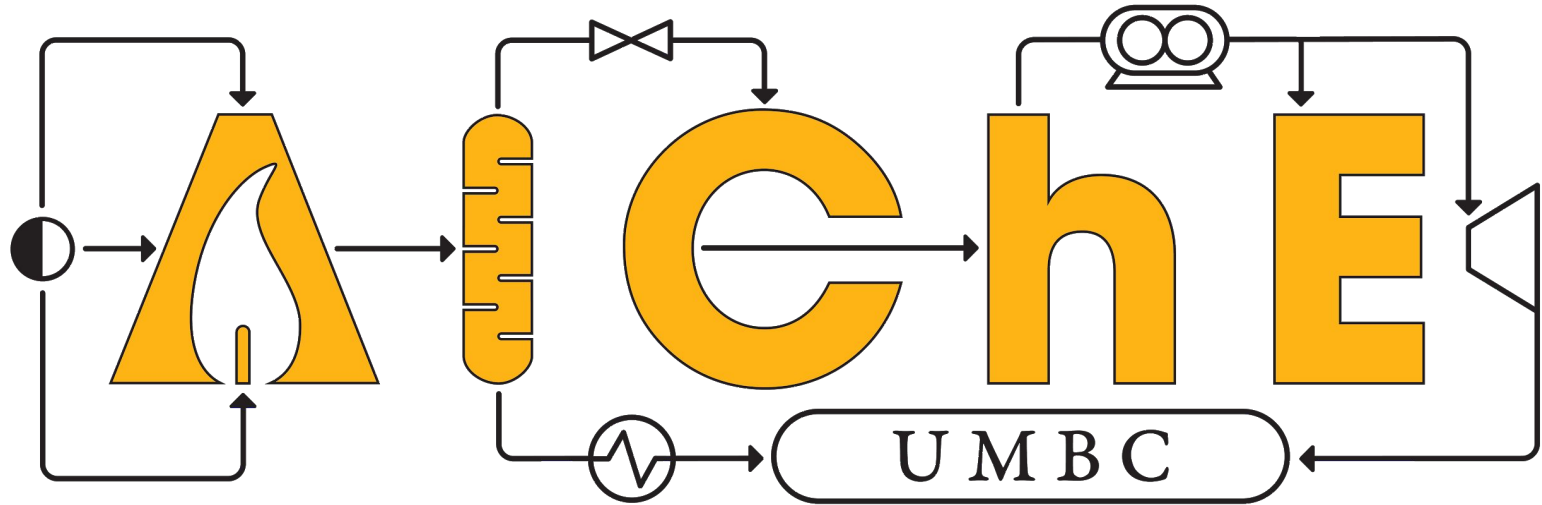


GBM #2
February 22nd, 12pm, 2021

Understanding the Logo!



Today's Meeting

- GBM Schedule
- Membership Requirements
- Mentoring Program
- Professional Development 102



Spring General Body Meetings

- **2/08:** *Welcome to AIChE*
- **2/22:** *Professional Development 102*
- **3/08:** *Midterm Stress Buster!*
- **3/22:** *Guest Speaker: Dr. Irina Ramos, AstraZeneca*
 - *Senior Manager of Bioprocess Technology and Engineering*
- **04/12:** *Townhall with CBEE Dept Chair, Dr. Mark Marten*
- **04/26:** *TBD Industry Speaker (Process/Cosmetics/etc.)*
- **05/10:** *Senior Farewell/Presentations*

*GBMs on
2nd & 4th Mondays!*

Spring General Body Meetings

- *2/08: Welcome to AIChE*
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- *3/08: Midterm Stress Buster!*
- *3/22: Guest Speaker: Dr. Irina Ramos, AstraZeneca*
 - *Senior Manager of Bioprocess Technology and Engineering*
- *04/12: Townhall with CBEE Dept Chair, Dr. Mark Marten*
- *04/26: Elections*
- *05/10: Senior Farewell/Presentations*

*GBMs on
2nd & 4th Mondays!*

How to get in touch with us?



AICHE - myUMBC



AICHE - Discord*

*Includes Jeopardy, ChemE Car, Mentoring

On AICHE myumbc: Scroll down and find “**Officers**” on right hand side. Click on officer name for email

Officers

Asmaa Hasan

President

Sharan Shah

Vice President

Erin Huber

Treasurer

Cameron Sloan

Jeopardy Project Chair

Nicholas Balasus

Pressure Team Lead

Ellie Vonderhorst

Service Chair

Courtney Cavin

Stopping Team Lead

Chris Ashby

Chem-E Car Project Chair

Nina Lau

Junior Class Representative

Catherine Wraback

Public Relations Chair & Sophomore Class Representative

Sahaadat Hammed-Owens

Secretary

Olu Ogungbesan

Senior Class Representative

Sarah Yoda

First-Year Class Representative

Memberships Requirements

1 semester of ChemE Car or Jeopardy

Or

1 semester of Mentor/Mentee

Must come to at least 2 of 7 AIChE GBMS

Follow us on myumbc, discord, and if you have a social media, at least 1.



Mentoring Program

- Last day to fill out an interest form **March 12th**
- Can apply for both Mentor and Mentee
 - We will soon contact those people who have filled out the form
- Way to get an insight into your future engineering classes
 - Mentors are willing to share their positive experiences and how best to enjoy your time here at UMBC
- Any general questions?
- Direct specific questions to Ellie (ze35174@umbc.edu)


Apply Here:





Professional Development 102

Professional Development 102

- **Career Center Resources**
 - **Academic & Tutoring Resources**
 - Scholarship Retriever
 - **Job Application Process**
 - **Interview Tips**
 - STAR Method
 - **Preparing Your Documents (Resume, CV, Cover Letters)**
 - Resume Review
- 

Career Center Resources

with Erin

Career Center Resources

For Students/Resources for Students

General Information on...

- Interviews
- Resumes & other Docs.
- Application Processes
- Look the Part
- Networking
- Got the Job. Now what?

Remote and Ready!

What they're doing **NOW** during the COVID-19 pandemic

- Job Search Webinar
- Virtual Appointments
- Big Interview
- Micro Internships
- Virtual Resource List

The screenshot shows the UMBC Career Center website. A red circle highlights the 'FOR STUDENTS' dropdown menu in the top navigation bar. Another red circle highlights a large banner for the 'FALL CAREER & INTERNSHIP FAIR' featuring a dog and the text 'NOW VIRTUAL!'. A third red circle highlights a yellow box titled 'Remote & Ready! We're here for you!' which lists navigation options: 'Students & Alumni', 'Employers', and 'Faculty & Staff'. A fourth red circle highlights the 'Resources for Students' link in the footer navigation. The right sidebar contains sections for 'Quick Links', 'Events', and 'News'.

Virtual Appointments & Events

Appointments

- Via phone or WebEx
- 15, 30 or 60 minutes
- Discussion topics include...
 - Career Decisions
 - Interviewing
 - Full & Part Time Jobs
 - Graduate School
 - Internships, Co-Ops, Research

Events

- All virtual events
- Event types include...
 - School/Career Fairs
 - Professional Workshops
 - Info Sessions / Networking Events

Appointments

Currently we offer video or phone appointments via Webex, for the following types:

Category	Appointment Type (click links for details)	Length (minutes)	Sign-up
Express Appointments	Quick Résumé Critiques	15	Schedule now
	Quick Job Search Q & A	15	now
	Cover Letter Review	15	
Making Career Decisions	Choosing a Major	60	Schedule now
	Career Transition/Change	60	now
	Career Decision-Making	60	
	Resumé Review for Undecided Majors	60	
	Career Assessment: Review FOCUS 2 Results	60	
	Career Assessment: Review MBTI Results	60	
Internships, Co-ops, and Research	Internship/Co-op/Research (Resumé Review & Search)	30	Schedule now

Calendar

Event	Day	Date	Time	Location
Virtual Interviews - T Rowe Price Application deadline	Mon	9/28/2025	12:00-12:00 am	MathPsych 201
Inside Strong: Careers in Data & E-Learning	Mon	9/29/2025	12:00-1:00 pm	Online
Info Session/Workshop: Federal Reserve Bank of New York	Mon	9/28/2025	9:00 am-5:00 pm	Online
Virtual Health Care School Fair	Tue	9/29/2025	1:00-4:00 pm	Online
Networking & Info Session: National Security Agency	Tue	9/29/2025	2:30-4:30 pm	Online
Raytheon College's Virtual Career Fair	Tue	9/29/2025	12:00-4:00 pm	Online
Networking & Info Session: IBM	Tue	9/29/2025	4:00-5:00 pm	Online
SFO Career's Real Estate Roadshow - Employees on the West Coast	Tue	9/29/2025	8:00-9:00 pm	Online
Virtual Interviews - CGI Application deadline	Wed	9/30/2025	12:00-12:00 am	MathPsych 201
Virtual Interviews - T Rowe Price Application deadline	Wed	9/30/2025	12:00-12:00 am	MathPsych 201
UMBC Connects: Maggie Stoddy	Wed	9/30/2025	11:00-11:30 am	Online
Networking & Info Session: Morgan Stanley	Wed	9/30/2025	12:00-12:40 pm	Online
From UMBC to Tech CEO	Wed	9/30/2025	12:00-1:00 pm	Online
Networking & Info Session: National Institutes of Health, Department of Bioethics	Wed	9/30/2025	12:00-1:00 pm	Online
Networking & Info Session: Morgan Stanley	Wed	9/30/2025	2:00-2:30 pm	Online
Networking & Info Session: Morgan Stanley	Wed	9/30/2025	3:00-3:40 pm	Online
Virtual Health Care School Fair	Wed	9/30/2025	1:00-4:00 pm	Online
Networking & Info Session: Morgan Stanley	Wed	9/30/2025	4:30-4:30 pm	Online

Online Resources

Webinar: Job Search Strategies in the Time of COVID-19

- Panopto Video on how to navigate job searching in the online setting

<https://umbc.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=db0cdce4-3612-48f1-a64e-abb301353bda>

Big Interview

- Interview training platform to help practice interview questions

<https://umbc.biginterview.com/members/curriculum>

UMBCworks

- UMBC's career platform with event listings and job/internship postings

<http://www.careers.umbc.edu/umbcworks/>

Micro Internships: Parker Dewey

- Lists job postings for micro internships (short term projects)

<https://info.parkerdewey.com/umbc>





Academic & Tutoring Resources

with Chris

How to schedule a session

<https://lrc.umbc.edu/tutor/>



myUMBC | Events | Directory

Enter Search Terms

Academic Success Center: Academic Learning Resources

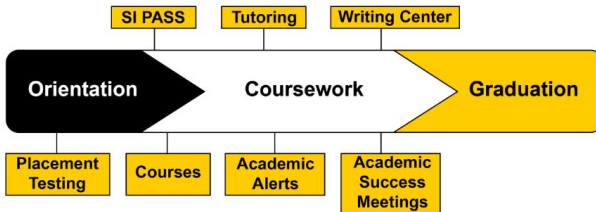
ACADEMIC SUCCESS CENTER TUTORING WRITING CENTER PLACEMENT TESTING SI P.A.S.S. FYI ALERTS EDUC 113

The Academic Success Center will continue to provide all services through alternative formats during the campus response to COVID-19.

Information is available at [this link](#) about how to access Academic Success Center Services.

Videos and Tips for Online Learning

We support UMBC students throughout their academic careers.



At a Glance

Online Learning Resources

Schedule a Tutoring or Writing Center Appointment!

SI P.A.S.S.

Schedule an Academic Success Meeting

Meet Our Staff

Posts

Need help with time management? We can help!
September 21, 2020 11:05 AM

Have a Question? Ask a Student Ambassador!
September 16, 2020 11:38 AM

Study Skills with the Academic Success Center
September 9, 2020 10:18 AM

Academic Success Center: Academic Learning Resources

ACADEMIC SUCCESS CENTER TUTORING WRITING CENTER PLACEMENT TESTING SI P.A.S.S. FYI ALERTS EDUC 113

Tutoring

Tutoring-FAQs

Apply to be a Tutor

Course Repeat Policy and Petition Process

Get to Know a Tutor

Tutoring

[Click here to schedule tutoring](#)

[Video: how to schedule tutoring](#)

Drop-In Math Tutoring: Starting Monday, September 28, 2020

Monday through Friday: 1 p.m. to 5 p.m.

Check [this schedule](#) to find your course.

Virtual Tutoring Help Desk: Starting Monday, September 28, 2020

Monday through Friday: 1 p.m. to 5 p.m.

Assistance with finding tutoring resources and using Drop-In Math Tutoring.

To schedule a weekly tutoring appointment, fill out the [Tutoring Request Form](#).

Who are our Tutors?

All of our tutors are UMBC students who have taken the class(es) they support and succeeded. They have been recommended by faculty and received formal training.

Why should I use Academic Success Center tutoring services?

- Students who go to tutoring tell us that they better understand course concepts and are able to apply new techniques they learn in tutoring later on their own.
- Tutoring is an appointment you make with yourself to study and practice at least once a week.
- In order to make the most of your tutoring session, prepare for it by bringing concepts and problems you want your tutor to work on with you.

Tutoring contact

ENCH Tutors:

Chris Ashby: ash39@umbc.edu

Brandon Qiu: hr59333@umbc.edu

General tutoring questions, or Tutor requests: tutoring@umbc.edu



How Tutoring Works

- Tutors hold hour long sessions for up to four students at a time
- Sessions are for reviewing old assignments, not to be used to work on homeworks or exams
- Sessions can be booked for the entire semester or just for one off sessions
- All sessions are held through goboard.com, sessions are recorded, and pdfs are sent to the participants



SI Pass

<https://si.lrc.umbc.edu/>

Schedule

SI PASS Schedule Archive Courses ▶

BIOL 141 ▶

BIOL 142 ▶

BIOL 302 ▶

BIOL 303 ▶

CHEM 101 ▶

CHEM 102 ▶

CHEM 123 ▶

CHEM 351 ▶

CHEM 352-not supported in Fall 2020 semester ▶

MATH 150 ▶

MATH 151 ▶

MATH 152 ▶

MATH 155 ▶

PHYS 111 ▶

PHYS 112 ▶

PHYS 121 ▶

PHYS 122 ▶

SPAN 201 ▶

SI PASS Schedule

[Summer I](#) | [Summer II](#) | [Fall 2020](#) | [Spring 2021](#)

The Academic Success Center will continue to provide all services through alternative formats during the campus response to COVID-19. Information is available at this [link](#) about how to access Academic Success Center Services.

SI PASS sessions will be conducted online at the scheduled times. SI PASS sessions can be joined using Blackboard Collaborate in the Blackboard site of the class being supported.

If you have any questions about SI PASS please contact: debwebb@umbc.edu

Scholarship Retriever

<https://scholarships.umbc.edu/retriever/>

Welcome To

SCHOLARSHIP RETRIEVER

UMBC is proud to offer a variety of scholarship opportunities to new and current degree-seeking students.

Undergraduate, graduate, first time and transfer students are encouraged to apply.



Our new Scholarship Retriever lists a variety of institutional, merit, financial need, and department scholarships.

Scholarships may cover tuition, student fees, textbooks, room and board.

- List of different scholarship opportunities
- May conflict with other scholarships need to contact your scholarship advisor

HOW TO APPLY:



CREATE AN ACCOUNT

Sign in with your UMBC login



GENERAL APPLICATION

Complete the General Application



APPLY!

Notifications will be sent if you are eligible for additional scholarships



Preparing Your Documents

with Asmaa

Resumes

How to create an Eye-Catching Resume:

1. Gather/assemble your information
2. Identify relevant skills, achievements, and experience that you want to highlight
3. Organize and categorize your information into separate sections
4. Develop bullet points for your experiences
 - a. Each bullet should begin with a [strong action verb](#)
5. You can have your resume reviewed by the UMBC Career Center



Resume Do's and Don'ts

Do's

- Determine your job search objective prior to writing the resume and tailor your resume for the position.
- Customize your resume to match a specific job description. Use buzzwords from the industry.
- Focus on positive results and accomplishments.
- Keep a consistent, easily-readable format.
- Create strong, action-oriented statements about your work.
- List the most important, relevant items first. For example, you may decide to move your "Internships" and "Projects" sections above your "Customer Service Experience" section. Underneath each experience, you should also put the most important bullet points first.
- Within each section, you must list experiences in reverse chronological order, starting with the most recent.
- Qualify and quantify your experiences whenever possible. Include numbers and percentages when possible.
- Highlight specific accomplishments rather than expand on every detail.
- Expand on professional, volunteer, research, and classroom experiences to show transferable skills.
- Proofread your work. Ask the Career Center, friends, and advisors for help.

Don'ts

- Use templates and tables included in software.
- Make general claims ("Good communication skills") without backing them up with examples.
- Mislead employers about your GPA, skills, or abilities.
- Include long, generic objective statements. Employers won't read them!
- Submit references on the same page as your resume. They should be kept in a separate document and provided when the employer asks for them.
- Don't go over two pages. Most underclassman candidates should have a one-page resume, but this will depend on the amount of experience you have.
- Put all your eggs in one basket. Apply to multiple positions that match your career interests.



Cover Letters

To be considered for some positions, you will be asked to submit a cover letter—and even when a letter is not required, you should consider writing one. This letter:

- Allows you to introduce yourself.
- Shares why you're interested in this position.
- Lets you demonstrate your knowledge of the organization (which you've gained by [researching the employer](#)).
- Highlights a few key aspects of your background (education, experiences, skills) that best fit the position.
- Lets you describe soft skills (e.g. quick learner, effective communicator) that are not fully captured in your resume.
- Showcases your writing ability.

***A well-written cover letter can set you apart from your competition, allowing you the opportunity to show your passion and personality in a way that your resume cannot.**



Curriculum Vitae (CV)

- A curriculum vitae (CV) is Latin for “course of life.” It is a comprehensive description of your academic credentials and achievements.
- It differs from a resume, which is a brief summary of your skills and experience over one or two pages.
 - A CV is more detailed and can stretch well beyond two pages.
- Graduates with master’s or doctoral degrees are typically required to submit a CV when applying for teaching or research positions at colleges, universities, or research institutions.



Resume Review

Share your resume and we can help you improve it!






Job Application Process

with Cameron


Disclaimer

I'm not an expert, but I've submitted a lot of applications. I worked in Dr. Blaney's lab in 2019, and then was selected for a manufacturing internship at SAFT for summer 2020 (but it was then cancelled due to COVID). So my applications worked at least twice. I'm also currently applying for full time jobs, and have secured a number of interviews.

I have talked to a lot of people who are experts, and so I'm telling you their tips along with some of my own



Applications

- The more the merrier. A couple applications a day adds up
 - Keep a list of applications so when you get a call back, you know what role it is for
 - Use different job sites (Indeed, LinkedIn, USA Jobs, UMBC Works)
 - Sometimes you may need to email HR reps, some places don't post their programs online
 - Be brave
 - Quality vs. Quantity, sometimes when I'm busy I just do the quick submit kind on Indeed. When I'm feeling motivated, sometimes I'll write a unique cover letter for a unique position. Other times I'll use a generic one and change specific elements
- 

Curriculum Vitae

- Resume should be a culmination of your “highlights”, it should be a condensed form of all your most interesting experiences/accolades
- Write cover letters! I have a generic one that I edit for similar roles (keep it brief)
- For new roles, or roles I think a certain experience of mine might help me for, I may write a new cover letter
- An updated transcript is a good thing to have on your computer; it puts your money where your mouth is and providing it lets a hirer know you have the GPA behind you to back your application




Certifications

- Manufacturing - Lean, Six Sigma
- SChE Certification
- Consulting - FE/EIT → PE (Also, just shows you really do know stuff, will never be detrimental on a resume)
- If you notice lots of jobs like to see something in particular, do your research on that thing (for example, process engineering roles value lean manufacturing and six sigma, so consider doing these if you want a process engineering role)



Interviews


- Confidence
 - Communication skills
 - Know your resume, know how to sell your experiences in ways relevant to the role you're interviewing for
 - Know the job description, have points ready to discuss to prove you can do the things that are asked of the position
 - Research values documentation and duplicability; show you know how to write notes of a procedure, make it known you can think through scientific reasoning for hypotheses, etc
 - Manufacturing values safety. Mention you know something about lab safety or chemical process safety
- 

Interview Tips

with Sharan

Interview Tips

Career Center Link [HERE](#)



ABOUT THE CENTER ▼ FOR STUDENTS ▼ FOR FAMILIES ▼ FOR EMPLOYERS ▼ FOR ALUMNI ▼ FOR FA

- for Students
 - How to Move from College to the Workforce
 - Calendar of Recruiting & Career Events
- How to Move from College to the Workforce
 - Discover Your Options ▶
- Calendar of Recruiting Events
 - Prepare Your Documents ▶
 - Build Your Network ▶
- Discover Your Options
 - Find an Internship or Job ▶
- Prepare Your Documents
 - Additional Career Resources for Specific Populations ▶
- Build Your Network
 - Master the Interview ▶
 - Researching the Employer
 - What to Bring, What to Wear
 - Types of Interviews
 - Stages of the Interview
 - Interview Questions
 - Big Interview
 - Schedule a Practice Interview
 - After the Interview
 - Request an Interview Room
 - Networking 101
 - Informational Interviews
- LinkedIn
 - Applying to Graduate School ▶
- UMBC Professional Network
 - Request a Workshop
- Additional Network
 - Student Org Guest Speaker Request
 - Request an Interview Room
- Find an Internship or Job
 - Student FAQs
- Additional Career Resources for Specific Populations ▶

Step 4: In the Examples or Projects section, you can also

Step 5: LinkedIn created a Skills section where you can highlight your

Interview Tips

Big Interview Link
[HERE](#)

Offers free practice questions and learning modules for UMBC students!

The screenshot shows the Big Interview website. The top navigation bar is blue with the 'biginterview' logo on the left and links for HOME, TOUR & PRICING, HIGHER EDUCATION, GOVERNMENT, BLOG, and SIGN IN on the right. A green 'GET STARTED' button is also present. Below the navigation bar, there are logos for CNN, THE WALL STREET JOURNAL, Forbes (with the quote 'One of the Best Websites for Your Career'), The New York Times, and THE WEBBY AWARDS. The main content area features the heading 'Full Training Course + Powerful A.I. Practice Tool' and a paragraph: 'When preparing for a job interview, it's not enough to just read advice – you need to put that advice into practice! That's why Big Interview isn't just a training course, but a whole interview prep system. You'll also get hands-on practice with mock interviews tailored to your specific industry, job, and experience level.' Below this text is a process flow diagram with three steps: 'LEARN' (represented by a green graduation cap icon), 'PRACTICE' (represented by a blue video camera icon), and 'IMPROVE' (represented by an orange bar chart icon). A dashed blue line connects the three steps in a wavy path.

biginterview HOME TOUR & PRICING HIGHER EDUCATION GOVERNMENT BLOG SIGN IN GET STARTED

CNN THE WALL STREET JOURNAL Forbes "One of the Best Websites for Your Career" The New York Times THE WEBBY AWARDS

Full Training Course + Powerful A.I. Practice Tool

When preparing for a job interview, it's not enough to just read advice – you need to put that advice into practice! That's why Big Interview isn't just a training course, but a whole interview prep system. You'll also get hands-on practice with mock interviews tailored to your specific industry, job, and experience level.

LEARN PRACTICE IMPROVE

Interview Tips

Before the Interview...

- ❑ Research the lab/company/etc you are interviewing with
 - ❑ Visit their website to learn about their current projects/goals
 - ❑ Can do a Google search for some more general information

- ❑ Plan your main talking points
 - ❑ While planning, consider the required skills/experience listed in the job description for the position
 - ❑ If you have specific, relevant examples in your list of personal achievements, make sure to prioritize mentioning them over other achievements which may be more impressive but less relevant to the position you are applying for



EFFECTIVE STORY TELLING: direct, logical, meaningful and personalized



Prepare

- LISTEN to question
- THINK of an event
- Plan, ORGANIZE in 5 to 8 seconds

One-Sentence Summary

S

Situation

- Provide context & BACKGROUND
- "Our customers complained ..."

T

Task

- Describe problem, & CHALLENGES
- "We faced supply chain shortage ..."

A

Action

- Explain WHAT YOU DID & how
- "We solved ..."
- "I calculated ..."

R

Results

- State BENEFITS, savings, rewards, recognitions, etc.
- "The impact of ..."

Do not think of new details as you answer. SAY what you had planned for & END

Interview Tips

Before the Interview...

- ❑ Practice answering common interview questions
 - ❑ Ask a friend to listen to you, or maybe you can ask your pet lizard George if he is feeling generous with his time
 - ❑ You can find many questions to answer online for free
- ❑ Research your Interviewer
 - ❑ If you know the name of your interviewer(s) beforehand, try to look them up on Google or LinkedIn
 - ❑ Learning about your interviewers' professional background can help you anticipate what questions you may receive, as well as help you know what questions to ask for yourself



LinkedIn™
Connect to Opportunity™

Interview Tips

During the Interview...

- ❑ Shake hands with the interviewer, and keep eye contact throughout the interview

- ❑ Make a positive first impression (trustworthy & competent)

“When we form a first impression of another person it's not really a single impression. We're really forming two. We're judging how warm and trustworthy the person is, and that's trying to answer the question, “What are this person's intentions toward me?” And we're also asking ourselves, “How strong and competent is this person?” That's really about whether or not they're capable of enacting their intentions. Research shows that these two trait dimensions account for 80 to 90 percent of an overall first impression, and that holds true across cultures.” - Amy Cuddy (Social Scientist)



Interview Tips

During the Interview...

- ❑ Ask Questions!
 - ❑ Asking the interviewer questions about your potential employer shows interest! However, take care not to ask questions that could be answered from quickly visiting their website, so that the interviewer sees that you've done your research.
 - ❑ Asking if the interviewer has any concerns about your qualifications can give you a chance to address them and correct any misunderstandings!

- ❑ Be positive!
 - ❑ For example, if asked if you have experience with something and you have to respond "No", turn the conversation around with a positive statement like "But I have done (blank), which is similar!"



Interview Tips

During the Interview...

- ❑ Remember that it is okay to take a second to think before answering a question, as well as to respond “I don’t know”
 - ❑ A short pause to collect your thoughts before replying tells the interviewer that you are thoughtfully considering their question
 - ❑ Answering “I don’t know” when asked, for example, how you would handle a certain situation, can be better than giving an obviously fake answer. However, make sure to follow up with your thought process on how you would approach making a plan/decision, so your interviewer knows that you were really thinking about how to answer the question..



Interview Tips


During the Interview...

- ❑ Remember that not only are you being interviewed, but you are also interviewing your potential employer!
 - ❑ Make sure you are thinking about whether or not the lab/company/etc is a good fit for YOU

- ❑ Thank your interviewer as you leave the interview, and follow up with an email thanking them for the opportunity!
 - ❑ As it is likely that several other people have also applied for the position, it is important to try to stand out by being extra polite



Possible Interview Questions

- Tell me about yourself?
 - Share an example of a time when you faced a difficult problem at work/off work. How did you solve this problem?
 - Tell me about a mistake you've made. How did you handle it?
 - Share an example of a time you had to make a difficult decision. What did you do?
 - Share an example of a time when you failed. What did you learn from the experience?
 - Explain a situation where you used data or logic to make a recommendation.
 - Describe a time when you had to deliver bad news. How did you do it?
 - Have you ever been in a group where someone disagreed with your ideas?
- 

LinkedIn Tips

Getting Started

LinkedIn is a professional networking site where you create and tailor a FREE professional profile with relevant education, skills, projects, and experiences.

- Can connect with alumni, friends, advisors, faculty, and other important contacts as you start to search for job or internship or begin to network online.

Step-by-step instructions to set up profile [HERE](#)



LinkedIn Features

- Personal Profile
- Build your professional network
- Search for alumni and employers
- Search current job and internship postings
- Find Mentors
- Share professional experiences/ inspirations

LinkedIn is free, but subscription version - LinkedIn Premium offers additional features

- Online Classes, Seminars
- Insights into who's searching for and viewing your profile

Your LinkedIn Profile

- **Headshot & Cover Photo**
 - Clear, professional looking photo of you
- **Headline**
 - Include more than just your job title
 - Highlight your interests
 - Include keywords - high value/high impact
- **Summary**
 - Narrative about yourself - short and sweet
 - “What can I do for you”
 - Use keywords that are searchable
- **Experience**
 - Details of your current/previous positions
 - Dates (start/end dates)

- **Education**
 - High School Diploma/College Degrees
 - Any distinctions/honors awarded

*Take time to update your
LinkedIn Profile!*



Personal Branding

- Personal branding is the conscious and intentional effort to create and influence public perception of yourself
 - Starts from within you
 - How you present and market yourself in the mind of others
- What does it mean for a college graduate?
 - What are your interests/strengths?
 - How do you stand out from your competition?
 - It is your online presence in a meaningful way
- Personal Branding helps in advancement of your career
 - Expose yourself to different experiences
 - Be authentic
 - Clean social media accounts



Additional Tips

- Keep your profile basics updated!
- Personalize Your LinkedIn Profile URL
- Be sure to use proper grammar and punctuation throughout
- Follow pages of companies in which you are interested to gain insight into your career field and learn new industry trends

