

# Effectively Marketing Yourself

## TO EMPLOYERS FOR JOBS AND INTERNSHIPS

Being a first generation to college student is an immense accomplishment but can present its own unique challenges. When pursuing jobs/internships, reflect on your previous experiences and generate a list of your most significant accomplishments. Employers want to see candidates who are confident and can clearly articulate the impact they have made on organizations. Sharing critical aspects of your unique story effectively can make a strong impression and demonstrate why you should be extended an internship or job offer.

Here are some examples of how you can advocate for yourself as you proceed through the job search process:

### RESUME

#### EDUCATION:

- Include honors and awards subheading with context on selection criteria and selectivity | (*Quest Scholars at Penn*)
- Include any coursework that is relevant to the position | (*Social Psychology*)
- Highlight study abroad experiences to emphasize adaptability and cultural immersion through engagement with surrounding businesses and communities and other involvement such as internships or leadership roles | (*Penn Abroad, Seville, Spain*)
- Add any national scholarships | (*Gates Scholar for academic excellence and demonstrated leadership ability*)

#### WORK EXPERIENCE:

- Include work study and retail jobs during the academic year and/or summer to showcase skills such as time management, customer service and problem-solving | (*Chemistry Tutor, Weingarten Learning Resources Center, Sales Associate, Foot Locker, Social Media Intern, Pinterest*)

#### LEADERSHIP/ACTIVITIES:

- Include examples that showcase the impact of your leadership on your organization by focusing on transferrable skills developed through significant involvement | (*Penn First Community Outreach Chair, Collective Success Chair of Penn Chapter, United Minorities Council Financial Chair*)

#### SKILLS AND INTERESTS:

- Provide examples of hobbies or interests that demonstrate interest in an industry or skills you have developed independently | (*Rock climbing, technology, Toastmasters, soccer, Glee Club, fluent in French*)

### COVER LETTER

Explain your potential contributions by giving an elaboration of key experiences supported by specific examples to showcase impact. Draw parallels between your skills and an employer's needs.

#### **Step 1: Know the employer**

Conduct a search on the organization to understand its objectives, needs, or challenges.

#### **Step 2: Analyze the job description**

Review the job posting and craft your cover letter to match the skills and responsibilities as closely as possible.

#### **Step 3: Analyze your background**

Ask yourself: what have I done that is similar to what this positions entails?

### NETWORKING

- Gather information about career fields, industries or positions of interest and build relationships in preparation for your job/internship search by leveraging your status as a member of the Penn community using platforms such as QuakerNet and LinkedIn
- Develop a 30-second pitch with a succinct overview of your most significant academic, work, and extracurricular experiences for events such as employer info sessions and coffee chats

### INTERVIEWING

- Be explicit on how you contributed as an individual to successful accomplishments by quantifying your results when possible (increased student membership by 30% in one semester, raised \$5000 for club fundraising event)
- Prepare examples of situations when you've demonstrated skills you want to highlight using the STAR method: discuss a specific Situation, Task, Action, Result
- Follow-up promptly by sending your interviewer a thank you note mentioning something significant you discussed and reiterating your interest in the position
- Utilize resources such as InterviewStream or mock interviewers at Penn Career Services to practice interviewing skills and prepare for upcoming interviews