COLLEGE TO CAREER

BOOTCAMP JAN 11, 2024
TIPS & RESOURCES

SJSU | CAREER CENTER
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Employer Representatives
Tips & Resources

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Resources for SJSU Alumni
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
- SJSU² 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
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
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 & 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
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<tr>
<th>CAREER CENTER RESOURCES FOR ALUMNI</th>
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May your future be filled with success, growth, and endless opportunities.

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