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Career & Professional Development Center

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Introduction to the CPDC

Welcome to the Career & Professional Development Center at Carnegie Mellon University, your partner in helping you determine your best career path to achieve 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 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 Handshake.

Drop-in Hours (during fall and spring semesters): Monday - Friday, 11:30 a.m. - 1:30 p.m.

For your college-specific drop-in hours call (412) 268-2064 or visit www.cmu.edu/career.

CPDC LOCATIONS
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 Cohen 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 look into job, internship, and experiential learning opportunities.

HOW TO ENGAGE WITH THE CPDC
The first step is to log in to Handshake, our online recruiting platform. 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 Handshake account is ready and waiting for you to use. Just visit cmu.edu/career to begin your career path.
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.

What is MyCareerPath?

“Have the courage to follow your heart and intuition. They somehow know what you truly want to become.”

—Steve Jobs

We're all individuals, unlike everyone else in important and profound ways. Finding out more about who you are and who you are to become is part of the reason you came to college. You have a path that you must find and follow.

This is equally true when it comes to beginning your personal career journey. And what you might not realize is that you are already well on your way. You may already be studying in your chosen field; you may even know the type of job you’d like after graduation. Or, you may be just beginning to think about your career. But wherever you are on your own personal career path, we at the Career & Professional Development Center (CPDC) are here to help you take the next step.

That's why we've developed this career guide using the MyCareerPath framework. It's simple, actually. First you figure out who you are and what you value (mySelf); next, you move on to crafting that into a story that potential employers will receive well (myStory); lastly, you get your story out to a network of people who could help you land your job (myConnections). That's really all there is to it. In this guide, you'll find more details, exercises, and best practices to help you along the way.

And of course, we at the CPDC are available to meet in person to assist in any way we can. Please schedule an appointment on Handshake at https://cmu.joinhandshake.com/login.

We look forward to accompanying you on your career path.

Sincerely,

Your Dedicated Career & Professional Development Center Staff
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 will help you in not only identifying enjoyable college experiences and what student/professional organizations and activities you might enjoy and benefit from, but they can also help you identify what you “bring to the table” for potential employers.

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/trait I would like to learn/develop?

<table>
<thead>
<tr>
<th>Projects/Home assignment Most Enjoyed</th>
<th>Why?</th>
<th>Skills/Traits Gained</th>
<th>Skills/Traits Would Like to Learn/Develop</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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 you 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.

- **What Can I Do With This Major?**
  - Explore the job families and endless options that other people with your major have pursued.
  - [http://whatcanidowiththismajor.com/major/majors/](http://whatcanidowiththismajor.com/major/majors/)

- **Salaries & Destinations**
  - Learn what jobs fellow CMU grads have taken and their salary ranges.
  - [www.cmu.edu/career](http://www.cmu.edu/career)

- **CPDC Salaries and Destinations**
  - [www.cmu.edu/career](http://www.cmu.edu/career)

- **Research Various Job Families**
  - Learn about career paths, industries, and opportunities for gaining experience in the field of your choosing.
  - [www.cmu.edu/career/students_and_alumni/explore_careers](http://www.cmu.edu/career/students_and_alumni/explore_careers)

- **Networking & Informational Interviewing**
  - In conjunction with the final section of this guide, myConnections, learn how to build your network of contacts to help you explore careers and search for potential opportunities.
  - [www.cmu.edu/career](http://www.cmu.edu/career)
**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 can 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.


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.

| Abundance | Acceptance | Appreciation | Balance | Cheerfulness | Comfort | Coordination | Core Values | Core Values | Core Values | Core Values | Core Values | Core Values | Core Values | Core Values | Core Values | Core Values | Core Values | Core Values | Core Values | Core Values | Core Values |

| Growth | Wealth | Security | Freedom | Independence | Flexibility | Peace | Core Values | Core Values | Core Values | Core Values | Core Values | Core Values | Core Values | Core Values | Core Values | Core Values | Core Values | Core Values | Core Values | Core Values |

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.

| Abundance | Acceptance | Appreciation | Balance | Cheerfulness | Core Values | Core Values | Core Values | Core Values | Core Values | Core Values | Core Values | Core Values | Core Values | Core Values | Core Values | Core Values | Core Values | Core Values | Core Values | Core Values |

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. **Seek opportunities for making a difference.**
3. **Act with mindfulness.**
4. **Promote well-being.**
5. **Multiply happiness.**

**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, log in to Handshake at cmu.joinhandshake.com.
Now that you have a better understanding of your “self,” having completed 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

myStory

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 your Handshake profile. If you are not happy with the information that is conveyed or the flow of your document, come visit the CPDC. Our Career Consultants can help you craft your message to communicate the story you want to tell.

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/headers 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?
- Have your email address included? Is it 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 you 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?
- Have you included the city and state (or country, if not within the US) in which you worked?
- Have you clearly listed the organization/company name and your job title?
- Have you limited your coursework list to the courses most relevant to your job search?

Skills
- 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.

ACTION VERBS
When writing your resume, it is always best to use active verbs to indicate your accomplishments. Below is a list of action verbs that will get you started. There are many more that you could use.

- accomplished
- achieved
- adapted
- addressed
- administrated
- administrated
- advised
- aided
- allocated
- altered
- analyzed
- applied
- appraised
- approved
- approximated
- arbitrated
- arranged
- ascertained
- assembled
- assessed
- assigned
- assisted
- attained
- attended
- audited
- augmented
- authored
- automated
- balanced
- boosted
- briefed
- broadened
- budgeted
- built
- calculated
- captured
- catalogued
- centralized
- chaired
- charted
- clarified
- classified
- coached
- collaborated
- collected
- communicated
- compared
- compiled
- completed
- composed
- compromised
- computed
- conceptualized
- concluded
- conducted
- confronted
- consolidated
- constructed
- consulted
- contacted
- contributed
- converted
- convinced
- cooperated
- coordinated
- counseled
- created
- critiqued
- customized
- fabricated
- facilitated
- finalized
- forecasted
- formalized
- formulated
- fostered
- founded
- fulfilled
- guided
- gathered
- generated
- grew
- helped
- identified
- illustrated
- implemented
- increased
- inferred
- influenced
- informed
- initiated
- innovated
- inspected
- inspired
- installed
- instilled
- instituted
- instructed
- integrated
- interpreted
- interviewed
- introduced
- invented
- investigated
- justified
- launched
- lectured
- led
- listened
- maintained
- marketed
- mastered
- measured
- mediated
- mentored
- minimized
- modeled
- moderated
- modernized
- repaired
- refined
- reflected
- reformed
- remedied
- remodeled
- reorganized
- reported
- represented
- researched
- resolved
- responded
- restored
- retrieved
- revamped
- reviewed
- revolutionized
- performed
- persuaded
- pioneered
- planned
- prepared
- presented
- prioritized
- processed
- produced
- programmed
- promoted
- provided
- publicized
- purchased
- quantified
- recommended
- reconciled
- recorded
- reduced
- referred
- refined
- reflected
- reformed
- remedied
- remodeled
- reorganized
- repaired
- reported
- represented
- researched
- resolved
- responded
- restored
- retrieved
- revamped
- reviewed
- revolutionized
- saved
- schedule
- screened
- searched
- secured
- selected
- served
- shaped
- sold
- solicited
- solved
- spearheaded
- specified
- spoke
- sponsored
- started
- stimulated
- strengthened
- suggested
- summarized
- supervised
- supported
- surveyed
- synthesized
- systematized
- taught
- tested
- traced
- trained
- transformed
- translated
- troubleshooted
- tutored
- uncovered
- updated
- upgraded
- utilized
- validated
- verified
- wrote
FRESHMAN-SOPHOMORE RESUME SAMPLE

Sally Second-Year
ssy@andrew.cmu.edu  ~ (555) 123–4567

EDUCATION Carnegie Mellon University, Pittsburgh, PA May 20xx
Bachelor of Science in Economics & Statistics QPA: 3.5/4.00

EXPERIENCE China International Capital Corporation, Shanghai, China July 20xx
Intern
• Extracted and filtered China’s stock market data from Wind Datafeed Service
• Processed raw data by using Excel and Python to calculate rate of return on investment and visualize its fluctuation over time
• Analyzed the proposed corporate investment strategies against observations of the stock market in the past five years

Fundamentals of Programming Course, Term Project Fall 20xx
• Designed and programed a two-level Super Mario Game using Pygame
• Implemented side scrolling and object animation

SKILLS Intermediate Micro & Macroeconomics Principles of Imperative Computing
Programming languages: basic Python, C
Multivariate Analysis Introduction to Accounting Finance
Applications: MiniTab, Excel, R studio
Introduction to Statistical Inference

COURSES Strong Women Strong Girls January 20xx - Present
Chapter Director 20xx
• Improve SWSG’s presence on campus and recruit new members
• Lead and collaborate with the Executive Board to discuss future plans, implement ideas and contact outside resources
• Collaborate weekly with the Pittsburgh Office to report and brainstorm

Site Leader Fall 20xx
• Led a group of undergraduate women to empower elementary girls by helping them recognize their potential strengths and develop lifelong skills
• Motivated other mentors through task division and leadership assignment
• Communicated frequently and effectively with other stakeholders

Mentor Event Coordinator 20xx
• Planned and organized events to foster positive relationships among mentors

Carnegie Leadership Consultants 20xx
• Bring peer-led leadership training to student organizations

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

EDUCATION Carnegie Mellon University, Pittsburgh, PA May 20xx
Bachelor of Science in Psychology Minor: Statistics G.P.A. 3.8/4.00

RELEVANT EXPERIENCE SpinMedia, New York, NY May 20xx-August 20xx
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 4 Plan, and Google Analytics data
• Updated marketing and sales communication materials with the latest data analytics

Mad Science, Pittsburgh, PA September 20xx-April 20xx
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 May 20xx-August 20xx
Research Assistant
• Assisted with the research of communal coping in couples in which one spouse was diagnosed with type-2 diabetes
• Interviewed and filmed over 100 participants for analysis
• Analyzed data from participant interviews and presented the data
• Recruited over 30 new participants from health fairs

LEADERSHIP ACTIVITIES
Undergraduate Marketing Organization, Secretary December 20xx-present
• 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 October 20xx-present
• Planned events to integrate new members into the chapter through mentoring program

The Tartan, Junior Staff Writer & Online Writer January 20xx-present
• Wrote over 30 articles reviewing regional musical concerts as well as local restaurants

HONORS & AWARDS
Dietrich College Dean List May 20xx
Order of Omicron, 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

Similar information lined up
Consistent formatting gives a professional look
If no direct work experience, focus on transferable skills
If no direct work experience, focus on transferable skills
myStory continued

RESUME SAMPLE

Current Address
507 North Neville Street
Pittsburgh, PA 15213-9236
(412) 222-1212 (Cell)

Comp. O. Site
mse@andrew.cmu.edu
U.S. Citizen

Permanent Address
20 Eagle Drive
Dallas, TX 11401
(826) 111-8787

EDUCATION
Carnegie Mellon University
B.S. in Materials Science and Engineering

Minor in Manufacturing Engineering and Photography & Digital Imaging

GPA: 3.2/4.0

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 superconductor in company products
• Contributed to published paper: Kuznetz, Levy, Wilson. “Development of High-Field Transverse Flux Induction Drive for Ordinance Handling on Navy Ships and Industrial Conveyors” 4th Int. Sym. Linear Drives for Industry Apps
• Participated in writing government proposals and traveled to Wright Patterson Air Force Base, NSTL, NNL, 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
Determination of Amorphous Metallic Ribbon for use in Magnetic Core Applications
Fall 20xx

• 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, MintLab, LabView, MathCAD, Java, MS Office
Instruments: Scanning Electron Microscope (SEM), X-Ray Diffraction (XRD), SQUID Magnetometer, Differential Scanning Calorimetry (DSC), Differential Thermal Analysis (DTA), UV-Vis spectrophotometer, Vickers Hardness Testing, Charpy Testing, Polishing, Metal Spinning, Photography and Black and White Darkroom, Color Photography Darkroom, Sculpey

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, MISE
20xx-20xx

COVER LETTER

The cover letter is a three- to 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 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 that is specifically relevant to the employer and job requirements.

Sincerely,

(Insert four spaces – include signature here, if hard copy)
Your Full Name ( Typed)

COVER LETTER OUTLINE

Date
Contact Person
Title
Department
Company Name
Company Address
Dear Mr./Ms./Dr. (Contact Person/Name):

First Paragraph: Introduction (2-4 sentences)
Establishes the purpose of your letter, attracts attention, and arouses interest.

• State why you are writing by naming the specific position or type of job you are interested in.
• Mention the name of a contact person that referred you to the position/organization, if applicable.
• Insert a brief sentence that states your degree, major, college affiliation, and graduation date.
• Tell how you heard about the position/employer and why you are interested in it.

Second/Third Paragraph: Body (1-2 paragraphs, depending on background)
Generate interest with content by indicating how much employer research you have done and how your skills/background match the employer’s needs.

• Highlight your most significant accomplishments, abilities, and experiences that are specifically relevant to the employer and job requirements.
• Indicate how you can help the employer achieve organizational goals in your specialty. Focus on what you can do for them rather than why you want the position.
• Sell your credentials—your mission is to prove you should be invited to an interview.
• Do not simply repeat your resume—instead, highlight important experiences and key assets to demonstrate your personal qualities and why you would be a good fit for the position/organization.

Last Paragraph: Closing (4 sentences maximum)
State your commitment to action.

• Reiterate your interest and why you believe you would be a good fit.
• State that you have submitted your resume and be willing to provide further information or answer any questions they may have.
• Provide your phone number and email address so the employer can reach you.
• Thank the employer for their time and consideration.
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)

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.

JOB DESCRIPTION SAMPLE #1

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

COVER LETTER SAMPLE #1

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 excels 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 both a team 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
JOB DESCRIPTION SAMPLE #2

This internship is an excellent opportunity for someone interested in data analysis and in developing his or her analysis planning, data reporting and statistical software programming skills. The internship is also a great opportunity to gain insight into the operations of a high performing management organization.

Responsibilities of the Summer Data Analyst will include but are not limited to:
• Collect, clean and process assessment data received in raw form from departments to fuel the team’s summer analysis and reporting projects
• Work with the Data Analysts to produce the highly anticipated annual network analysis
• Communicate directly with department heads around key summer readiness workflows
• Conduct key quality control processes to ensure that team output is 100% accurate
• Engage in self-driven data analysis to deeply explore a chosen research topic for a capstone project presented to the team

Skills and Characteristics:
• Developing technical skills including proficiency with Microsoft Excel required
• Experience with statistical and reporting software (Stata, R, SPSS, SAS, Tableau etc.) preferred
• Experience manipulating large datasets and working with raw, unclean data preferred
• Superior written and oral communication skills
• Demonstrated team player
• Ability to take direction and work independently, creatively, and efficiently
• Maturity, humility, strong work ethic, sense of humor, and “roll-up-my-sleeves attitude

COVER LETTER SAMPLE #2

Andrew Resnik
123 Main Street • Montclair, NJ 07042
aresnik@cmu.edu • 201-123-4567

March 7, 20xx
Ms. Shareen Johnson
Acme Analytics, Inc.
5000 Roadrunner Ave.
San Francisco, CA 94016

Ms. Johnson:

Please accept this letter and attached resume as my application for the 2017 Summer Data Analyst Intern role with Acme Analytics. As a sophomore statistics major at Carnegie Mellon University, my academic and work experiences have fostered the requisite skills to be able to add value to Acme Analytics through this internship. For example, I can offer Acme:

• Experience manipulating large data sets using statistical software: In my statistical Reasoning and Practice class, I used SPSS to conduct analysis of market research of a major retailer’s customer loyalty program. In order to complete the analysis accurately, I had to validate the data through a series of verification tests to ensure elimination of all duplicate and incomplete entries from a data set of more than 100,000 customers.

• Superior communication skills: As a member of the CMU Student Senate, I am tasked with researching and drafting proposals for the University’s administration to review. The proposals are often complex issues that affect multiple constituents on and off-campus. Having to clearly and concisely summarize the main issues of the proposals, and then advocate my position to senior administration officials, has developed my writing and oral communication skills.

• Strong work ethic and ability to work independently: I am training to run the Pittsburgh marathon during the first weekend in May. In preparing for the marathon, I have had to commit myself to a vigorous training schedule while completing my academic commitments. Having to work through as I train for the race

I would welcome the opportunity to discuss my qualifications and how I could help Acme’s mission in providing superior analysis consulting to high performing organizations. Thank you for your time and consideration.

Sincerely,
Andrew Resnik

ONLINE PROFILE

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 commercial” 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.
**Business Attire**

- Hair should be styled neatly
- Well-fit suit
- Polished shoes
- Clean shaven
- Shirt pressed

**If wearing skirt, knee-length**

- Polished shoes, good for standing/walking (1-2" heels)
- Blouse can be pop of color
- No plunging necklines

**Business Casual Attire**

- Patterns/colors are appropriate
- Avoid tank/spaghetti straps
- Jewelry can be a nice accent
- Sweater/jacket/blouse combinations

- Blazer and no tie
- Slacks/suit pants, not jeans
- Sweater, fitted not bulky
- Patterns/colors are appropriate
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 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.

WHY AM I THERE?

- Preferred name
- Major/minor(s)
- What is unique about your course of study?
- Outside of the classroom interests/activities

WHY AM I "HERE?"

- "Here" can be online, booth at a career fair or networking event
- Mention specifics from the job description that caught your eye or
- If no description, things you like about the company/or

WHAT CAN I OFFER?

- Match skills from job description with your skills
- Provide evidence through past internships, class projects, research or extracurricular activities

LOVE TO LEARN MORE

- Mention challenges you are excited about
- Areas for growth and exposure
- How this aligns with your professional goals

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 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 were part of a team where everyone did not contribute equally.
- 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.

Where Should I Start As I Build My Network?
In order to determine this, ask yourself: Who do I know and who knows me? You may be surprised when you begin to consider all the people who are in your life who can help build your career. Here are just a few ideas to get you started:

Family
Recreators

Friends
Co-workers

Neighbors
Supervisors

Faculty
Professional Organizations

Advisors
Social Media Groups

Career Center Staff
Alumni

Classmates
Mentors

Coaches
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? You might be surprised to learn that so would they—all you have to do is ask them. However, this is precisely what stops most people from networking successfully. So go ahead and be bold. Realize that more often than not, these people would love to help you and are looking for a way that they can pay back similar opportunities that were afforded to them when they were in your shoes. They actually want you to use them to build your career network.

Additional Resources
• Interviewing Preparation: www.cmu.edu/career/find_a_job_internship
• CPDC YouTube Channel: www.youtube.com/user/CMUCPDC

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 is warranted
3) Interrupting
4) Using slang/colloquialisms
5) Email when you are upset
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 available to network. Successful networkers have mastered the art of managing their schedules. Network development

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 various departments
- Alumni Online Community (Alumni Database)
- CMU Connect
- Events

2. Prepare to Keep Records of Your Network

Keep track of your network and start a network notebook or online document. In order to stay effective at networking 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 includes just about everyone that you know. Write down in your notebook everyone in your network and gather as much information on each person as possible (where they are, 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. Schedule an informational interview

An informational interview is a great way to get in the door and talk with the people who could potentially hire you.

b. You heard they have/know of a job opening

This could be a phone conversation or brief meeting where you want to learn more about the position and the name of the person to send your resume to. You might also ask if you might use their name in the cover letter.

c. Ask them if they know of any job openings

This is perhaps not the best option because if they don’t have any openings, then you essentially have nothing left 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, or visit the connections in your network, be sure to practice what you are going to say to them so that you aren’t wasting their time. 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 it was that you have in common who recommended 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 that you developed in the myStory section 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, or 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 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 CMU Alumni Database and I wonder if you would have a moment to speak with me about the sports business.

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 CMU 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 decide). Be respectful of their busy schedules. If you are trying to schedule a time to meet with them, give them several dates and times. Remember to keep track of everything in your network system/notebook.

• Keep your contacts fresh—even those you do not think can assist you. An email 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.

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

There are some common problems that you may experience that may cause a breakdown in how effectively you are networking. Use this guide for answers to some of these common problems. And, as always, be sure to contact your Career Consultant if you’re having a problem you don’t see here, or if you need more information.

Why Is Networking Difficult?

<table>
<thead>
<tr>
<th>Why Is Networking Difficult?</th>
<th>Tips to Make Networking Easier</th>
</tr>
</thead>
<tbody>
<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>

Did you know, 70-80% of people find jobs and internships through their connections?
CONVERSATION STARTERS FOR THREE TYPES OF NETWORKING SITUATIONS

**Informational Interview**

- What do you like most about your work?
- How did you get into this field?
- Do you have any recommendations for trying out this line of work?
- What is a skill you use daily in this role that surprised you?
- As a Psychology major, I am gaining skills in research methods as well as working with data.
- I am looking for an internship where I can use my programming skills to solve social media challenges.
- Is there anyone you could recommend that I talk to next? Can I mention that you referred me?
- Is it a picture of only you?
- Does it include reflections on your experiences and professional aspirations?
- 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?

**Networking/Social Event**

- How long have you been involved with the Red Cross?
- How do you know the host/sponsor?
- Are you a member of any professional associations? Which ones do you feel are the most important to belong to?
- As a Psychology major, I am gaining skills in research methods as well as working with data.
- I am looking for an internship where I can use my programming skills to solve social media challenges.
- Is there anyone you could recommend that I talk to next? Can I mention that you referred me?
- Is it a picture of only you?
- Does it include reflections on your experiences and professional aspirations?
- 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?

**Job Fair**

- What do you like most about your work?
- How did you get into this field?
- Do you have any recommendations for trying out this line of work?
- What is a skill you use daily in this role that surprised you?
- As a Psychology major, I am gaining skills in research methods as well as working with data.
- I am looking for an internship where I can use my programming skills to solve social media challenges.
- Is there anyone you could recommend that I talk to next? Can I mention that you referred me?
- Is it a picture of only you?
- Does it include reflections on your experiences and professional aspirations?
- 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?

**LinkedIn**

LinkedIn is the premier professional social media platform to connect with people virtually and is especially useful for networking with your connections. Using LinkedIn properly, you will be 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 QuickTips guide on the CPDC website.

**LinkedIn Networking Checklist**

Please use the checklist below to set up your LinkedIn profile and begin networking online. Remember, LinkedIn is a powerful tool for networking and there are many tools not listed in the checklist below. After you have set up your account and have explored the tips below, continue to use the platform and learn about advanced features as you grow as a LinkedIn networker.

**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
  - 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 and 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, volunteering, 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
  - Example: www.linkedin.com/robertjones
  - Choose a professional URL
  - Add URL to email signature and/or resume

- **LinkedIn Networking**
  - www.linkedin.com/alumni
  - Search CMU alumni in specific areas and industries
  - www.linkedin.com/studentjobs
  - Browse job postings
  - Advanced People Search
  - Search for alumni by company
Next Steps on Your Career Path

Thank you for taking the time to read the MyCareerPath Career Guide. We hope you have found the information herein valuable. You can always get even more information about exploring your career on our website at www.cm.edu/career.

At this point you might well be asking yourself, “What’s next?” The point of this guide has been two-fold: first, to allow you an avenue and access to some of the materials and concepts the CPDC uses so that you have the tools to conduct your career search on your own; and secondly, to better prepare you for when you find yourself ready to come into our office and speak with a Career Consultant.

Please feel free at any time during the process of exploring, researching, or going forward into your account on Handshake at www.cmu.joinhandshake.com to meet with you and discussing your career journey!

The Career & Professional Development Center

Carnegie Mellon University
Career & Professional Development Center

Special Thanks...

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The Carnegie Mellon University Career & Professional Development Center and College Recruitment Media wish to thank the following organizations for their generous support of the 2017-18 Career Guide:

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Cost of Living Index (2016 Data)

The following is a selection of cities where many graduating students accept offers. The cost of living index is based on the composite price of groceries, housing, utilities, transportation, health care, clothing, and entertainment in each city listed. Use the calculation to compare salaries in different cities. For further information about the data below, please refer to www.bestplaces.net/cost-of-living.

To compare information from other sources, refer to these websites: www.salary.com and www.homerfair.com/real-estate/salary-calculator.asp.

**SALARY COMPARISON EQUATION**

\[
\text{City #1 Salary} \times \frac{\text{City #2 Salary}}{\text{City #1 Salary}} = \text{City #2 Salary}
\]

To find the New York City equivalent of a $50,000 salary in Pittsburgh:

\[
\frac{50,000}{168} \times 100,000 = \text{New York City salary}
\]

**Average City, USA**

- Boston: 105
- Chicago: 103
- Los Angeles: 164
- San Diego: 164
- San Francisco: 243
- San Jose: 197
- Atlanta: 101
- Charlotte: 94
- Denver: 115
- Philadelphia: 110
- Pittsburgh: 84

**Alabama**

- Birmingham: 78
- Montgomery: 89

**Alaska**

- Anchorage: 143

**Arizona**

- Flagstaff: 119
- Phoenix: 99
- Tucson: 92

**Arkansas**

- Little Rock: 88

**California**

- Fresno: 105
- Irvine: 215
- Los Angeles: 164
- Sacramento: 113
- San Diego: 164
- San Francisco: 243
- San Jose: 197

**Colorado**

- Boulder: 155
- Colorado Springs: 101
- Denver: 115

**Connecticut**

- Hartford: 109
- New Haven: 113
- Stamford: 167

**Delaware**

- Wilmington: 98

**Florida**

- Miami: 119
- Orlando: 92

**Georgia**

- Atlanta: 97

**Hawaii**

- Honolulu: 199

**Idaho**

- Boise: 107

**Illinois**

- Chicago: 103
- Springfield: 87

**Indiana**

- Bloomington: 98
- Indianapolis: 89
- South Bend: 83

**Iowa**

- Des Moines: 82
- Iowa City: 105

**Kansas**

- Kansas City: 105

**Kentucky**

- Lexington: 95
- Louisville: 87

**Louisiana**

- Baton Rouge: 90
- New Orleans: 89

**Maine**

- Portland: 118

**Maryland**

- Baltimore: 88

**Massachusetts**

- Boston: 161

**Michigan**

- Ann Arbor: 111
- Detroit: 73
- Lansing: 82

**Minnesota**

- Minneapolis: 108
- St. Paul: 102

**Missouri**

- Kansas City: 94
- St. Louis: 84

**Montana**

- Billings: 107
- Missoula: 110

**Nebraska**

- Lincoln: 91
- Omaha: 88

**Nevada**

- Las Vegas: 99

**New Jersey**

- Atlantic City: 100
- Princeton: 162
- Newark: 122

**New Mexico**

- Albuquerque: 101
- Santa Fe: 95

**New York**

- Albany: 102
- Buffalo: 74
- New York City: 168
- Syracuse: 89

**North Carolina**

- Chapel Hill: 128
- Charlotte: 94
- Raleigh: 101

**North Dakota**

- Fargo: 98

**Ohio**

- Cincinnati: 83
- Cleveland: 79
- Columbus: 82
- Dayton: 76

**Oklahoma**

- Oklahoma City: 89
- Tulsa: 85

**Oregon**

- Portland: 126

**Pennsylvania**

- Philadelphia: 96
- Pittsburgh: 84

**South Carolina**

- Charleston: 109
- Columbia: 99

**South Dakota**

- Sioux Falls: 95

**Tennessee**

- Chattanooga: 88
- Memphis: 73
- Nashville: 99

**Texas**

- Austin: 107
- Dallas: 106
- Houston: 98
- San Antonio: 92

**Utah**

- Salt Lake City: 115

**Vermont**

- Burlington: 124

**Virginia**

- Richmond: 95
- Virginia Beach: 110

**Washington**

- Seattle: 154

**Washington, DC**

- Charleston: 154

**West Virginia**

- Charleston: 91

**Wisconsin**

- Madison: 116
- Milwaukee: 85

**Wyoming**

- Cheyenne: 103
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**EDUCATION**

- **Columbia University in the City of New York**
  - Master of Science in Data Science 2019
  - Algorithms for Data Science
  - Probability & Statistical Inference
  - Machine Learning for Data Science
  - Exploratory Data Analysis & Visualization

- **Carnegie Mellon University**
  - Bachelor of Science 2018

**EXPERIENCE**

- **Data Science Capstone Project**
  - A semester-long data science project sponsored by a faculty member or Data Science Institute industry affiliate that synthesizes the statistical, computational, engineering challenges & social issues involved in solving complex real-world problems.

**SKILLS**

- **Computer Science**
  - Python, Java, R, C++

- **Quantitative Skills**
  - Linear Algebra, Calculus

**LEADERSHIP**

- **Columbia Data Science Society**

**HOBBIES**

- Networking in New York City, Friends, Music, Meetups, Hackathons

**REFERENCES**

Available upon request at datascience@columbia.edu

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