/job-shadowing">www.cmu.edu/career/job-shadowing</a></td>
</tr>
</tbody>
</table>
ACTIVITY: DEVELOPING YOUR CAREER PLAN

It's important to learn more about the occupations that you're interested in. One of the best ways to do this is to review job descriptions. Since this document will highlight the major responsibilities and skill sets utilized in the role, it can serve as a great research tool. Using this, you'll be able to determine what you still need to learn and if you're a good fit for the position.

Make sure to find several job descriptions to compare. Go through the job description line by line and evaluate your current skills, education, and/or experience to what is listed. Once you've reviewed the job description, create a list of the skills/knowledge you currently possess, and another list of those you still need to develop. From here, make a plan for how you will develop the skills needed to be successful in the position.

Also, don't be discouraged if you don't meet all of the qualifications right now. Through experience and academic progress, you will gain the skills needed to fill any gaps.

VALUES EXERCISE (ADAPTED FROM TAPROOT)
http://www.taproot.com/archives/37771

1. **Determine your core values.** From the list below, choose and write down every core value that resonates strongly with you. Do not overthink your selections. As you read through the list, simply write down the words that feel like a core value to you personally. If you think of a value you possess that is not on the list, be sure to write it down as well.

<table>
<thead>
<tr>
<th>Abundance</th>
<th>Decisiveness</th>
<th>Joy</th>
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<tbody>
<tr>
<td>Acceptance</td>
<td>Dedication</td>
<td>Kindness</td>
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<td>Accountability</td>
<td>Dependability</td>
<td>Knowledge</td>
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<td>Achievement</td>
<td>Diversity</td>
<td>Leadership</td>
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<td>Adventure</td>
<td>Empathy</td>
<td>Learning</td>
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<td>Advocacy</td>
<td>Encouragement</td>
<td>Love</td>
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<td>Ambition</td>
<td>Enthusiasm</td>
<td>Loyalty</td>
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<td>Appreciation</td>
<td>Ethics</td>
<td>Making a Difference</td>
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<tr>
<td>Attractiveness</td>
<td>Excellence</td>
<td>Mindfulness</td>
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<td>Autonomy</td>
<td>Expressiveness</td>
<td>Motivation</td>
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<td>Balance</td>
<td>Fairness</td>
<td>Optimism</td>
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<td>Being the Best</td>
<td>Family</td>
<td>Open-Mindedness</td>
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<tr>
<td>Benevolence</td>
<td>Friendships</td>
<td>Originality</td>
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<tr>
<td>Boldness</td>
<td>Flexibility</td>
<td>Passion</td>
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<tr>
<td>Brilliance</td>
<td>Freedom</td>
<td>Performance</td>
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<tr>
<td>Calmness</td>
<td>Fun</td>
<td>Personal Development</td>
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<tr>
<td>Caring</td>
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<td>Challenge</td>
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<td>Charity</td>
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<td>Cheerfulness</td>
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<td>Cleverness</td>
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<td>Community</td>
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<td>Commitment</td>
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<td>Reliability</td>
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<td>Compassion</td>
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<td>Resilience</td>
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<td>Cooperation</td>
<td>Humor</td>
<td>Resourcefulness</td>
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<td>Collaboration</td>
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<td>Consistency</td>
<td>Independence</td>
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<td>Contribution</td>
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<td>Creativity</td>
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<td>Credibility</td>
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<td>Curiosity</td>
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<td>Daring</td>
<td>Intuition</td>
<td>Stability</td>
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<td>Joy</td>
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<td>Teamwork</td>
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</table>
2. **Group all similar values together from the list you just created.** Group them in a way that makes sense to you, personally. Create a maximum of five groupings. If you have more than five groupings, drop the least important grouping(s). See the example below.

<table>
<thead>
<tr>
<th>Abundance</th>
<th>Acceptance</th>
<th>Appreciation</th>
<th>Balance</th>
<th>Cheerfulness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Growth</td>
<td>Compassion</td>
<td>Encouragement</td>
<td>Health</td>
<td>Fun</td>
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<td>Inclusiveness</td>
<td>Thankfulness</td>
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<td>Development</td>
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<td>Freedom</td>
<td>Kindness</td>
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<td>Spirituality</td>
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<td>Independence</td>
<td>Love</td>
<td></td>
<td>Well-being</td>
<td>Joy</td>
</tr>
<tr>
<td>Flexibility</td>
<td>Making a Difference</td>
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<td>Optimism</td>
</tr>
<tr>
<td>Peace</td>
<td>Open-Mindedness</td>
<td></td>
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<td>Playfulness</td>
</tr>
<tr>
<td></td>
<td>Trustworthiness</td>
<td></td>
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<td></td>
</tr>
<tr>
<td></td>
<td>Relationships</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3. **Choose one word within each grouping that represents the label for the entire group.** Again, do not overthink your labels—there are no right or wrong answers. You are defining the answer that is right for you. See the example below—the label chosen for the grouping is bolded.

<table>
<thead>
<tr>
<th>Abundance</th>
<th>Acceptance</th>
<th>Appreciation</th>
<th>Balance</th>
<th>Cheerfulness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Growth</td>
<td>Compassion</td>
<td>Encouragement</td>
<td>Health</td>
<td>Fun</td>
</tr>
<tr>
<td>Wealth</td>
<td>Inclusiveness</td>
<td>Thankfulness</td>
<td>Personal</td>
<td>Happiness</td>
</tr>
<tr>
<td>Security</td>
<td>Intuition</td>
<td>Thoughtfulness</td>
<td>Development</td>
<td>Humor</td>
</tr>
<tr>
<td><strong>Freedom</strong></td>
<td>Kindness</td>
<td>Mindfulness</td>
<td>Spirituality</td>
<td>Inspiration</td>
</tr>
<tr>
<td>Independence</td>
<td>Love</td>
<td></td>
<td>Well-being</td>
<td>Joy</td>
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<td>Flexibility</td>
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</tr>
<tr>
<td></td>
<td>Relationships</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

4. **Add a verb to each value** so you can see what it looks like as an actionable core value. For example:

- Live in freedom.
- Seek opportunities for making a difference.
- Act with mindfulness.
- Promote well-being.
- Multiply happiness.

This will guide you in the actions you need to take to feel like Your Heart is in Your Work.

5. **Finally, write your core values in order of priority in your planner,** so they are available as an easy reference when you are faced with decisions. For example:

1. Live in freedom.
2. Act with mindfulness.
3. Promote well-being.
4. Multiply happiness.
5. Seek opportunities for making a difference.

INTERPRETING YOUR RESULTS

At this point, you may feel comfortable with what you’ve learned about yourself having completed these exercises. If so, you should move on to the MyStory section of this Career Guide and begin the process of crafting your unique career story based on your self-discoveries.

If you need assistance interpreting the results of any of these exercises, or would simply like to discuss them with a professional, you should make an appointment with your Career Consultant. The trained professionals at the CPDC are experts in assisting students with their career exploration and development, and would love to meet with you.

To schedule an appointment with your Career Consultant, visit our website at [www.cmu.edu/career](http://www.cmu.edu/career)
Now that you have a better understanding of your “self”, having completing the “mySelf” section of this guide, you’re ready to move on to taking what you’ve learned and crafting it into a compelling story. Knowing who you are, your values, your interests, your traits and characteristics, and those things you are skilled at, is important. Communicating them to the world is critical to your career efforts. Knowing that today’s communication can take many forms, you need to consider the story you are telling through your words, actions, on paper, and your online activity.

Telling your story is much more than a resume or a LinkedIn profile. Your story is a comprehensive tale that includes what you say in words, on paper and through body language. In short, your story is the image you convey, what you say and do, and how others perceive you. In today’s world where information is easily accessible, your story needs to tell the same tale whether a person is reading your resume, reviewing your online activity, or speaking with a contact of yours. With this in mind, be sure to craft a story using the five “Cs”. The goal is to make sure your story is:

- Concise
- Coherent
- Consistent
- Comprehensive
- Compelling
RESUME

You should write a resume that clearly and concisely describes relevant skills, experiences, and career goals. This may require you to create a few versions tailored to specific career areas. A resume is made up of sections that help employers learn about the candidate: some sections are essential, while others are considered optional. Even though you can get ideas from resume samples and other people, you must decide what best communicates the most important information to an employer. You need to determine what information you want the employer to know about you, as this is part of your story.

Tips

- Keep the resume to one page in length if possible; advanced degree students and candidates who have worked for several years may require more than one page.
- Include items that are most relevant to, and supportive of, your career goals. Prioritize so that the most relevant items appear at the top of the resume. Remember that you are telling your story; the information that is most important to your story should be the information you convey first.
- Be clear, concise, and consistent in writing descriptions and formatting the layout of the page. A professional look to a resume will communicate that you are professional in your work.
- Start each bullet with an action verb and highlight achievements, quantifying results when possible. Communicating that you can produce results and affect change is a powerful message within your story.
- Have friends read your resume for 10 seconds and then ask them to flip over the page. What information do your friends remember from their brief reviews? This is the story that your resume is telling the world about you.
- Upload your current resume to TartanTRAK and flag it as your “Default” resume. This is the resume employers will see when they conduct talent searches within TartanTRAK.

If you are not happy with the information that is conveyed or the flow of your document, come visit the CPDC. We can help craft your message to communicate your story.

Sections

Resume sections should be tailored to the position for which you are applying. Some sections are optional and can be tailored to tell your unique story.

Contact Information (Required)

- Your name—slightly larger font than the rest of your document
- Your CMU email address and cell phone number (be sure to have an appropriate voicemail message set up)
- Your address (optional—you can use your permanent or campus address or both)

Objective (Optional)

Your objective should identify what it is you are seeking and what skill set you have to offer that would qualify you for that goal in the eyes of the employer.
- If you choose to use an “objective” it should be specific to the industry and position—a vague objective can do more harm than good

Education (Required)

- Should be toward the top of your resume
- University and location (Carnegie Mellon University, Pittsburgh, PA)
- Degree and anticipated month/year of graduation
- Major(s), minor(s), if applicable, and G.P.A.
- Other universities, if applicable, should be formatted the same as your Carnegie Mellon University entry

Honors (Optional)

- Relevant accomplishments, achievements, scholarships or awards that you earned for exceeding average standards in either academics, athletics, or in a work environment
- Honors may also be included under Education in order to save space

Relevant Courses (Optional)

- Include courses related to your career goals, objective, and/or skill set in this section—this should NOT be a list of all of the classes you have taken in college
- Relevant coursework can be incorporated into “Education” if you have advanced/specialized coursework related to the industry/position

Experience (Required)

- List most recent jobs/experiences first
- Utilize strong action verbs and quantify results when possible
- Demonstrate the actions you took and the impact these had on both the organization (what value did you add?) and yourself (what skills did you develop?)
- Do not limit “Experience” to jobs or employment; you may also include clubs or project work relevant to the position to which you are applying

Leadership, Activities, or Service (Optional)

- Your resume may contain one or all of these sections and some can be combined, such as Activities and Service
- It is important to list quality over quantity in this section

Skills (Optional)

- This section typically includes computer, language, science/laboratory, and production skills when applicable
- Do not list soft skills in this section—instead incorporate those skills into your experiences to demonstrate how they were developed
RESUME CHECKLIST

**General Format**
- Are margins the same for the top, bottom, and sides? Are they no smaller than 0.5 inches?
- Is your font size no smaller than size 10 and no larger than 12? Is it the same font used throughout?
- Are your bullet points and sections aligned uniformly throughout the resume?
- Are dates written consistently? Is your punctuation consistent?
- Have you used a consistent format throughout the entire document and within each section?
- Are sections/headings listed in order of relevance/importance?

**Contact Information**
- Have you included your legal name?
- Is your phone number included? (Have you recorded a professional outgoing voicemail message?)
- Is your email address included? Is the email professional? (i.e., a CMU email)

**Objective**
- Is the objective a concise and focused statement?
- Does it add value to your resume?

  **If you have answered no to any of the above, you should modify your objective or consider not including it.**
  **Contact your Career Consultant if you have questions!**

**Education**
- Are college/university names spelled out? (i.e., Carnegie Mellon University not CMU)
- Did you list the official name of your degree and program?
- Have you listed the month and year you earned your degree(s) and/or expect to earn it?
- Have your listed your GPA? If so, have you included the GPA scale? (i.e., 3.75/4.0)
- Have you selected coursework that aligns with your job search?
- Have you limited your coursework list to the courses most relevant to your job search?

**Experience**
- Have you clearly listed the organization/company name and your job title?
- Have you included the city and state (or country, if not within the US) in which you worked?
- Are your dates of employment (month and year) listed for each position and/or company?
- Are dates and location on the right side of the page?
- Is the company and title on the left side of the page?
- Have you detailed your accomplishments? Have you provided results, metrics, outcomes, etc.?
- Did you start each phrase with an action verb?

**Skills**
- Have you included relevant skills (Programming Languages, Lab, Foreign Languages, etc.)?
- Did you list specific skills within each skills section?
- If you have a range of proficiencies within your skills, have you labeled your proficiency levels?
  (i.e., highly proficient, moderately proficient, etc.)

**Activities/Honors/Leadership**
- Are the activities, honors/awards, and/or leadership experiences relevant and timely? Be selective and remove items that are no longer relevant.

  **Be sure to connect with your Career Consultant to personalize your resume to best tell your story.**
Juan A. Internship
freshman@andrew.cmu.edu

University Address
SMC 9999 5032 Forbes Ave.
Pittsburgh, PA 15289
412-234-5678

Permanent Address
100 Main Street
Boston, MA 01250
617-999-9999

EDUCATION

- Carnegie Mellon University
  Bachelor of Science in Business Administration
- Boston Public High School
  High School Diploma, with honors
  Awards: National Honor Society, National Merit Scholar,
  All City Athlete and Scholar
  GPA: 3.75/4.0

RELEVANT COURSEWORK

- Principles of Economics
- Optimization
- Global Business
- Macroeconomics
- Multivariate Analysis
- Intro to Programming

EXPERIENCE

- Boston Bank
  Bank Teller
  May – Aug. 20xx
  • Developed strong customer service skills through handling confidential financial transactions.
  • Managed documents relating to changes and updates within the Boston Bank System.

- Sylvan Learning Center
  Tutor
  June – Aug. 20xx
  • Improved communication skills by adapting materials and examples to foster students’ understanding and comprehension.
  • Demonstrated creativity in teaching material by using new and innovative examples that resonated with students.

- City Soccer League
  Soccer Referee
  May – July 20xx
  • Enhanced mediation skills through interactions with coaches, parents, and players
  • Exhibited the ability to make quick and difficult decisions.

LEADERSHIP AND SERVICE

- National Honor Society
  Treasurer
  20xx – 20xx
  • Managed a $2,000 budget for the organization.
  • Kept track of all receipts and expense documents.

- Boston Children’s Hospital
  Volunteer
  20xx – 20xx
  • Performed over 200 hours of community service.
  • Assisted visitors to the hospital with questions.

SKILLS

- Computer: Advanced knowledge of Microsoft Office (Excel, Access, PowerPoint)
- Languages: Basic Spanish and French
- Interests: Intramural Sports, Personal Investing and Travel
RESUME SAMPLE

Si K. Ology
(333) 666.9999 • sology@andrew.cmu.edu
4 Living the Dream Road • Paradise, PA 17562

EDUCATION
Carnegie Mellon University, Pittsburgh, PA
Bachelor of Science in Psychology
Minor: Statistics
G.P.A. 3.8/4.00

RELEVANT EXPERIENCE
SpinMedia, New York, NY
Consumer Insights Intern
• Coordinated with 4 internal teams to use 3rd party research data and internal data to produce insights for the advertising and sales teams, resulting in a 20% increase in profitability
• Assisted in creating monthly reports detailing the size and demographics of the SpinMedia audience using comScore, Nielsen @Plan, and Google Analytics data
• Updated marketing and sales communication materials with the latest data analytics

Mad Science, Pittsburgh, PA
Instructor
• Taught and performed interactive science experiments for groups of 5-20 elementary school students
• Acted as liaison between parents and program managers for the school age programming

Carnegie Mellon University, Pittsburgh, PA
Research Assistant
• Assisted with the research of communal coping in couples in which once spouse was diagnosed with type-2 diabetes
• Interviewed and filmed over 100 participants for analysis
• Analyzed data from participant interviews and presented the data to
• Recruited over 30 new participants from health fairs

LEADERSHIP ACTIVITIES
Undergraduate Marketing Organization, Secretary
• Scribed minutes for monthly club meetings
• Planned and implemented two programs concerning proper research techniques for the consumer insights and marketing research industry

Kappa Alpha Theta, Member
• Planned events to integrate new members into the chapter through mentoring program

The Tartan, Junior Staff Writer & Online Writer
• Wrote over 30 articles reviewing regional musical concerts as well as local restaurants

HONORS & AWARDS
Dietrich College Dean List, Fall 20xx & Spring 20xx
• Calculated G.P.A. of 3.75 or higher for the semester
Order of Omega, Fall 20xx
• Selected to represent the top five of the Greek community for high standard in scholarship and leadership

RELEVANT COURSEWORK
Advanced Data Analysis
Attitudes and Persuasion
Psychology of Gender
Research Methods in Cognitive Psychology
Social Psychology
Statistical Theory

Quantifying your results makes a powerful impact
Employers like to see success outside the classroom and workplace
Coursework should be applicable to the job opening
RESUME SAMPLE

<table>
<thead>
<tr>
<th>Current Address</th>
<th>Comp O. Site</th>
<th>Permanent Address</th>
</tr>
</thead>
</table>
| 507 North Neville Street  
(412) 222-1212 (Cell)  
Pittsburgh, PA 15213-6236 | mse@andrew.cmu.edu  
U.S. Citizen | 20 Eagle Drive  
Dallas, TX 15401  
(826) 111-8787 |

EDUCATION
Carnegie Mellon University, Pittsburgh, PA  
B.S. in Materials Science and Engineering  
Minors in Manufacturing Engineering and Photography & Digital Imaging  
GPA 3.42/4.0  
May 20xx

WORK EXPERIENCE
Power Superconductor Applications Corp., New Castle, PA  
Laboratory Specialist Grade IV  
Summer 20xx

- Utilized engineering software such as LabView, MathCAD, and AutoCAD
- Constructed testing apparatus and tested Linear Induction Motors and Transverse Flux Machines
- Led research initiative on the use of Cryogenic Aluminum hyperconductor in company products
- Participated in writing government proposals and travel to Wright Patterson Air Force Base, NIST, NRL, and ONR to meet with partners and clients

Carnegie Mellon University, Undergraduate Research  
Research Assistant, The effect of surface texture on formability in Aluminum sheets  
Spring 20xx

- Designed templates for a photolithography process to texture Aluminum sheets
- Performed mechanical testing and analysis

Research Assistant, Grain Boundary Movement in Thin Films of Aluminum  
Spring 20xx

- Produced images from TEM negatives in a black and white darkroom
- Traced grain boundaries by hand to track movement and wrote original paper on hand tracing techniques

National High Magnetic Field Laboratory, Tallahassee, FL  
Research Intern, Topic: Superconducting Material Magnesium Diboride  
Summer 20xx

- Conducted research with a team of scientists and students
- Improved production for pure MgB2 by refining heat treatments
- Operated SQUID magnetometer and ran X-Ray Diffraction tests
- Interpreted results, wrote an original paper, and presented research to scientists, staff, and peers

ACADEMIC PROJECT
Materials Science Capstone Course, Senior Group Project  
Fall 20xx

Deformation of Amorphous Metallic Ribbon for use in Magnetic Core Applications
- Performed magnetic, compositional, and structural analysis on cores donated from Spang Magnetics
- Designed a billet and performed hot extrusion of a wound core at WPAFB to reduce the ribbon thickness
- Cast an amorphous rod and amorphous metallic ribbon for comparative analysis

SKILLS
Applications: Adobe Photoshop, Minitab, LabVIEW, MathCAD, Java, MS Office

LEADERSHIP AND HONORS
 Resident Advisor, CMU Apartments  
20xx- present  
Judith Resnik Challenger Scholarship  
20xx-20xx

Photography Club, President  
20xx-20xx  
National Society of Collegiate Scholars  
20xx-20xx

Pre-College Counselor  
Summer 20xx  
Student Action Committee, MSE  
20xx-20xx
COVER LETTER

The cover letter is a three- or four-paragraph, one-page letter, typed in business format that introduces you and your resume to an employer and identifies your reason for sending it. The letter is an opportunity for you to focus on and communicate to a prospective employer your relevant skills, knowledge, and accomplishments that match the characteristics of a specific position or organization. It serves as an introductory sales letter and motivates the employer to read your resume and to invite you for an interview for the position you are seeking. Rather than repeat the content of your resume, the cover letter should highlight specific qualifications you possess that make you an exceptional candidate for the position and the organization.

Tips

**Individualized:** Each cover letter should be tailored to the specific position/organization you are applying to.

**Targeted:** Be specific. Indicate a special reason for wanting to work for that particular employer, if possible, or something about your interest and skills for the industry or career field.

**Persuasive:** The letter should be problem-solving in orientation, referring to how you can meet the employer or job needs rather than simply listing accomplishments or your desires.

**Tone:** Be clear and concise. The letter should expand upon the resume and add personal flavor. Give the impression of confidence, but not conceit. The goal is to pique the reader’s interest and prompt them to want to read more. It is best not to be clever or cute, but you may choose to be creative, depending on the type of employer to whom you wish to appeal.

**Accuracy:** Make certain there are no grammatical, punctuation, or spelling mistakes. Have a Career Consultant in the CPDC or the Global Communication Center review your letters.

**Types of Cover Letters**

**Letter of Application**
Explains your interest in a specific position known to be open with an employer. This letter includes pertinent details about your qualifications and requests action regarding the position.

**Letter of Inquiry**
Expresses interest in working for the employer and inquires as to whether a particular type of position might be available.

*(Adapted from: Career Planning Today, C. Randall Powell; Resumes That Knock ‘em Dead, Martin John Yates)*

JOB DESCRIPTION SAMPLE #1

Novis Pharmaceuticals Corporation is a world renowned leader in the development of enabling technologies for the advancement of science.

Summer Intern position is offered at Novis in the Research Operations department. The successful candidate will help complete several projects that will help support laboratory operations at Novis. This person will work closely with Lab Coordinators and in both Biology and Chemistry areas. This person will also assist with organizational improvements and special projects as necessary.

This short term internship will include the following projects along with other potential opportunities:

- Reagent Management System reclamation project to help maintain accurate in-house inventory
- Data Entry of Capital Asset Inventory and Field Service Reports
- Reconciliation of Capital Asset information for main database
- Assist department with special projects as necessary

**Minimum requirements:**

Undergraduate student in a science program and who has completed at least one year of **Organic Chemistry**.

**Language:** English.

Previous work experiences within a laboratory environment a plus. Familiarity with basic chemical & biological principles beneficial. Working knowledge of MS Office Suite.

Must be motivated, responsible, organized, and able to work independently and within a team environment. Candidate should also have good written and verbal skills and be able to follow protocols. Must be able to lift 25 lbs.

**EEO Statement:** The Novis Pharmaceuticals Corporation are Equal Opportunity Employers and take pride in maintaining a diverse environment. We do not discriminate in recruitment, hiring, training, promotion or any other employment practices for reasons of race, color, religion, gender, national origin, age, sexual orientation, marital or veteran status, disability, or any other legally protected status.
5000 Forbes Avenue  
Pittsburgh, PA 15213

September 2, 20XX

Jane Smith  
Manager, University Relations & Recruitment  
Novis Pharmaceuticals Corporation  
123 Medical Lane  
Anytown, NY 98765

Dear Ms. Smith,

I am writing to express my interest in the Research Operations Intern position posted on your website. As a sophomore Biology major pursuing a Bachelor of Science degree at Carnegie Mellon University, I am working toward gaining experience in research and a greater understanding of the pharmaceuticals field. As a world leader in pharmaceutical research, consumer health products, and affordable drug and vaccine development, I would appreciate the opportunity to contribute to company’s success.

As part of my program at Carnegie Mellon, I have taken courses such modern biology, modern organic chemistry, biochemistry, and chemistry lab and have increased my knowledge of laboratory operations. I have gained knowledge in chemical procedures that will help me excel in this position, including UV-visible and atomic absorption spectroscopy, complexometric titrations, and high performance liquid chromatography, as well as developing hazard analyses. I have also been able to proficiently use data sorting techniques on Microsoft Excel to write articulate reports.

Currently, I am working on a team project where we are trying to determine nicotine and trace metal content in cigarettes. This has allowed me to establish myself as a both a leader and a team player, keeping track of deadlines, communication with my team members, the instructors, and the teaching assistants to ensure that the highest levels of accuracy and efficiency. As a member of the campus Biological Sciences Student Advisory Council, I have had the opportunity to work with many motivational peers, both planning and promoting events that support organizations such as the American Cancer Society.

I believe this internship opportunity will allow me to apply my passion for biology and chemistry to projects that will help develop technologies that better the lives of others through scientific research. Please feel free to contact me at myname@andrew.cmu.edu or (412) 555-5555 if you have any questions or require more information. Thank you for your time and consideration.

Sincerely,

Andrew Carnegie
Dear Mr. Bivins,

As a junior at Carnegie Mellon University (CMU) majoring in Economics, I am writing to apply for The BBD Group's summer analyst program. In addition to pursuing a Bachelor’s degree in Economics, I am also minoring in Business Administration to further enhance my financial knowledge and better prepare myself for a career in investment banking.

Besides taking relevant courses to strengthen my technical and analytical aptitude, I have also improved my communication and leadership skills by serving as a teaching assistant for CMU's introductory economics course. As a teaching assistant, I must ensure that students with minimal exposure to economics gain a solid understanding of critical economic concepts. To accomplish this I work diligently to maintain a collaborative classroom environment, make complex subjects as easy to understand as possible, and offer as much help as I can to students in need. Additionally, balancing my two jobs with my academics has helped me develop excellent time-management and multitasking skills. Although I am proud of these skills, possibly my greatest asset is my passion for finance. My interest in the financial sector began in my high school AP Macroeconomics class, where I was introduced to the world of financial markets when I competed in an online stock market portfolio competition as part of a class project. As I continue to learn more about finance, I find my interests gravitating toward how firms react and adapt to current events to grow and create value. I am fascinated by the evolution of companies and the constantly changing corporate landscape, which creates exciting investment banking opportunities.

I believe this program would be an excellent opportunity for me to thrive and be a valuable team member. I gladly welcome the opportunity to discuss in further detail both my qualifications and your needs. Please feel free to contact me via phone or email if you have questions or require more information. Thank you for your consideration and I look forward to hearing from you soon.

Sincerely,

Crystal Waters
Having an online profile on professional networking sites such as LinkedIn is standard in today’s workplace. Too often, individuals do not actively manage their online presence, resulting in outdated profiles. Having an active, professional profile that communicates your strength, and skills will help you tell your story to the world.

LinkedIn offers users assistance in creating and managing their profiles—to access their help, visit: https://university.linkedin.com/linkedin-for-students.

- Use a professional headshot for your picture. Funny pictures, cropped group shots, random images, or fuzzy camera pictures are not acceptable.
- The Summary section should highlight your career goals in addition to your skills and relevant past experiences. Think of this section as a “30-second pitch” or your personal brand statement. Keep in mind, this section is a snapshot of your story, and should not include all of your experiences.
- Be concise in your experience descriptions—tell your story in as few words as possible to highlight achievements and results of your efforts. Include any keywords, skills, and other terminology that are relevant to your future career goals.
- Give and ask for recommendations from people you trust and know well.
- As an option, the endorsement feature allows you to ask connections to endorse skills they have seen you execute.
- Join and participate in industry focused groups. This will demonstrate your interest in the field.
Build the largest Knowledge Graph on the planet.

www.graphiq.com/jobs

$2^{10}$ Collections
$2^{30}$ Entities
$2^{34}$ Relationships
$2^{37}$ Attributes
Flow Traders wants you to join our New York team!

Flow Traders is a leading global principal trading firm specialized in trading ETPs. We have been notably recognized as the Best ETF Market Maker in Europe and Asia-Pacific and are looking for Traders to join our New York City team!

- Do you see the world in terms of numbers and ratios?
- Do you act to improve inefficiencies as soon as you spot them?
- Do you thrive on outsmarting your competition?

Then, consider a career with Flow Traders!

As a Trader, you can expect:
- A six-month intensive training program in Amsterdam
- Preparation for licensing exams on multiple exchanges
- Opportunity to develop and test new strategies
- Assignment to a desk with experienced traders
- A flat management structure that values teamwork
- Performance based rewards
- Work hard, play hard philosophy

What we look for:
Passion for trading is vital! In addition, you have a relevant university degree, demonstrable interest in global financial markets and a keen interest in IT systems. You are creative, competitive by nature, thrive on innovation and possess the ability to deliver under pressure.

WHERE TO FIND US
www.flowtraders.com

CARNEGIE MELLON BUSINESS OPPORTUNITIES CONFERENCE
Friday, September 18th 1:00 - 4:00 pm
Cohen University Center

INFO SESSION & TRADING COMPETITION
Thursday, September 24th
Visit us at the BOC or check online for more details
*Prizes will be awarded & refreshments served*

ON CAMPUS INTERVIEWS
Friday, October 9th
Apply online via TartanTRAK
APPLICATION DEADLINE: Friday, September 25th

FLOW. WE DARE YOU.
FLOW TRADERS
APPEARANCE

Business Attire—Men

- Hair should be styled neatly
- Clean shaven
- Shirt pressed, recommend white or light blue
- Conservative colored tie
- Dark colored suit
- Button top button only
- Well-fitting suit
- Polished shoes, dark socks
- Slacks/Suit Pants, not jeans
- Dress shoes, dark socks
- Blazer and no tie
- Conservative patterns or colors
- Pressed Shirt
- Sweater, fitted not bulky
- Conservative colored tie
- Button top button only
- Well-fitting suit
- Polished shoes, dark socks
- Slacks/Suit Pants, not jeans
- Dress shoes, dark socks
- Blazer and no tie
- Conservative patterns or colors
APPEARANCE

**Business Attire—Women**

- Knee-length skirt
- Polished shoes, good for standing/walking (1-2” heels)
- Dark colored outfit
- Conservative necklines

**Business Casual Attire—Women**

- Patterns/Colors are appropriate
- Avoid tank/spaghetti straps
- Sweater/Jacket/Blouse combinations
- Coordinating colors instead of matching
ELEVATOR PITCH

The term “Elevator Pitch” (also known as the “30-Second Commercial”) was developed from the concept of selling yourself or your business to a complete stranger in only the time it would take to enter an elevator until you reach your desired floor. Preparing your pitch is useful in introducing yourself at career fairs, networking opportunities, or even in the “tell me about yourself” phase of an interview.

Outline

• Introduce yourself by giving your first and last name, a friendly smile, and a firm handshake.

• Provide the listener with your degree program, college/school, and the type of opportunity you are currently seeking (internship, full-time, etc.).

Example

“Good morning. My name is...and I am a junior Business Administration major in the Tepper School of Business, completing a track in Finance. Last summer, I interned with PNC Financial Services as a Sales and Trading Summer Analyst in the Derivatives Product Group. I’m now interested in pursuing a summer internship position with Citi in Sales and Trading where I can utilize my communication skills and solid quantitative abilities. My experience as a student athlete at Carnegie Mellon has helped me to develop a strong teamwork ethic, time management skills, and the ability to stay calm under pressure. I believe these abilities will help me to be successful in a financial services career.”

• Show appreciation of and/or familiarity with the company.

• Provide a brief overview of the pieces of your background which most relate to your current interests.

• Present yourself as adding immediate value to a company in terms of your experience and skill set. Try not to focus too much on what you want out of this opportunity.

• Make sure that your message is concise, yet informative. The delivery should not take longer than one minute, although thirty seconds is ideal.

• Be prepared for resume probes after you’ve given your pitch.

• Practice your pitch until it sounds natural, not rehearsed.

Example

“Hello. My name is…and I just started my junior year in the Social and Decision Science program in the Dietrich College School of Humanities and Social Sciences. I have an interest in consumer research and product development and am currently pursuing internship opportunities in this field. I am the President of the undergraduate Entrepreneurship Association and have gained valuable...skills. I’m very interested in gaining experience in product development with a firm such as P&G, which continues to set the industry standard for analyzing consumer behavior and developing cutting-edge products. I’d like to learn more about internship opportunities within your organization.”

Additional Resources

Networking: http://www.cmu.edu/career/career-prep/networking/index.html
INTERVIEWING

The purpose of an interview is to connect with a potential employer, learn more about the organization and position for which you are applying, and most importantly, sell your strengths and skills as they relate to the employer and position. Additionally, it provides you with an opportunity to assess if the employer and position are a good fit for your career goals, values, and needs. Your ultimate goal is to interview well, continue through the hiring process, and get the job!

Types of Interviews

- Telephone
- On Campus
- Skype/Video Conferencing
- On-Site
- Dining

For further details on different types of interviews and interviewing in general, please see the Additional Resources section below.

Research the Company

Employers expect that you have done your research and gained some knowledge about their company, the industry, etc. When looking for your best fit, here are some factors to consider:

- Culture
- Size
- Location
- Industry
- Mission
- Values

Another way to gain more information about the company is through your “Connections.” Do you have a contact, or does someone you know have a contact, that works for the organization? Maybe they are a family friend, or a recent alum from your program. Utilizing your Connections to gain valuable insight will help you better prepare for an upcoming interview and gauge the fit.

Common Interview Questions

Typically interviewers will ask common interview questions to gain more information about candidates and to gauge their fit for the position and the organization. Below are some samples of commonly asked interview questions:

- Tell me about yourself.
- Why did you choose your major and this field of work?
- What do you consider to be your greatest strength? Weakness?
- What could you contribute to this position/organization?
- Why should we hire you?

Behavior-Based Interview Questions

The concept behind behavior-based interviews lies in the notion that your past performance is the best predictor of future performance. Interviewers ask for specific examples of specific events in order to draw a conclusion as to how you would perform in a similar situation.

The following are some sample behavior-based interview questions:

- Tell me about a time when you worked in a high achieving team. What contributed to the team’s success and what specific role did you play?
- Describe a decision you made that wasn’t popular and how you handled implementing it.
- …a recent, important decision you made and the steps you took to come to that decision.
- Give me an example of a situation when you failed at something or did not do as well as you had hoped. How did you handle it?
- …a time you began work on a shared project knowing that someone else would be completing your work.
- Tell me about a time when you disagreed with someone you were working with. How did you use your spoken communication skills to express your point of view?
- Describe a project, assignment, etc. that stretched your skill set or was out of your comfort zone.

How to Respond: The STAR Technique

When responding to behavior-based interview questions, it is important to provide concrete evidence of your past performance. The STAR technique is a recommended format to frame your responses to these types of questions. See the STAR graphic at the top of page 28.

Questions to Ask the Interviewer

It is recommended that you have a list of well-thought out questions to ask interviewers. They should reflect the amount of research you have done and your knowledge of the employer. The following are some sample questions to ask interviewers:

- What does a typical work week look like? Can you describe some of the projects I would be working on?
- How would you describe the culture of the office?
- Are there specific areas for improvement you would like the person who will have this position to take on?
- What characteristics best describe the individuals who are successful in this position?
What do you enjoy about working for this organization and why do you stay?

Can you please outline the next steps in the interview process?

Follow Up
After each interview, send an individual thank-you email to each person who interviewed you within 24-48 hours. Be gracious and concise, yet enthusiastic about the position and the organization.

Additional Resources
- Interviewing Preparation: http://www.cmu.edu/career/career-prep/interview-prep/index.html
- Career Success Guides - Interviewing: http://www.cmu.edu/career/career-prep/successguides/index.html

PROFESSIONAL PRESENCE
Your communication, demeanor, and appearance are factors that make up your professional presence and determine how people perceive you.

DO
1) Communicate clearly and concisely
2) Talk with others, instead of email, when discussion is warranted
3) Listen to others
4) Use a positive tone in spoken and written communications
5) Show interest in others

AVOID
1) Office gossip/cliques
2) Using opinions instead of facts to make an argument
3)Interrupting
4) Using slang/colloquialisms
5) Email when you are upset
Now that you more fully understand who you are and what you have to offer and require from potential employers (mySelf), and have been able to craft that message into your own personal brand (myStory), the next essential step in your career journey is to have the right people to tell your story to. You can accomplish this by developing and growing your own network of valuable individuals, a.k.a your connections, and get your story out there to them. We've all heard the well-known adage when job searching, "It's not WHAT you know, but WHO you know." While WHAT you know is clearly very important and should be part of your "story," it is true that many choice positions are filled before they are ever officially posted. After all, it's human nature for people to hire individuals who not only are the most qualified, but also those whom they feel most comfortable with and know the most about. This fact alone makes building a strong network of connections one of the most important steps you can take as you build your career.

Who Is In Your Network?
In order to determine this, ask yourself: Who do you know and who knows you? You may be surprised when you begin to consider all the people who are in your life. Here are some ideas to get you started:

- Family
- Friends
- Neighbors
- Faculty
- Advisors
- Career Center Staff
- Classmates
- Coaches
- Recruiters
- Coworkers
- Supervisors
- Professional Organizations
- Social Media Groups
- Alumni
- Mentors
- Greek Life Members

If any of the people on the list above would call and request 20 minutes of your time to talk, would you be willing to accept their outreach? So would they—all you have to do is ask.
NETWORKING

What Is Networking?
Networking is the process of developing a collection of people you can call on for help with various aspects of your career development and job search. Your network should include people who are willing to give you information about their fields as well as feedback on your career development. Your network should also include people who may be in a position to tell you about job opportunities that are open either within their organization or elsewhere.

Why Is Networking Important?
When you apply for a job through the newspaper, a job search website, or a Career and Professional Development Center listing, you are one of many candidates—sometimes you are one of several hundred people applying for the position. When you hear about a job opening through a contact, i.e. a member of your network, you can often cite that person in your cover letter, thus helping your application to stand out from the crowd. In some cases, your contact will even make a call on your behalf and encourage a potential employer to give you more substantial consideration. In any of these scenarios, you will be more distinctive than many other candidates because of your network. Without that contact person, you might have not been considered, as your resume may blend in with many others.

In addition, hearing about a position through your network may allow you to get a head start, because you may be able to get your application in before the job is even posted. In other cases, a person who is part of your network and is impressed with you may be in a position to create a new job within her or his organization and may even tailor it to fit not only the organization’s needs, but also your strengths.

When Should I Begin Networking, and Can I Stop Once I Have a Job?
You should begin networking as soon as you determine which career field you will pursue. You may also begin to network even earlier as you meet people while conducting informational interviews to research a field that has grabbed your attention.

You must always maintain your network, even once you have secured a job. You could lose your job or decide to leave at any point, and you will be in a much better position if you have kept in contact with the members of your network than if you need to track down and re-connect with those who have helped you in the past. In addition, you should continue to add new contacts to your network throughout your career.

Is Networking More Relevant In Some Fields Than Others?
Networking is important in all career fields and at all professional levels. Some of your networking experiences may differ, depending on the culture of your profession and/or the culture of the organization you work within. For example, some professional cultures include networking opportunities like golf outings or social/professional gatherings. In other fields, people work more independently and must create their own opportunities to meet people. In either case, there are many people in all fields who are willing to help other professionals, particularly young people just getting started in their careers.

7 STEPS TO EFFECTIVE NETWORKING

1. Develop a Strategy
You will need to develop a new strategy and routine to be successful in your networking. You may have to create a new set of priorities and schedules. Be consistent in the amount of time you spend each week on your networking plan. Look at your schedule and determine how much time you have each week to devote to networking.

Successful networkers have mastered the art of managing their schedules. Network development scheduling and goal setting should be done daily and weekly. Establish measurable goals. For example, block out the hours you’ve committed to networking and identify what you plan to accomplish. If you set 9-11 a.m., Monday, for research, your goal could be to identify 10 new employers you can pursue. Tuesday’s goal could be finding direct contacts within the 10 new employers you identified Monday. Wednesday, 1-3 p.m., may be scheduled for making direct telephone contacts. Thursday might be the day you follow up on outreach from one to two weeks ago. Challenge yourself, but be realistic.

2. Prepare to Keep Records of Your Network
Keep track of your network and start a network notebook or computer/online document. Once you start to network, in order to remain effective you need to stay organized. You need to remember your network names, addresses, phone numbers, email addresses, how you made the contact, when you made the contact, and a few notes about each interaction with that person.
Document your activity and keep business cards given to you by people in your network.

3. Define Your Network
Your network is just about everyone that you know. This includes current and past professors, advisors, current and past supervisors, alumni, your Career and Professional Development Center Consultant, friends from home, friends from school, friends from clubs, colleagues that you meet at conferences, colleagues that you meet in your professional organization, colleagues that you are working with now, people you worked with during summer internships, your family, neighbors from home, neighbors from where you live now (it might even include family members of your friends!). Write down in your notebook everyone in your network and gather as much information on each person as possible (where they work, what they do, phone numbers, etc.).

Keep expanding your network. Go to a conference in your profession and meet more colleagues. Join and attend the meetings held by your local professional organization.

4. Decide What You Want From Each Person In Your Network
Because you will be plugging into your network for different purposes at different times in your life, you need to decide each time why you are contacting various people. Is it to let them know that you are looking for a new job? To let them know that you are aware of a job opening that may interest them? To find out about a conference in your field?

If you are contacting your network because you are looking for a new job then you may be calling them for the following reasons:

a. You are interested in scheduling an informational interview—a great way to get in the door and talk with the people who could potentially hire you. This is a very non-threatening method to talk with people about what they do and about their business. You can gather information, get advice, show them your resume, and get the names of other contacts. In the future they may think of you when they have an opening (see the Informational Interviews Career Success Guide at www.cmu.edu/career).

b. You heard they have/know of a job opening—you would like to know more about the position and the name of the person to send your resume to. You could also ask if you might use their name in the cover letter.

c. Ask them if they know of any job openings—not the best option because if they don’t have any openings then you essentially have nothing to talk about.

Instead, use the informational interview option. If they have a job opening they will surely let you know at that time.

5. Practice Talking to Your Network
Before you call/email/see in person the people in your network, practice what you are going to say. You may want to write down and try a couple different versions (scripts) to see which sounds best and which makes you feel the most comfortable. If someone else recommended that you call this person, remember to introduce yourself and to say who recommended that you call. Practice with a friend or in front of a mirror (knowing that sometimes you are your own worst critic!).

Use your elevator pitch to introduce yourself and tell the person something about you that identifies your unique selling proposition or a common interest. Different events need different introductions. For example, for a business connection you might say what you do or aspire to do; for a social situation you might say how you are connected to the gathering. For job search purposes, you can use this tool at events designed specifically for networking, the casual opportunities we encounter every day, career or job fairs, cold calls to employers, and job interviews.

Here is an example of the basic structure of an introduction for a student:

- Hi, my name is ______________________.
- I will be graduating/I just graduated from _________ ____________________________.
- With a degree in __________________________.
- I’m looking to______________________________.

By adding an element of intrigue—a “hook”—and by incorporating your Unique Selling Proposition (USP), the ensuing conversation now has considerable potential. A USP is a statement that tells what you do in a manner that gets them to ask how you do it.

Examples of Company USPs
- Domino’s: “You get fresh, hot pizza delivered to your door in 30 minutes or less—or it’s free”
- FedEx: “When your package absolutely, positively has to get there overnight”
- M&M’s: “Melts in your mouth, not in your hand”

Example of USP In Action
- Networker #1: Hi, my name is Betty Joiner. I’m responsible for this country’s future.
• Networker #2: This I’ve got to hear about.
• Networker #1: I’m a teacher! I love shaping the minds of the next generation, but I’m also interested in getting into corporate training.

These may seem strange and a little awkward, but they have the effect of hooking your listener and engaging them into the conversation. Even the intriguing elevator pitches above lack an important element—a request for action. Here are some action items that can be added in various situations:

• At a career fair: “I’d like to take your business card, as well as leave my networking card and resume. Would it be possible for me to get on your company’s interview schedule?”
• In a networking situation: “Do you have any advice regarding my search? Can you suggest any employers I should be contacting?”

Example of a full self introduction/elevator pitch:
I am ____. Just call me the thinker. I am a college student majoring in Psychology. I am interested in sports administration. I am on several campus committees devoted to promoting sporting events, both intercollegiate and intramural. My ultimate goal would be to land in sports marketing and sponsorship sales, but I am also interested in other areas. I got your name from the alumni Database and I wonder if you would have a moment to speak with me about the sports business.

Your task is to come up with several versions of a self-introduction/elevator pitch in varying lengths that you can use in different situations.

6. Making Contacts Within Your Network
Contact everyone in your network (or email them or see them in person) and let them know that you are looking for a new job (or for whatever purpose you decided). Be respectful of their busy schedules. If you are trying to schedule a time to meet with them, give them several dates and times (see the Telephone Interviews Career Success Guide handout). Remember to keep track of everything in your network/system/notebook.

7. Follow Up With All Contacts
Follow-up with each person you contact by writing a quick and brief thank you note. If you promised them some materials, keep your word. However, follow-up does not end here. Keep in touch with your network throughout the entire networking process. Your relationship with each person will dictate how often you follow up. You can call a person whom you know fairly well every few weeks; you can call (or email) a person whom you know through a friend once a month. Possible follow-up reasons: to send an updated resume, to update them on the progress you have made in your search, to let them know of any results from people they recommended that you have contacted. The purpose of keeping in touch is to make sure they think of your name when a position opens.

Summary
Remember that networking is a two-way process. There will come a time during your career when you can help others, so be generous with others who are also networking.

Networking is not an easy process. It takes lots of time, energy and planning. If you keep making those contacts, following up on all leads, thanking people, and taking the advice of others, you will eventually find someone, who knows someone, who knows someone else, who knows someone else, who has the perfect job for you!
**NETWORKING PROBLEM SOLVING**

<table>
<thead>
<tr>
<th>Why Is Networking Difficult?</th>
<th>Tips to Make Networking Easier</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easy to forget whom you called and when</td>
<td>Stay organized by using a notebook or a document on your computer or internet.</td>
</tr>
<tr>
<td>Hard to start a new network</td>
<td>Keep your network active even when you aren’t looking, so that when you need to contact your network it will be easier.</td>
</tr>
<tr>
<td>You may feel guilty or have a hard time asking others to help you</td>
<td>Keep the communication with your network a two-way process by helping others to network as well. Then it won't be as difficult to ask them for help when you need it. Don’t feel like you are imposing when you call; think to yourself “if positions were reversed, would I help them?”</td>
</tr>
<tr>
<td>Good networking takes time; it’s easy to get discouraged</td>
<td>Think of networking as an investment in your career, not unlike taking a class, attending a conference, or other activities that you would willingly commit to. Maintain a positive attitude and be enthusiastic and genuine with all of your contacts.</td>
</tr>
<tr>
<td>Difficult to sell your good points</td>
<td>Think of networking as marketing yourself. Always have your business card and your resume when meeting with people.</td>
</tr>
<tr>
<td>Hard to make cold calls</td>
<td>Get leads from your network. Keep calling more people (set up a schedule for yourself).</td>
</tr>
</tbody>
</table>

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Why You Should Network
Utilizing your connections allows you to learn more about the industry and jobs/internships you may be interested in. It is also a very successful way to learn about opportunities that may not be public knowledge. Additionally, connections can serve as great advocates for you during the hiring process, including writing recommendations letters, referring your resume along to a hiring manager, or putting in a good word for you.

How to Connect With Your Network
1. Informational Interviews:
   Informational interviews, or asking someone else about their career path, is a great way to start connecting. To learn more about the informational interview process, see the Informational Interview Sample Questions and Information Interview Request Example.

2. Networking Opportunities on Campus at CMU:
   - Career Fairs
   - Information Sessions
   - Employer Workshops
   - Take a Tartan to Work Job Shadowing Program
   - Tartan Talks Informational Interview Program
   - Company Office Hours through the CPDC
   - Tech Talks through your major departments
   - Alumni Online Community (Alumni Database)
   - CMU Connect
   - Events

3. LinkedIn:
   This is a professional, social media platform to connect with people virtually. Using LinkedIn, you are able to connect with your network, as well as research people you should be connecting with (target companies, alumni, professionals in your desired industry). For more information on setting up an account, creating your profile, and making connections, refer to the LinkedIn Success Guide handout.

QUESTIONS TO ASK DURING NETWORKING MEETINGS
- What do you like most about your work?
- What type of education and experience do you need to remain successful in this field?
- What are the future career opportunities in this field?
- What advice would you give to someone trying to break into this field?
- With whom would you recommend I speak? When I call, may I use your name?

SAMPLE REQUEST FOR AN INFORMATIONAL INTERVIEW LETTER

Student’s Address  
Date  
Contact’s Address  
Dear Ms. Law:

Professor George Smith, my faculty advisor at Carnegie Mellon University, suggested I contact you about my interest in the fields of law and politics. He suggested you could be particularly helpful since you had previously practiced law and are currently working as a lobbyist.

As a sophomore Policy and Management major, I am beginning to explore these fields so I can plan my electives and work experience to make the most of my time in college. I have been reading about career possibilities, and look forward to your insights.

I will be in New York City March 23-27 for my Spring Break and would like an opportunity to meet briefly with you. I will contact you to see if a meeting is possible. I look forward to our telephone conversation and to meeting you in March.

Sincerely,

Student’s Signature  
Student’s Name Typed

Did you know, 70-80% of people find jobs and internships through their connections?!
CREATING A LinkedIn PROFILE FOR SUCCESSFUL NETWORKING

Name
- First and last name, list appropriate nicknames only
  - Example w/ Nickname: Robert “Bobby” Jones
  - Example of Name: Laura Smith

Profile Photo
- Is it a picture of ONLY you?
- Is it a professional caliber picture? (not one at the beach, a party, etc.)

Tagline/Heading
- It should be professional and/or targeted to your area of interest
  - Do not list a part-time job
  - You may include that you are a student
- Do not list “Unemployed” as your heading or in your heading
- Example: Computational Finance Student at Carnegie Mellon University

Summary
- First or third person
- It should be confident, but not exaggerated or arrogant
- Clearly articulate and organize your thoughts
- Does it include reflections on your experiences and professional aspirations?

Experience
- Extract skills and experiences from your current resume
- Organize your work and internship experiences from most recent to least recent
- Include what you have learned and what you gained, not just what you did

Education
- Most recent to least recent; list the degree you received or are pursuing when you received or expect to receive it

Additional Sections
- Explore different optional areas that you might add to your profile such as projects, organizations, publications, courses, volunteer, certifications, etc.

Skills and Expertise
- You can search/add skills to your page

Groups, Networking, and Connecting
- Identify potential employers and contacts in your target area
- Join relevant groups
- Join the Carnegie Mellon University Alumni group
- Get Introduced Feature
  - Click on “get introduced” on the right hand column underneath your list of people that you and the individual have in common
  - This allows you to send a message through your connections to the person without inviting them to connect
- Build your network by inviting contacts to connect
  - Write a personalized message to each-a few sentences as to why you’d like to connect.
  - Example:
    Dear Mr. Smith, I am a current business student at Carnegie Mellon University interested in pursuing a career in investment banking and am looking to develop meaningful connections within the industry. I would appreciate the opportunity to connect with you and gain more insight into professional opportunities within investment banking. Thank You, Robert
- Thank individuals for connecting with you via a message

Advice for Contacting You
- Offer what types of connections you are open to receiving
  - Job and networking opportunities, alumni connections, etc.

LinkedIn URL
- Customize your URL in the “edit your profile” setting
- Choose a professional URL
  - Example: www.linkedin.com/robertjones
- Add URL to e-mail signature and/or resume

Additional LinkedIn Resources
- Linkedin.com/alumni
  - Search CMU alumni in specific areas and industries
- Linkedin.com/studentjobs
  - Browse job postings
- Advanced People Search
  - Search for alumni by company

For assistance with your LinkedIn account, please visit the Career & Professional Development Center during drop-in hours M-F from 1-4 pm or schedule an appointment with your Career Consultant.
Keeping In Touch With Your Network

After you’ve made connections and built a network (which is always an ongoing process), you will need to put some effort into keeping in touch with them. Here are some easy ways to do so:

• Keep your contacts fresh—even those you do not think can assist you. An e-mail every couple of months keeps your name on their minds.
• Share good news along the way. Let networking contacts know of positive outcomes as they occur.

If they referred you to someone who was helpful, let them know. The more positive interactions you have with your “Connections,” the more they will be willing to assist you.

• Thank each member of your network once you have accepted your position and extend an offer of help to them should they ever need it.

Visit our website to view events and workshops that can provide an opportunity for you to build connections to strengthen your network.

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