



Career Panel 2017

Professors Institute
January 5, 2017

Top 10 Job Search Mistakes of New College Grads

- Not being proactive enough
- Relying solely on the internet
- Not Creating Wide Networks
- Not Creating Customized Resumes
- Misusing the Internet
- Failing to Follow Up
- Setting Expectations too High
- Appearing Unprofessional
- Not taking the job interview seriously
- Not using the College's Career Office



So What Should they be doing?

- Create a Target List
- Network (in person and online)
- Leverage your extended network – beyond close friends and family
- Use your resume to make a statement, tailor to the role
- Use LinkedIn
- Follow up and make it personal
- Focus on the “first” job vs. the “perfect” job
- Clean up your social media profiles, voicemail greeting
- Dress appropriately, be on time, research the company, and have questions prepared
- Get help honing your resume and cover letter

Helpful employment sites:

- LinkedIn, Career Builder, Career.com, MonsterCollege, Indeed, Simply/Hired, Idealist, NTEN.org, DMAW.org, DMA job board



Desired Skillsets for Marketers

- Adaptability
- Initiative
- Passion/Showing you care
- Detailed-oriented
- In the weeds > big picture
- Customer/client focused
- Goal oriented



LinkedIn – Dos & Don'ts:

Do:

- Use a professional photo
- Keep content refreshed
- Don't be too formal
- Get endorsements and recommendations
- Brag about your skills, competitions, certifications
- Be active
- Add connections
- Join groups
- Use the job search function

Don't

- Use an unprofessional or no photo
- List every job back to your first one
- Set it and forget it
- Use LinkedIn for social purposes



LinkedIn – Example Profile:



Certifications

Hootsuite Certification

Hootsuite Media Inc.

Inbound →

HubSpot

December 2016 – January 2018



Education

Salisbury University - Perdue School of Business

Bachelor of Science (B.S.), Marketing

2012 – 2016

Activities and Societies: [Marketing Excellence](#)

Companies



Entrepreneur Media

Publishing

+ Follow



Adweek

Publishing

+ Follow



Salisbury University

Higher Education

+ Follow



APG Media of Chesa...

Newspapers

+ Follow



Dorchester County E...

Government Administration

+ Follow



Cambridge Federal

Information Technology and Services

+ Follow



Jessica Lee

2nd

Digital Media Account Coordinator at CDR Fundraising Group

Baltimore, Maryland Area | Marketing and Advertising

Current CDR Fundraising Group

Previous Chesapeake Bay Environmental Center (CBEC), Gap Inc., Cambridge Federal

Education Salisbury University - Perdue School of Business

Connect

Send Jessica InMail

21 connections

<https://www.linkedin.com/in/jessica-lee-b85bb2105>

Background



Summary

I am an undergraduate marketing student at Salisbury University with a focus on direct and interactive marketing and analytics. I have experience in marketing campaign management, Facebook account management, Google applications (i.e. Gmail, Analytics, AdWords, etc.), and employee management.

I am a very dedicated person and a time management pro - seriously, ask. I am truly dedicated to my future success in the marketing industry. I am very opportunistic, especially regarding marketing, as I freely attend webinars, workshops, and strive to obtain certifications in different aspects of marketing. I hope to be involved in your future, as well, so let's connect.



Chesapeake Bay Env...

Environmental Services

+ Follow



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Job Opportunities for Graduates-to-be

- Digital Media
 - Account Coordinator
 - Advertising Coordinator
 - Junior Developer
 - Junior Designer
 - Email Specialist
- Direct Mail
 - List Assistant
 - Junior Designer
 - Production Assistant

