With thousands of jobs and internships for students on Handshake, how can you find the ones that are right for you? Utilizing filters and keywords in your job search can be incredibly useful for locating the jobs you want.

Keywords will search job postings, including titles and job descriptions, for specific words. For example, if you search for the keyword “research,” you will see jobs where the word research appears anywhere within the posting.

Here are some examples of keywords to try:

Arts/Media/Marketing
- production
- film
- media
- marketing
- marketing coordinator
- marketing analyst
- marketing assistant
- marketing specialist
- social media
- social media coordinator
- television
- theater
- museum
- arts
- music

PRO TIP – Also try searching for skills you already have as keywords. This will lead to a list of jobs you may not have considered before, and you already have the skills an employer is looking for!