

Marketing Your Experience



Service Learning & Career Development
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WESTERN OREGON
UNIVERSITY



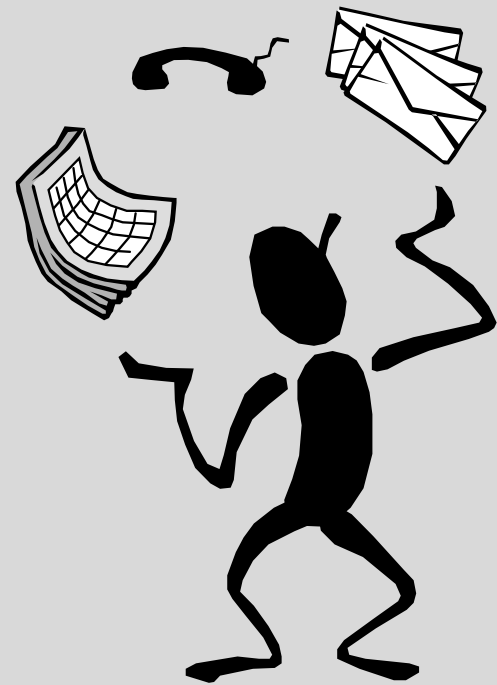
Please introduce yourself...

- Name
- What your name tag would say with one phrase that describes you.



Know what Employers Want

✓ What Employers Want Soft Skills vs. Hard Skills



✓ 67% of HR managers prefer a candidate that has soft skills over one that only has technical skills

✓ 90% of HR managers say technical skills are easier to teach than soft skills

Know Your Skills

- ✓ So.... What skills have YOU developed?
- ✓ Review the action phrases and check of skills you have, or make your own list of skills you've developed



Know Your Skills

- ✓ What do you want to do in the future?
- ✓ What skills do you still need to develop to get there?



Your 60-Second Commercial: an “Elevator Pitch”

What is it?

Why is it important?

Crafting your pitch:

- ✓ Who are you and where are you now?
- ✓ What are your major accomplishments, passions, or unique skills?
- ✓ What do you want, or where are you going?



Additional tips:

Keep it professional

Tailor it

Practice, practice,
practice!

Manage Your Social Media Presence

✓ 55% of employers use social networking sites to research candidates (June 2009- CareerBuilder Survey)

✓ 29% Facebook

✓ 26% LinkedIn

✓ 21% Myspace

✓ 11% Search blogs

✓ 7% Twitter



Manage Your Social Media Presence

18% of employers found content on social network sites that caused them to hire a candidate. Reasons include:

- ✓ Profile provided a good feel for the candidate's personality and fit- 50%
- ✓ Profile supported candidate's professional qualifications- 39%
- ✓ Candidate was creative- 38%
- ✓ Candidate showed solid communication skills- 35%
- ✓ Candidate was well-rounded- 19%



Professional Etiquette

- ✓ ALWAYS send thank you notes
- ✓ Follow up with emails and phone calls
- ✓ Say “please” and “thank you”
- ✓ SMILE!
- ✓ Offer your business card and take cards when offered
- ✓ If out with prospective employers or clients, pass on alcoholic drinks



Mock Interviews
Resumes/Cover Letters
Job Searches
Internships
Career Counseling
Graduate School Help

Choosing a Major
Volunteering
Alternative Break
SEEK
SIS
Career Events



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