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.

Join the future of light control
At Lutron, we’ve been designing and manufacturing energy-saving light control solutions since 1961. We’re looking for ambitious leaders to work on smart home solutions that change the way we live.

To learn more about opportunities for Engineering, Science, and Business majors visit: careers.lutron.com

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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 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 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 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 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 http://cmu.joinhandshake.com/login 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.

Mission, Vision & Values

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 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.

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: 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.

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</th>
<th>Why?</th>
<th>Skills/Traits Gained</th>
<th>Skills/Traits Would Like to Learn/Develop</th>
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</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.

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.

**Research Various Job Families**
Learn about career paths, industries, and opportunities for gaining experience in the field of your choosing.

- **Hoovers**
  [http://library.cmu.edu/ith](http://library.cmu.edu/ith)

- **Vault**
  [www.cmu.edu/career](www.cmu.edu/career)

**Salaries & Destinations**
Learn what jobs fellow CMU grads have taken and their salary ranges.

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

**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](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.

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.

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

   - **Abundance:** Live in freedom.
   - **Joy:** Seek opportunities for making a difference.
   - **Perseverance:** Promote well-being.

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. Act with mindfulness.
   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, 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 conveys, 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, whereas 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 review? 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)

• 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 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?

**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?
- Have you included your legal name?
- Do you have a range of proficiencies within your skills, have you labeled your proficiency levels?
- If you have a range of proficiencies within your skills, have you labeled your proficiency levels?
- Did you list specific skills within each skills section?
- Did you start each phrase with an action verb?
- Is your email address included? Is the email professional? (i.e., a CMU email)

**Experience**
- Did you start each phrase with an action verb?
- 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 included the month and year you earned your degree(s) and/or expect to earn it?
- Have you listed your coursework that aligns with your job search?
- Have you included the month and year you earned your degree(s) and/or expect to earn it?
- Have you included 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 selected coursework that aligns with your job search?
- Have you included your legal name?
- Have you included your GPA? If so, have you included the GPA scale? (i.e., 3.75/4.0)
- Have you included the city and state (or country, if not within the US) in which you worked?
- Did you start each phrase with an action verb?

**Skills**
- Did you list specific skills within each skills section?
- Have you selected the course work that aligns with your job search?
- If you have a range of proficiencies within your skills, have you labeled your proficiency levels?
- If you have a range of proficiencies within your skills, have you labeled your proficiency levels?
- Have you listed 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?
- Did you include relevant skills (Programming Languages, Lab, Foreign Languages, etc.)?
- Have you selected the course work that aligns with your job search?

**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
- administered
- administrated
- advised
- aided
- allocated
- altered
- analyzed
- applied
- approved
- approximated
- arbitrated
- arranged
- ascertained
- assembled
- assigned
- assisted
- 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
- created
- critiqued
- customized
- delivered
- demonstrated
- designed
- developed
- devised
- diagnosed
- directed
- disassembled
- discovered
- dissuaded
- distributed
- documented
- drafted
- 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
- managed
- marketed
- measured
- mediated
- mentored
- minimized
- modeled
- moderated
- modernized
- repaired
- repaired
- refined
- reflected
- reformatted
- remedied
- remodeled
- reorganized
- reported
- represented
- researched
- resolved
- responded
- restored
- retrieved
- revamped
- reviewed
- revolutionized
- performed
- persuaded
- pioneered
- pioneered
- planned
- prepared
- presented
- prioritized
- processed
- produced
- programmed
- promoted
- provided
- publicized
- published
- purchased
- rates
- recommended
- reconciled
- recorded
- recruited
- referred
- refined
- reflected
- reformatted
- remedied
- remodeled
- reorganized
- repaired
- repaired
- refined
- reflected
- reformatted
- remedied
- remodeled
- reorganized
- reported
- represented
- researched
- resolved
- responded
- restored
- retrieved
- revamped
- reviewed
- revolutionized
- salvaged
- saved
- 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
- translated
- transformed
- troubleshooted
- tutored
- uncovered
- updated
- upgraded
- utilized
- validated
- verified
- wrote
**Sally Second-Year**

**EDUCATION**
Carnegie Mellon University, Pittsburgh, PA
Bachelor of Science in Economics & Statistics
GPA: 3.5/4.0

**EXPERIENCE**
China International Capital Corporation, Shanghai, China
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**
  - 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
  - Multivariate Analysis
  - Introduction to Accounting
  - Introduction to Statistical Inference

- **COURSES**
  - Statistical Theory
  - Social Psychology
  - Research Methods in Cognitive Psychology
  - Psychology of Gender
  - Attitudes and Persuasion
  - Advanced Data Analysis

- **LEADERSHIP ACTIVITIES**
  - Chapter Director
  - Site Leader
  - Mentored and organized events to foster positive relationships among mentors

- **HONORS & AWARDS**
  - Kappa Alpha Theta, Member
  - 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

- **LEADERSHIP ACTIVITIES**
  - Site Leader
  - Mentor Event Coordinator
  - Research Assistant

- **CONTRIBUTIONS**
  - Recruited over 30 new participants from health fairs
  - Analyzed data from participant interviews and presented the data
  - Led a group of undergraduate women to empower elementary girls by helping them recognize their potential strengths and develop lifelong skills

- **PUBLICATIONS**
  - Wrote over 30 articles reviewing regional musical concerts as well as local restaurants

- **ADDITIONAL ACTIVITIES**
  - Taught and performed interactive science experiments for groups of 5-20 elementary school students
  - Assisted in creating monthly reports detailing the size and demographics of the SpinMedia audience using comScore, Nielsen @Plan, and Google Analytics data
  - Assisted in creating monthly reports detailing the size and demographics of the SpinMedia audience using comScore, Nielsen @Plan, and Google Analytics data

- **CONTACT INFORMATION**
  - ssy@andrew.cmu.edu ~ (555) 123–4567

---

**Si K. Ology**

**EDUCATION**
Carnegie Mellon University, Pittsburgh, PA
Bachelor of Science in Psychology
Minor: Statistics
G.P.A: 3.8/4.0

**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 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
  - Scribed minutes for monthly club meetings
  - Acted as liaison between parents and program managers for the school age programming

Kappa Alpha Theta, Member
- Planned and implemented two programs concerning proper research techniques for the consumer insights and advertising and sales teams, resulting in a 20% increase in profitability
- Wrote over 30 articles reviewing regional musical concerts as well as local restaurants

**HONORS & AWARDS**
- Dietrich College Dean List
- Calculated G.P.A. of 3.75 or higher for the semester
- 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

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**CONTACT INFORMATION**
- (333) 666.9999 • sology@andrew.cmu.edu
- 4 Living the Dream Road • Paradise, PA 17562
The cover letter is a three- to four-paragraph, one-page letter, typed in business format that introduces you and your résumé 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 résumé and invite you for an interview for the position you are seeking. Rather than repeat the content of your résumé, 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’s or job needs rather than simply listing accomplishments or your desires.

**COVER LETTER OUTLINE**

Date

Contact Person

Title

Department

Company Name

Company Address

Dear [Name],

If you do not have a 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 résumé—instead, highlight important experiences done and how your skills/background match the employer’s needs.
- Generate interest with content by indicating how much employer research you have done and how your skills/background match the employer’s needs.

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 résumé and would 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.

Sincerely,

[Your Full Name (typed)]
myStory continued

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.

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 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
JOB DESCRIPTION SAMPLE #2

The Summer Analyst Program Intern will be within the Bell Fund of the The BBD Group firm. The primary responsibility of the Summer Analyst Intern will be to directly support the investment professionals on non-deal related activities. The scope of the work will include, but is not limited to, managing and completing the various portfolio reporting functions required by the team such as company specific quarterly valuation reports and analysis (both quantitative and qualitative) and compiling quarterly portfolio updates for the investment team. Additionally, the Summer Analyst Intern will support the investment professionals in tasks such as preparing fund communications and marketing materials, processing non-disclosure agreements for new opportunities, and conducting general market and industry specific research. While investment-related work will not be a primary function of the role, potential opportunities may exist to work with deal teams, time permitting, and the Summer Analyst Intern will have the opportunity to participate in weekly investment team meetings.

COVER LETTER SAMPLE #2

5000 Forbes Avenue, Apt. B
Pittsburgh, PA 15243
(412) 555-5555
econbizstudent@andrew.cmu.edu

October 11, 20xx

Mr. Richard Bivins
The BBD Group
6789 Mellon, Suite 112
New York, NY 12345

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 multi-tasking skills. Although I am proud of these skills, possibly my greatest personal 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

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.
myStory continued

APPEARANCE

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

CARNEGIE MELON CAREER & PROFESSIONAL DEVELOPMENT CENTER
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**

"Hello. My name is…and I just started my junior year in the Social and Decision Science program in the Dietrich College 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 Entrepreneur 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."

**ELEVATOR PITCH**

• 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.

**WHO AM I?**
- 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/organization

**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 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?
- How do you handle it?
- What could you contribute to this position/organization?
- What do you consider to be your greatest strength?
- 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 any specified areas for improvement that 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
- Recruiters
- Friends
- Co-workers
- Neighbors
- Supervisors
- Faculty
- Professional Organizations
- Advisors
- Social Media Groups
- Career Center Staff
- Alumni
- Classmates
- Mentors
- Coaches
- Greek Life Members

Additional Resources
- Interviewing Preparation: http://www.cmu.edu/career/find_a_job_internship/index.html

MyConnections

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 and career presentation materials (myStory), the next essential step in your career journey is to compile an extensive list of the most effective 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 communicate your story 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 because the hiring manager tapped into their own network to find the ideal candidate. After all, it’s human nature for people to hire individuals who not only are the most qualified, but also those whom they know the most about and they feel most comfortable with. This fact alone makes building a strong network of connections one of the most important steps you can take as you work toward finding a job that is a perfect fit for you.

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
- Recruiters
- 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.

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
BUILDING YOUR CONNECTIONS—A.K.A. NETWORKING

What Is Networking, Really?
Networking is the process of developing a collection of people (connections) that 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 in your field(s) of interest.

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

Additionally, hearing about a position through your network may allow you to get a head start on the competition 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 specifically for you, and may even tailor it to fit not only the organization’s needs, but also your strengths.

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 network. 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. 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 to 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.

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 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 which time is 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. 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 they might have. In the future they may think of you when they have an opening.

b. You heard they have/know of a job opening—This could be a phone conversation or brief meeting where you want to you 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

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
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/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 a teacher! I love shaping the minds of the next generation, but I’m also interested in getting into corporate training.
- Networker #2: This I’ve got to hear about.

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.

<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?
myConnections continued

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?

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?

Job Fair
- As a Psychology major, I am gaining skills in research methods as well as working with data.
- I’m looking for an internship where I can use my programming skills and to solve social media challenges.
- Is there anyone you could recommend that I talk to next? Can I mention that you referred me?

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
- 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 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
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.cmu.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 on your career path to schedule an appointment with your Career Consultant, by logging into your account on Handshake at www.cmu.joinhandshake.com.

We look forward to meeting with you and discussing your career journey!

The Career & Professional Development Center

Carnegie Mellon University Career & Professional Development Center

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.homefair.com/real-estate/salary-calculator.asp.

<table>
<thead>
<tr>
<th>City</th>
<th>Salary Comparison Equation</th>
<th>Comparison Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York City</td>
<td>( \text{Salary} \times \frac{168}{100,000} )</td>
<td>$50,000 = $100,000</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>84</td>
<td></td>
</tr>
</tbody>
</table>

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 2016-17 Career Guide:

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**DATA SCIENTIST**

212-854-5666 datascience@columbia.edu  datascience@columbia.edu

My passion is using data to solve complex, real-world problems. I have had the amazing opportunity to study machine learning, data mining, and advanced statistical theory for my MS in Data Science. Equipped with essential technical skills and extensive hands-on experience, I look forward to harnessing the power of data science to help shape the world around us for the better.

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- Machine Learning for Data Science
- Exploratory Data Analysis & Visualization

Carnegie Mellon University  
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**SKILLS**

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**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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