



**RICE**  
JONES GRADUATE  
SCHOOL OF BUSINESS

## Job Search Success “Boot Camp” for MBAs



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## The approach...



### **80/20 rule**

*80% talking to real people / 20% applying online*

### **3 Step Process:**

*Boost your brand*

*Get your contacts*

*Start talking*

## | Step 1: Boost your brand...



- **Know your Brand / Value Proposition**
  - Your skills
  - Your attributes
  - Your value
  - What makes you unique
  - Where you thrive
  - How/where you can help
- **Know your audience**
  - What they want/need
  - What you have that matches it / the best solution to their need

## | Step 1: Boost your brand...



### **Resume:**

- Off-campus, feel free to go to 2 pages
- Distinguish yourself, push your unique brand/value prop
- Page 1 – strong, open with Headline and Profile
- Emphasize your performance, results, scope
- Make it as professional and polished as you are

### VIKRAM KHANDARI PMP, B.Sc.

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#### SENIOR IT PROJECT MANAGER

15+ years experience • Distributed & Mainframe Systems  
*Infrastructure, applications development and integration*

Highly qualified IT Project Manager with 15+ years experience directing complex technology engagements in commercial, banking and insurance sectors. Skilled at overseeing and driving projects throughout the entire lifecycle, from project planning and charters through management of budgets, resources, risks, change control processes, timelines, reporting and execution. Advanced problem solving.

- **Project Management** – Advanced PMLC, PMBOK, and SDLC knowledge. Agile/Iterative and Waterfall methodologies.
- **Project Team Leadership** – Hired and performance managed 27-person teams; known as the “Get It Done Coach” who creates high-performance teams through effective recruitment, coaching, constructive feedback, team building and conflict resolution
- **Communications** – strong presenter and communicator building consensus with stakeholders, vendors, teams and clients
- **Technology Highlights** – Linux, Java, jQuery, Windows NT, JEE, Eclipse, MySQL, XML, Oracle, iOS

PMP • B.Sc., Computer Science • PMI-ACP in progress

#### AREAS OF EXPERTISE

<input checked="" type="checkbox"/> Project Management	<input checked="" type="checkbox"/> Team Leadership & Coaching	<input checked="" type="checkbox"/> Risk Management
<input checked="" type="checkbox"/> Project Charters	<input checked="" type="checkbox"/> Resource Planning	<input checked="" type="checkbox"/> Change Control Management
<input checked="" type="checkbox"/> Budget Control	<input checked="" type="checkbox"/> Documentation / Status Reports	<input checked="" type="checkbox"/> 3 Tier Architecture
<input checked="" type="checkbox"/> Issues Management	<input checked="" type="checkbox"/> Communications Management	<input checked="" type="checkbox"/> Vendor Management
<input checked="" type="checkbox"/> Portfolio Management	<input checked="" type="checkbox"/> Technology Procurement	<input checked="" type="checkbox"/> Systems Analysis

### SHUN LI

444.555.6677 • shunli@email.com • www.linkedin.com/in/shunli

#### Area of Focus: FINANCE & ANALYSIS

B.S. Quantitative Analysis • MBA Candidate (2017) • International Finance Experience

##### Able to:

- Create powerful tools, models, systems, KPIs and metrics that support sound financial decision-making and reduce risk
- Contribute to improved financial performance for real estate companies, trust funds, pension funds and investment houses
- Provide market valuation, profitability analysis and cost accounting systems to assess viability of new products
- Formulate risk management strategies and perform data analysis and data mining to evaluate investment opportunities
- Analyze large, complex data sets & metadata for forecasting

##### Cultural Fit:

Highly analytical ... Detail oriented ... Thorough ... Collaborative/Team oriented

#### EDUCATION

MBA – ABC University, Such&Such School of Management Completing 2017

- *Related project:* Developed activity-based cost accounting system that assessed cost of new product development for LMNOP Company
- *Related coursework:* Risk Management, Finance & Accounting, ....
- Member, MBA Finance Club

B.S., Quantitative Analysis – Allameh Tabatabaee University

2012

## | Step 1: Boost your brand...



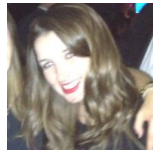
### LinkedIn

- Great photo
- Headline – your brand statement
- Summary – first 170/365 characters important, tell your story, sell your brand/value proposition
- Education: showcase MBA, activities, relevant projects, etc.
- Skills, Endorsements, Volunteering, etc.

## | Step 1: Boost your brand...



No...



Yes...



2nd-year MBA Candidate seeking Investment Finance internship in New York City – international experience

Finance & Quantitative Analysis | 4 years exper. | Financial models & probability analysis | Rice MBA Candidate

## | Step 1: Boost your brand...



### **Summary:**

- 2000 characters (customize, don't copy resume)
- Make it personal, conversational (1<sup>st</sup> person) but still professional...sound distinct, avoid clichés
- Short “chunks” of content (avoid long paragraphs)
- Pack with keywords

## | Step 1: Boost your brand...




### **Your Summary could include:**

- A strong opening statement (first 170 and 363 characters) - your goals, the type of role you are targeting
- A brief career background / tell your story
- Something about your MBA
- Where you best fit in, what you enjoy, what you are known for
- Make it personal, conversational
- Use categories / headings (*My Story, Education, What I'm Good At...*)
- “Ideally suited to...” (gets keywords in there)

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Background

 Summary

For the past 7 years, I have led major projects, met tight deadlines, applied analytical processes to make strategic decisions, built relationships with Fortune 500 clients, and consistently been recognized as a “High Performer” and leadership candidate.

I am also in the process of completing an MBA at Temple University’s Fox School of Business.

**MY GOAL:**  
To bring these capabilities to a CPG firm in a product development role.

**GOIZUETA MBA:**  
GM Product Planning Internship – recently completed a 3-month MBA internship with GM’s product Planning Team, assisting on consumer research and Product Review development for their 2020 line of fleet vehicles.

Open Innovation Project: led a 5-person MBA team that researched, developed and pitched a new Frigidaire product designed to complement their current residential portfolio. Presented to the Senior Product and Engineering Teams at Frigidaire HQ in Augusta, GA.

I am also currently Vice President of the Marketing Association and member of the Consulting Team.

My coursework and projects have included studies in Marketing, Product Commercialization, Strategy, International Business, Negotiations, Macroeconomic Policy, and Regional Analysis.

**WHAT I OFFER:**  
Hands-on experience in product planning sessions and developing design reviews and market analysis (General Motors)


Innovative & analytical – unique ability to combine creative thinking with an in-depth understanding of analytics from 7 years as a Systems Analyst. Ideally applies to reading and understanding market trends and consumer behavior

Exceptional relationship building – proven ability to build both internal and external relationships with clients, vendors, sales, marketing, and other product stakeholders

Passion, an unstoppable personal drive, and an unmatched work ethic

**HOW TO CONTACT ME:**  
Email: [susan@email.com](mailto:susan@email.com)

Background

 Summary

My professional mission is to empower businesses with knowledge and tools to help them gain more customers and keep those customers coming back!

One thing about me is that I’ve never done things conventionally. I’ve always decided to pursue my passion and follow it fully without any regrets. My career has been quite amazing and it has opened up my eyes to my what truly energizes me - Customer acquisition and retention!

Really, what motivates me is to create innovative strategies for businesses so that they can see their companies grow by developing a loyal customer base.

That’s what I’ve done at the American Supply Chain Association while I was in charge of crafting and implementing their customer acquisition and retention strategy. Within less than 12 months, we were able to grow membership by 25%!

As a Founding Partner at 99solutions, I did the same thing. Building a strong network of entrepreneurs by taking the solitary journey of entrepreneurship and creating partnerships and a community that leverages the many skills and resources our members have to share with each other!

As a hobby, I started my blog FoodFest and started working with small, local businesses, looking to get more customers. Consequently, I wrote an amazing Ebook to help foodies turn their passion of cuisine into a successful business.

Specialties: customer acquisition and retention \* business development and strategy \* creative direction \* branding \* public speaking \* communication \* small-business marketing \* writing \* team building \* collaboration \* research

I’d love to connect with you, so send me an invite or email me at [belinda@email.com](mailto:belinda@email.com)

## | Step 2: Get your contacts...



### List and rank 40 potential companies:

Company	Alumni	Motivation	Postings
ABC Beverage	Y	2	1
LMNOP Inc.	N	5	3
XYZ Tech.	Y	4	4

## | Step 3: Start talking...



### 3 ways to reach out:

1. Ask for their time, advice, expertise (eg. 15 mins)
2. Offer a tip, idea, improvement
3. Find a specific pain point or challenge, offer the solution

***Be brief!***

***Don't send a resume!***

***Don't ask for a job!***

## | Other guerilla tactics...



- Create and post a video bio (LinkedIn, YouTube, email sig.)
- Create a website (yourname.com)
- Read business section for company activity
- Go to an industry meeting and work the outside table
- Post articles, SlideShare, etc.
- Offer to volunteer

## | Final thoughts...



- Be deliberate, be strategic
- Know your brand, know your audience, make the connection
- Get active, get talking, help them learn to love you