

# COLLEGE TO CAREER

BOOTCAMP JAN 11, 2024  
TIPS & RESOURCES

SJSU | CAREER CENTER



LEVEL  
UP



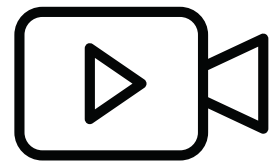
# Table of Contents

**Keynote Speaker Takeaways**  
**Employer Representatives**  
**Tips & Resources**

1. Resumes
2. Networking
3. Job Search
4. Interviewing
5. LinkedIn Tips & Recruiter Etiquette
6. Salary Negotiation

**Resources for SJSU Alumni**

[CLICK TO VIEW](#)  
[Keynote](#)  
[Speech](#)  
[Recording](#)



MARIE ABLAZA  
'14, SHRM-TA



## **TAKEAWAY 1: STATE OF JOB MARKET**

As companies become more specific in their hiring requirements, candidates need to be clear about their skills and desired roles.

## **TAKEAWAY 2: RECRUITER VS HIRING MANAGER**

Recruiters partner with hiring managers to define job requirements, write descriptions, establish recruiting strategies, and screen candidates, but hiring managers make the final hiring decision.

## **TAKEAWAY 3: OPTIMIZE RESUME & LINKEDIN**

Have a master resume, tailor resumes for different roles, balance soft/hard skills, demonstrate results, quality over quantity.

## **TAKEAWAY 4: NETWORKING**

Connect with people who are in or are working with the roles you want to be in and expand to other fields/industries. A job is more like the perks of networking.

# Featured Employer Representatives

**STACEY CACERES**

Enterprise

**MARGARET PAULIN**

Lockheed Martin

**ROBERTO TORRES**

Penske

**KAYLA RUTHERFORD-ELAHIAN**

Sherwin-Williams

**CHRISTIAN MOJICA**

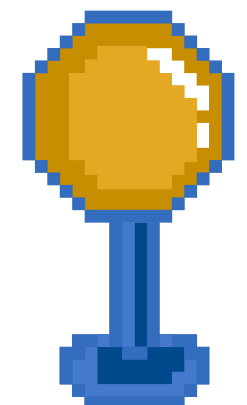
Sherwin-Williams

**MONIQUE MICHEL**

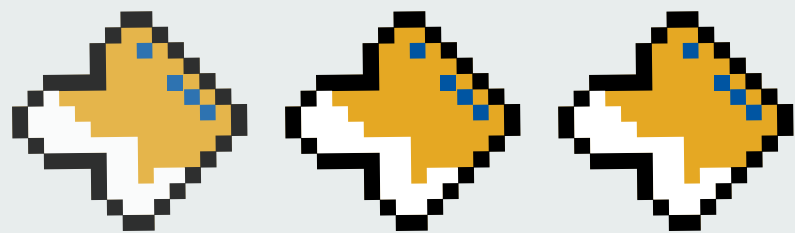
Veritas Technologies

**SHERRI BRUUN**

Veritas Technologies



# Resume Resources



- [Resume/Cover Letter Guide](#)
- [The Top 500 ATS Resume Keywords of 2024](#)
- [The 10 Most In-Demand Skills In 2024](#)

# Networking Tips

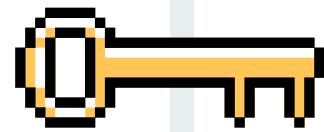


FROM MARGARET PAULIN,  
LOCKHEED MARTIN

- Determine your goals for networking. Why do you want to network?
- Attend events or join relevant online groups such as LinkedIn, student orgs.
- Research the event you plan to attend and practice your pitch. You will want to craft your message based on the event or employer.

# Networking Resources

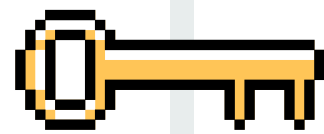
## SJSU CAREER CENTER'S RECOMMENDATIONS



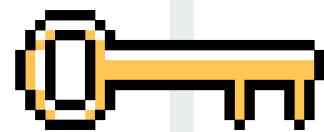
- [Job/Internship Search Guide](#)

- [SJSU<sup>2</sup> Mentoring & Meetups](#)

- [Utilizing LinkedIn Guide \[pdf\]](#)



- [9 Tips to Turn Networking Contacts Into Meaningful Relationships, From a Serial Connector](#)



# Job Search Tips

FROM KAYLA RUTHERFORD-ELAHIAN & CHRISTIAN MOJICA,  
SHERWIN-WILLIAMS

- Before beginning your job search, assess yourself and the skills, experience, knowledge, mindset, and personality you bring to the table.
- Conduct research about the industries, companies, and roles that you're truly interested in.
- Consider a company's culture when evaluating opportunities.
- Keep track of your job applications using job search templates to stay organized
- Utilize the #opentowork label on LinkedIn to increase engagement with recruiters. Use the #hired label to see who might be hiring for positions.



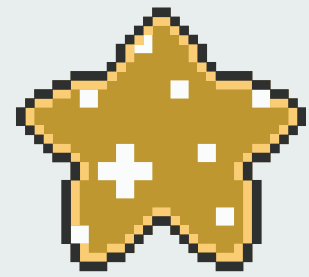
# Job Search Resources

## SJSU CAREER CENTER'S RECOMMENDATIONS

- [Job/Internship Search Guide](#)
- [SJSU Handshake](#)
- [5 things HR wishes all job applicants knew](#)
- [The Essential Job Search Guide](#)

**FOCUS**  
SPRINT

CHAMPION

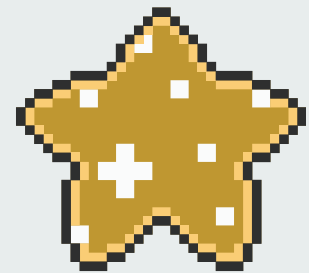


# Interviewing Tips

FROM STACEY CACERES, ENTERPRISE

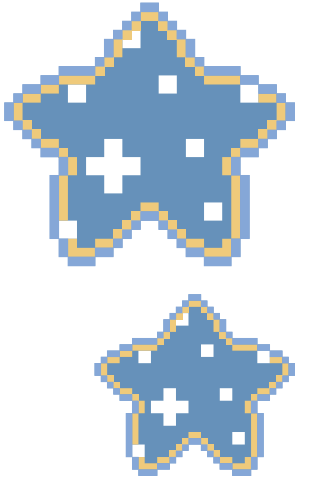


- It's important to ask questions once the interview is over and even if it is just one question.
- Send thank you emails to the employer, ideally within 24 hours.

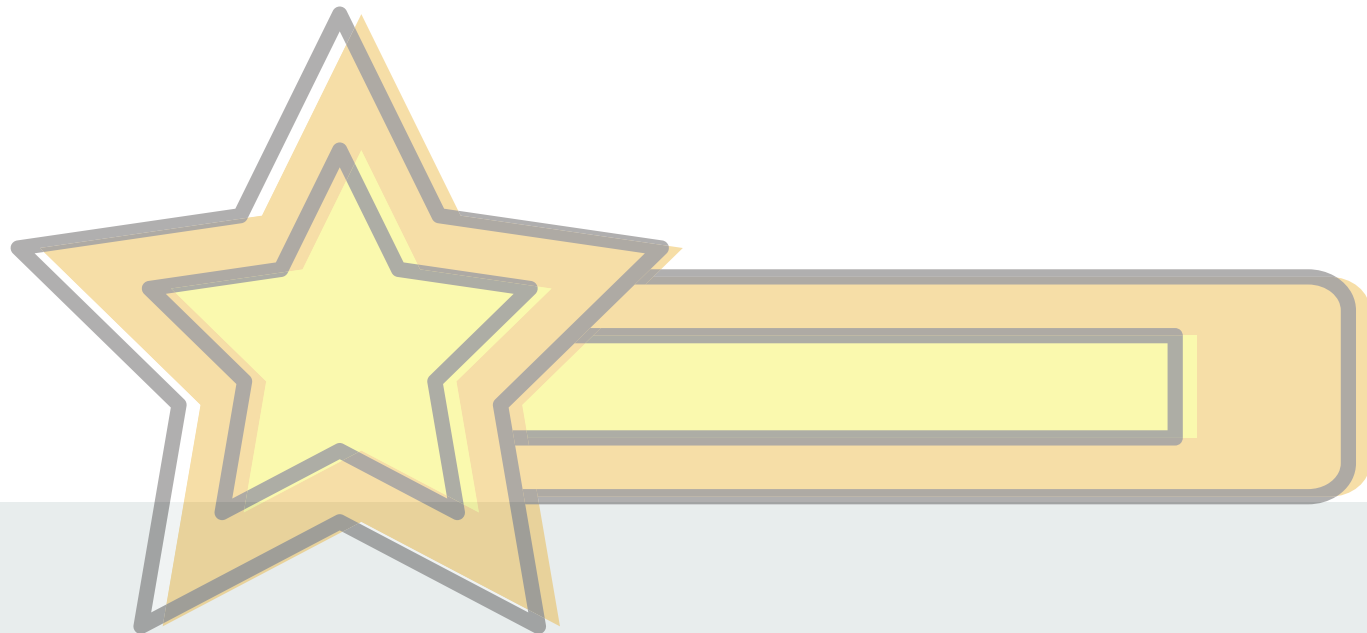


# Interviewing Resources

## SJSU CAREER CENTER'S RECOMMENDATIONS



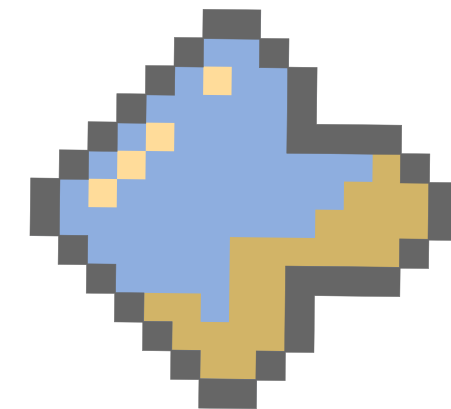
- [Interviewing Guide](#)
- [Big Interview](#)
- [The STAR Method Is the Secret to Acing Your Next Job Interview](#)
- [Job Interview Preparation Simplified](#)
- [How to Write a Thank You Email After an Interview](#)



## FROM ROBERTO TORRES, PENSKE

- It is often better to start in an entry-level position with room for growth than a higher-level position that will leave you stagnant.
- Use LinkedIn to figure out if you are a good fit for the company and if the company is the right fit for your long-term career
- Don't just blindly send out resumes, use LinkedIn to research and understand where you are applying to and why.

# LinkedIn Tips & Recruiter Etiquette



# LinkedIn & Recruiter Etiquette Resources



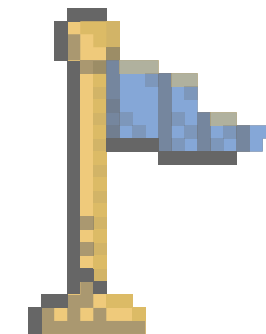
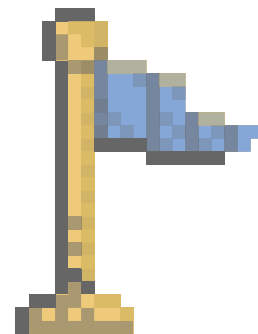
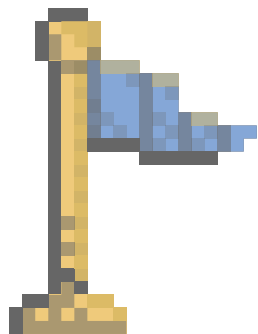
## SJSU CAREER CENTER'S RECOMMENDATIONS

- [Utilizing LinkedIn Guide \[pdf\]](#)
- [5 Email Templates to Respond to Recruiters](#)
- [3 Follow-Up Email Templates That Are Pretty Hard for the Hiring Manager to Ignore](#)
- [7 Ways to Win With Recruiters](#)

# Salary Negotiation Tips

FROM MONIQUE MICHEL & SHERRI BRUUN, VERITAS TECHNOLOGIES

- Preparation is key so do your research ahead of time. What are your must-haves and what would you like, but can budge on if you have to.
- Don't lead with the salary question. First show interest in the role and company.
- When negotiating, consider position title, location, company type, company size, etc. The same job title can have a very different salary depending on the location.



## SJSU CAREER CENTER'S RECOMMENDATIONS

- [Interviewing Guide](#)
- [13 Salary Negotiation Strategies](#)
- [Salary Negotiation 101 - How To Negotiate Your Job Offer](#)
- [How to Negotiate Your Starting Salary](#)
- [Candidates: Before You Say 'Yes', Here's How to Make a Counteroffer](#)

# Salary Negotiation Resources

# CAREER SERVICES & ADDITIONAL RESOURCES FOR SJSU ALUMNI



[CAREER CENTER  
RESOURCES FOR ALUMNI](#)

[CAREER CENTER'S EMAIL  
INBOX](#)

[YOUTUBE CHANNEL](#)

[SJSU ALUMNI ASSOCIATION](#)





May your future be filled with success, growth, and endless opportunities.

-

Your Bootcamp Hosts  
Carrie, Kristin, Patrick, Thuy





# SJSU | CAREER CENTER

## MAILING ADDRESS

Career Center  
Administration Building  
Room 255  
1 Washington Square  
San Jose CA 95192

## EMAIL ADDRESS

[careerhelp@sjsu.edu](mailto:careerhelp@sjsu.edu)

## WEBSITE

[careercenter.sjsu.edu](http://careercenter.sjsu.edu)

## PHONE NUMBER

408-924-6031

