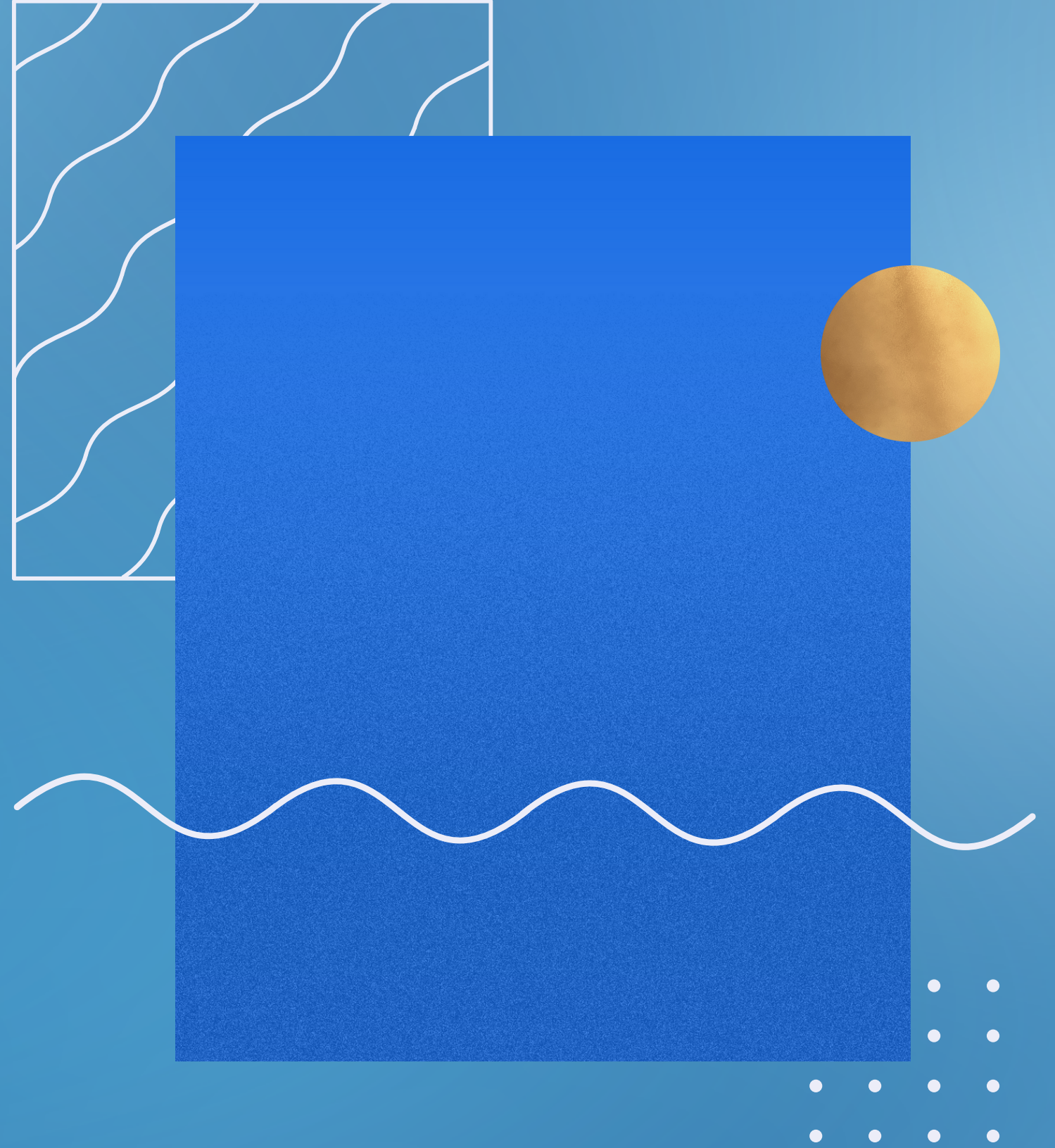




PREPARING YOURSELF TO FIND AN OPPORTUNITY



RESUME

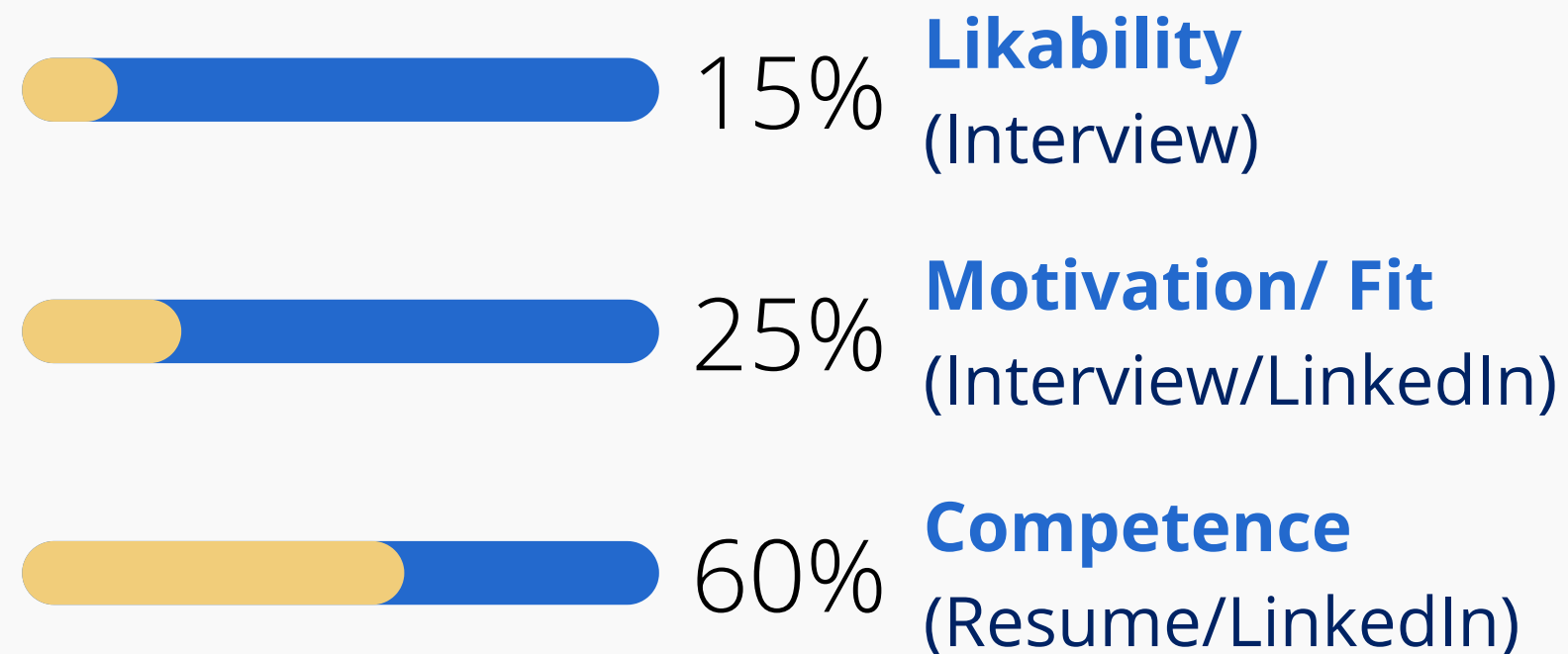


RESUME

Resumes are extremely important. Your resume is not only a large part of the first impression to potential employers, it also sets the stage for you and gives you the opportunity to stand out from others and display who you truly are.

Most people only think of your resume as a place to showcase your skills, but they would be missing the mark. The entire way you structure your resume, from the phrases you use in bullet points to the types of dividers that separate your content, gives a recruiter clues about what kind of an employee you will be.

When an employer scans over your resume, they are rating how well you will fit with their company. The breakdown of what they're looking for looks something like this:



RESUME

If you want to be an IS super-star and stand out to employers, there are a few things you'll need to do!

3 Things to do to become an IS Super-Star:

1. *Strengthen Your Resume using Reid's Tips [here](#)*
2. *Send us your resume to Review or upload it to VMOCK*
3. *Post Your Resume to Handshake, LinkedIn, etc. for employers to see!*

1. Strengthen Your Resume Using Reid's Tips

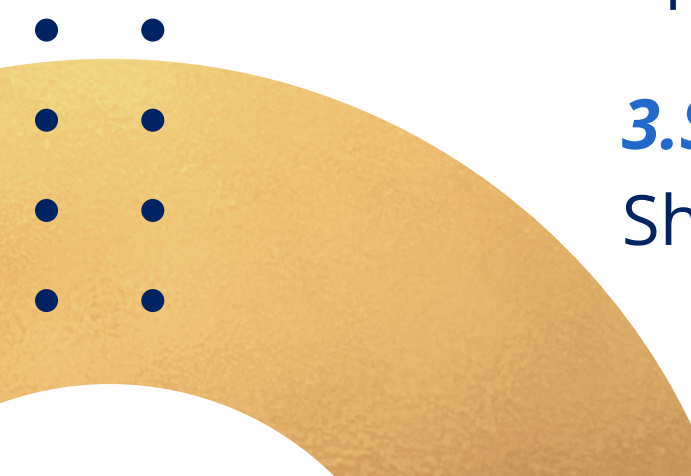
Read through [Reid's Best Tips for Resume's](#) and revise your resume accordingly.

2. Send us Your Resume to Review

Send us your resume at iscareerservices@gmail.com and upload your resume to [VMock](#) so we can send you feedback (Instructions found [here](#))!

3. Strengthen Your Resume Using Reid's Tips

Show off your brand new resume by posting it to [Handshake](#) and [LinkedIn](#)!



IS RESUME EXAMPLE

To the right is an example of a Marriott School of Business Information Systems Resume.

View a larger copy of this example at [this link!](#)

You can also click [here](#) download a copy of the Marriott School of Business Information Systems Resume Template to make sure yours fits the specifications!



Isaac Showers
(801) 888-8956 | iscareerservices@gmail.com | www.linkedin.com/in/isaac-showers

EDUCATION

Bachelor of Science Information Systems Apr 2019
Brigham Young University – Marriott School of Business Provo, UT

- GPA 3.71
- Academic scholarship 2014 and 2017
- Summer 2014 European tour – BYU International Folk Ensemble
- Member – Association for Information Systems
- Specialized Courses: Intro to Information Systems, Computer Programming with C++ and Java

EXPERIENCE

Performance Group Member Dec 2010 – Present
Freelance Musician Provo, UT

- Co-developing Molly in the Mineshaft’s website which is expected to increase band outreach with talent seekers
- Actively participate in organizing band management resources, improving rehearsal quality by 10%
- Extensive experience working with over 12 professional performance groups with different dynamics

Audio-Visual Technician Sep 2016 – Mar 2017
Office of Information Technology – Brigham Young University Provo, UT

- Operated audio-visual equipment in 800+ seat lecture room which enhanced professors’ presentations
- Solved 95% of equipment problems that minimized disruption in the learning environment
- Led a team of 6 technicians

Inventory Specialist Jun 2013 – Aug 2013
The Edge Powersports Draper, UT

- Organized inventory and updated database which cut inventory manager’s search time by 25%
- Operated telephones to inform customers about order arrivals, giving the inventory manager more time to spend on other projects

Owner and Operator Mar 2010 – May 2013
Haines Brothers Aeration Sandy, UT

- Revitalized business from a few customers to an operation that generated \$1000 in a 6-week season
- Decreased competition within neighborhood by 90%
- Developed lasting relationships with customers, maintaining their loyalty over 3 years of business

Volunteer Representative Sep 2014 – Aug 2016
The Church of Jesus Christ of Latter-day Saints Macon, GA

- Conducted 9 training workshops for up to 36 other volunteers that focused on leadership, teamwork, discipline, interpersonal relationships, teaching, and accomplishing goals
- Directed other representatives and instigated the Just Serve pilot program in 2 separate areas
- Performed community service on a weekly basis including hospital visits, food bank volunteering, and homeless shelter improvement

SKILLS AND ACHIEVEMENTS

- Proficient in Tableau
- Experienced with VBA, Pivot Tables, SQL, HTML/CSS, Bootstrap, C++, Java, JavaScript
- Camp Kesem counselor for 2017, a week-long camp for kids whose parents have been affected by cancer
- ROTARY Youth Leadership Awards camp counselor, planned and executed leadership and team-building activities for high school sophomores and juniors across Utah
- Alta High School orchestra president and bass section leader
- Conversational Spanish
- Enjoy bass guitar and upright bass, sci-fi and fantasy books, airsoft sports, and board games
- Eagle Scout

COVER LETTERS

About **10-15% of job applications use cover letters**, so we will just cover the basics. The cover letter is meant to give you **personality** and set you apart from other applicants. You can reference your resume in your cover letter, but you want to **expand deeper** about who you are and how you could impact the company if hired.

Reid recommends that you generally have **four paragraphs** with **four sentences** each, if possible.



COVER LETTERS - INTRODUCTION PARAGRAPH



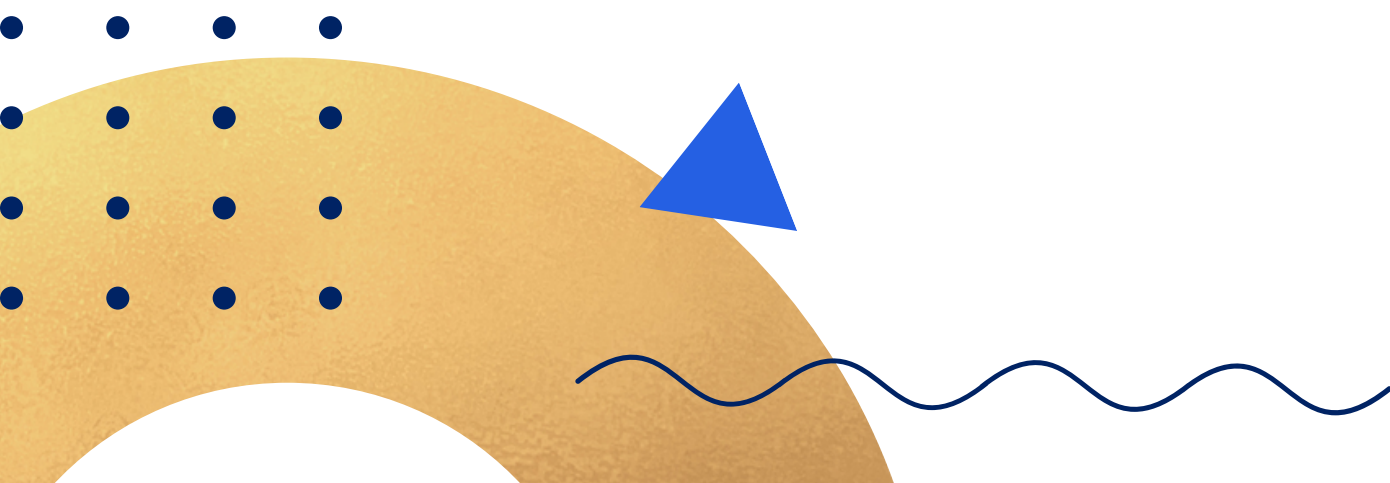
1) Introduction:

Exhibit enthusiasm or drive for the position you are applying for, touch on your "Me in 30 seconds". "I'm excited to apply for_____."

Mention a connection with someone in the company and their department: Jeff Sanders in the IT department strongly recommended that I apply for this position.

Specifically state why you like the company: Your company has a reputation for having an amazing work environment and inspired leadership.

List two skills you want to expound on: I am well suited for the position because I have a high level of integrity and excellent project management skills. Both of these skills will make me a valuable member of your team.



COVER LETTERS - SKILL PARAGRAPHS



2) Skill Paragraph 1: integrate the skill with an experience where you demonstrated that skill:

“I always do my best to uphold my values not only in the workplace but in my personal life as well. I exhibited integrity when I worked as a bank teller at Zions Bank Corporation several years ago. At the time, my manager pushed us hard to sell products to customers. Most of these products were either loans, lines of credit, or credit cards. I did my best to sell them, but also kept in mind how a product would affect the customer in the long run. As a result, when I felt it was ethically wrong to sell a product that could potentially hurt a customer in the long run, I didn’t set them up. I didn’t make as high of bonuses as I could have, but I did leave every day with a clear conscience, which is worth more to me than any bonus they could have offered.”

3) Skill Paragraph 2: integrate the 2nd skill with an experience where you demonstrated that skill.



COVER LETTERS - AGGRESSIVE CLOSE



4) Aggressive Close: Thank them for the opportunity to be part of their company, provide your contact information, tell them you will contact them in 7 days or so to follow up if you don't hear from them, and end with a direct statement:

"Thank you for the opportunity to be a member of your software development team. I will contact you within 7 days to see if you have all you need to make your decision. Should you desire to speak with me sooner, please contact me at 801-283-9281. I can also be reached by email at chrisabbot@gmail.com. I look forward to joining your team and I am certain that it will be a positive experience for both of us.

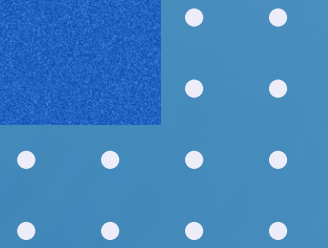
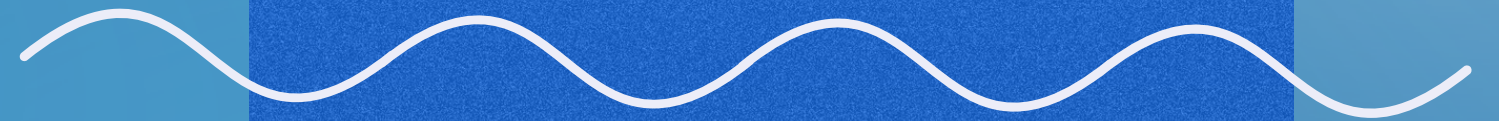
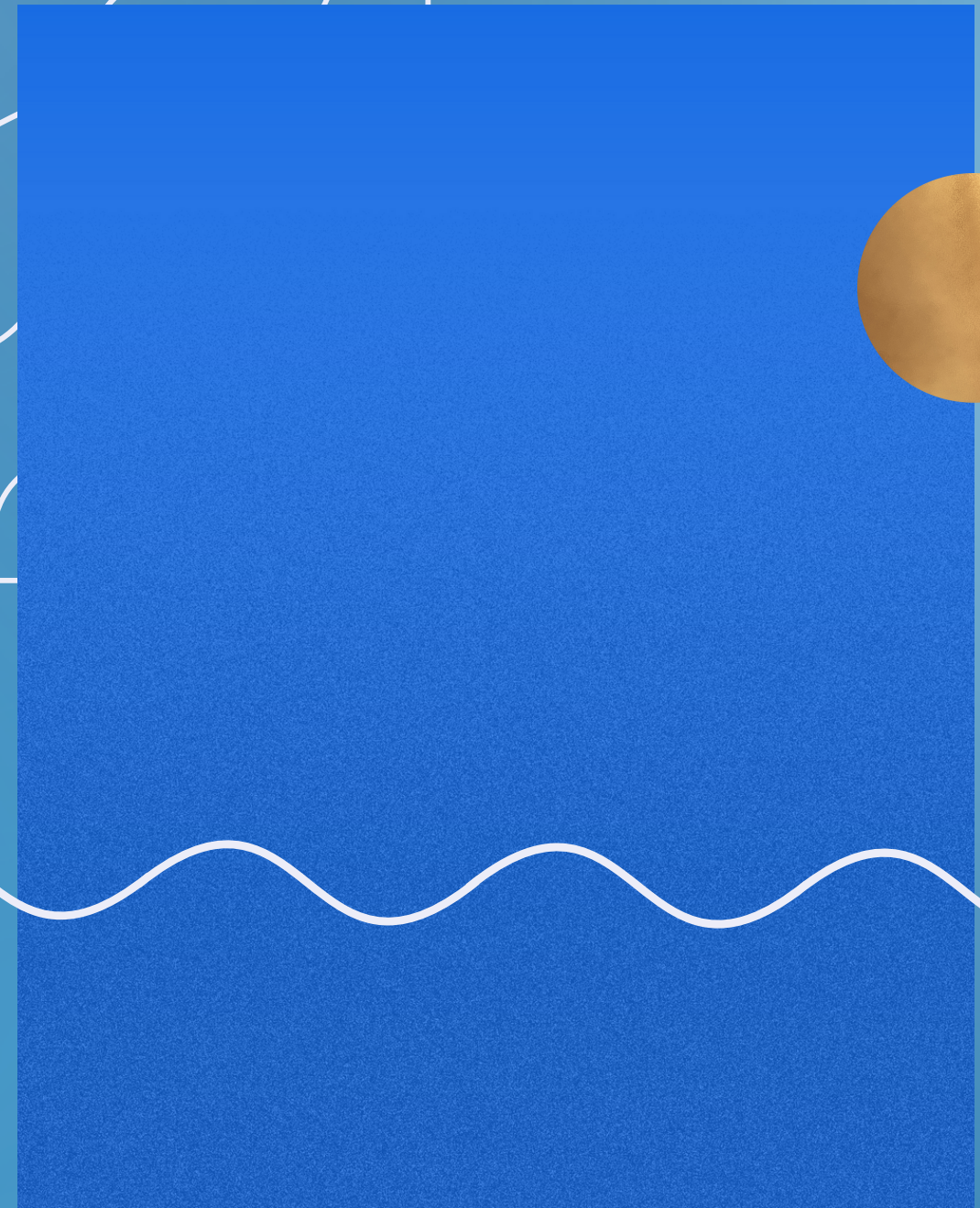
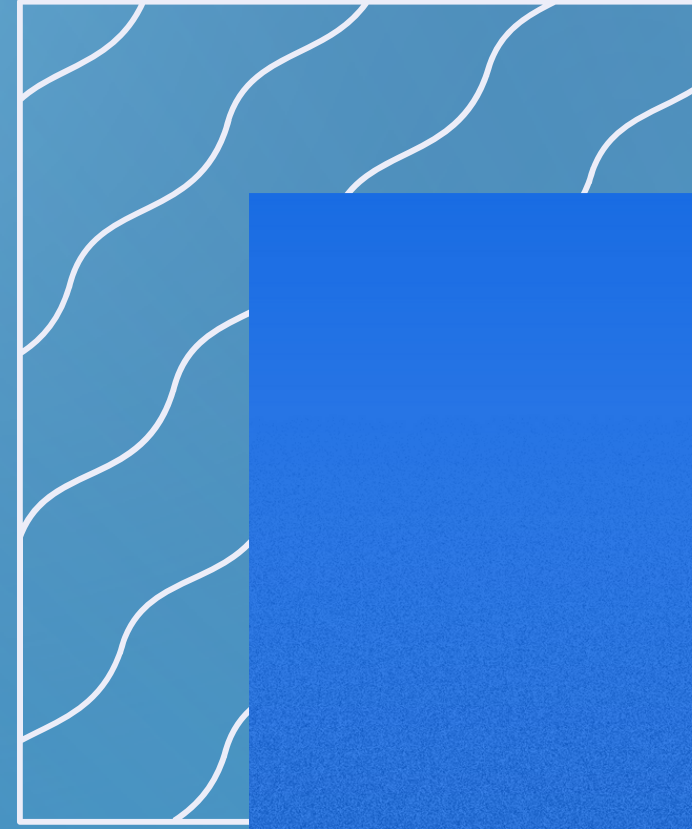
Sincerely,

Chris Abbot

Chris Abbot"



LINKEDIN



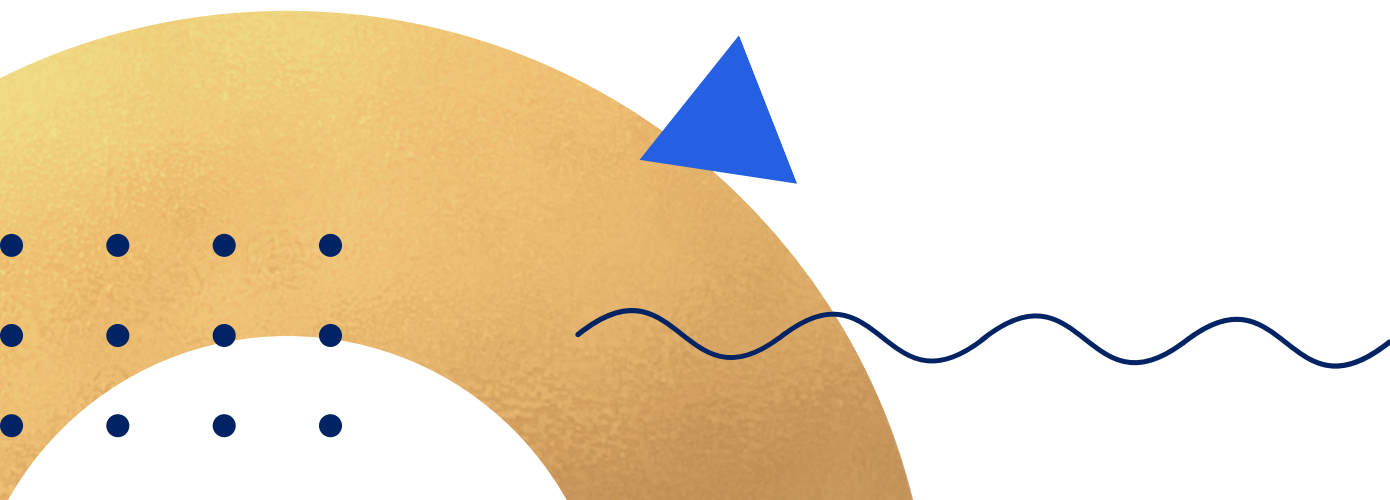
LINKEDIN



LinkedIn can be a powerful resource for employers who are looking to learn more about candidates. On LinkedIn, you can provide more details about yourself, your skills, and your accomplishments than you can on a one-page resume. If you don't have a LinkedIn profile, make one! If you already have one, make sure it's updated! The free version of a LinkedIn account is appropriate for your needs as a student.

Reid is an extremely useful resource when it comes to developing your LinkedIn profile. He is often a guest lecturer in classrooms across campus and presents on how to effectively use LinkedIn. If you would like him to review your profile, send him an email with a link to your profile and include anything you want him to specifically look for.

VMock also provides a tool for improving your LinkedIn Profile called Aspire. Access it by going to the VMock website and clicking on the Aspire tab on the left-hand side. [Click here](#) for a series of video tutorials on Aspire and VMock.



YOUR PICTURE

Your profile picture should be of only you, not of you and your spouse. You're the only one interviewing for the position. Your picture should reflect the job you want to have. If you want a job as a river guide, your picture should show you in a kayak. If you want a job at a major accounting firm, your picture should be of you in professional attire. If you don't know what attire to wear to reflect the job you want to have, search for someone else that already has that job and see what they are wearing. One of the most important parts of your picture is that your eyes are visible. You can tell a lot about people by their eyes, so employers want to see them.

Note: Feel free to connect with [Reid](#) on LinkedIn. Be aware, however, that he will not accept your invitation to connect if you don't have a picture associated with your profile!



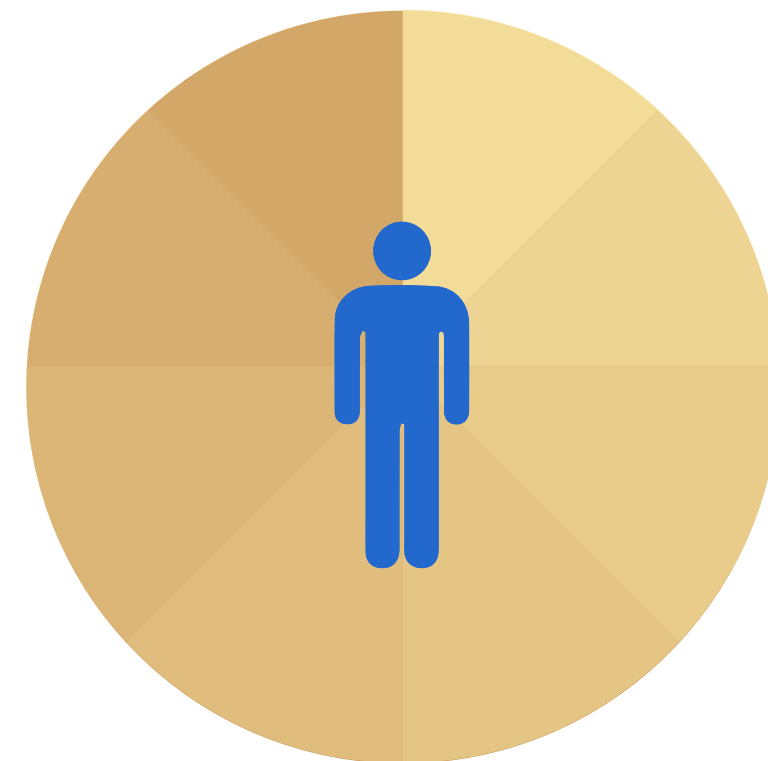
YOUR PERSONAL BRAND

When considering what to put on your LinkedIn profile, make sure that whatever you put up is consistent with your brand. Ask yourself the following questions:

- *What message do I want to send to employers?*
- *What do I want companies to know about my interests and motivations?*

Always be transparent and honest on your LinkedIn profile. Your summary should be similar to your Me in 30 Seconds and your Pitch 59 video. 80% of employers are looking at social media to determine how you would “fit” with their organization’s culture. Your interests will help them determine this.

View the slide deck Reid uses in his presentations about branding your LinkedIn [here](#).



GET CONNECTED ON LINKEDIN



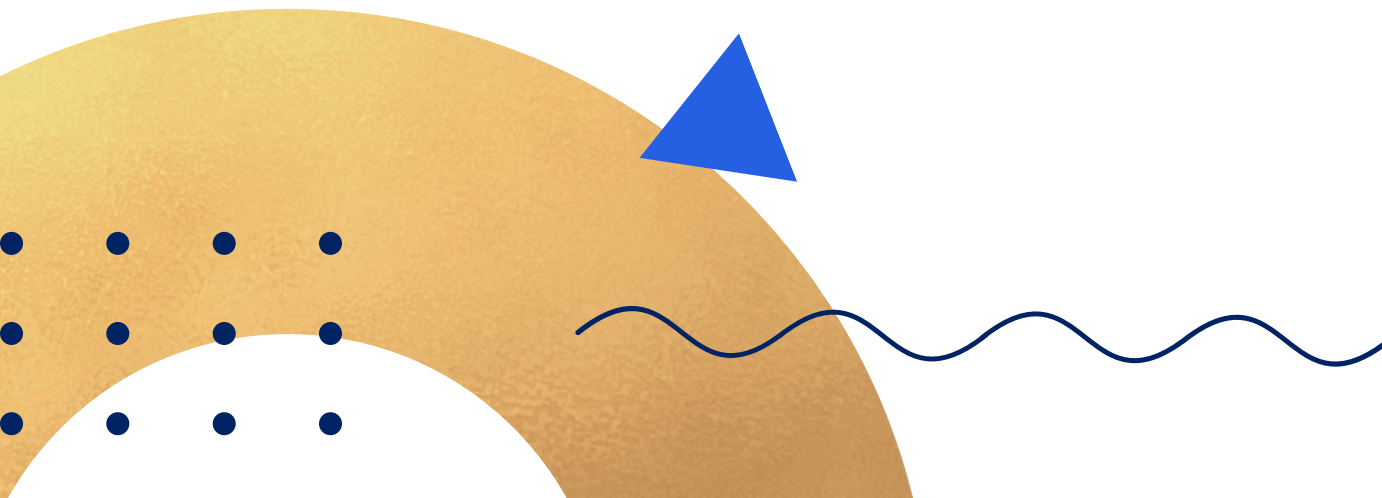
Your first objective on LinkedIn should be to find and connect with people you know. ***You don't have to try to get 500+ contacts right away.*** You shouldn't connect with every person you think you might know on Facebook. Your connections represent your professional network. Treat them as business connections, not "friends." For tips on composing LinkedIn connection invitations, read this article.

In addition to personal connections, take the time to follow a few companies you're interested in working for. Oftentimes, when employers are considering candidates for internships or job positions, recruiters will review the candidates' LinkedIn profiles. You'll score some major points if you follow the company on LinkedIn.

You should also join LinkedIn groups. Many of these groups represent people living your dream. If you aren't connected with a person, you can't send him or her a message; however, if you're in the same group as that person, you can send a message.

Some groups that can connect you with people who are "living your dream" are found in the list below:

- [BYU Information Systems](#)
- [Marriott School of Business](#)
- [BYU Management Society](#)
- [BYU Alumni](#)



F.I.R.E. ON LINKEDIN

LinkedIn is a useful medium for connecting with alumni – especially the alumni who are “living your dream.” Alumni are generally happy to mentor and help students learn more about the company they work for or to help students along their career paths. Use the process below to find alumni to talk with about a position you might be interested in:

- **F**ind 10 alumni on LinkedIn who work in the companies that you want to work for
 - Use [this resource](#) to find Alumni through various means, including LinkedIn
- **I**nformational interviewing (Live Research)
 - Identify those alumni/contacts who could provide you with the best information
- **R**each out and get introduced to an Alumnus/Mentor or Hiring Manager
 - If you find someone who isn't a first-level connection:
 - Ask for an introduction through another person in your network who is connected to that person or see if you're in a group with that person
 - Always include a key message of why you're contacting that person
 - Your introduction and message should be a professional message to have a conversation offline (i.e. Meet for lunch or a phone conversation)
- **E**ngage with that person offline (for less than 30 minutes)

KEYWORDS ON LINKEDIN

When recruiters use LinkedIn to find potential candidates for jobs, they run the profile through an algorithm. This algorithm looks for job-specific keywords throughout each profile. These keywords will vary, depending on the job you are applying for. For example, if you want to be a web developer, some keywords may include development, Java, CSS, front-end, back-end, etc.

Once you have identified keywords for the job you want, you can add them to your LinkedIn profile. The most important place to put these is your headline. Within the headline, include the job title you are applying for as well as other relevant keywords. Other places within your profile to add keywords are your about section, your experience section, and your education.

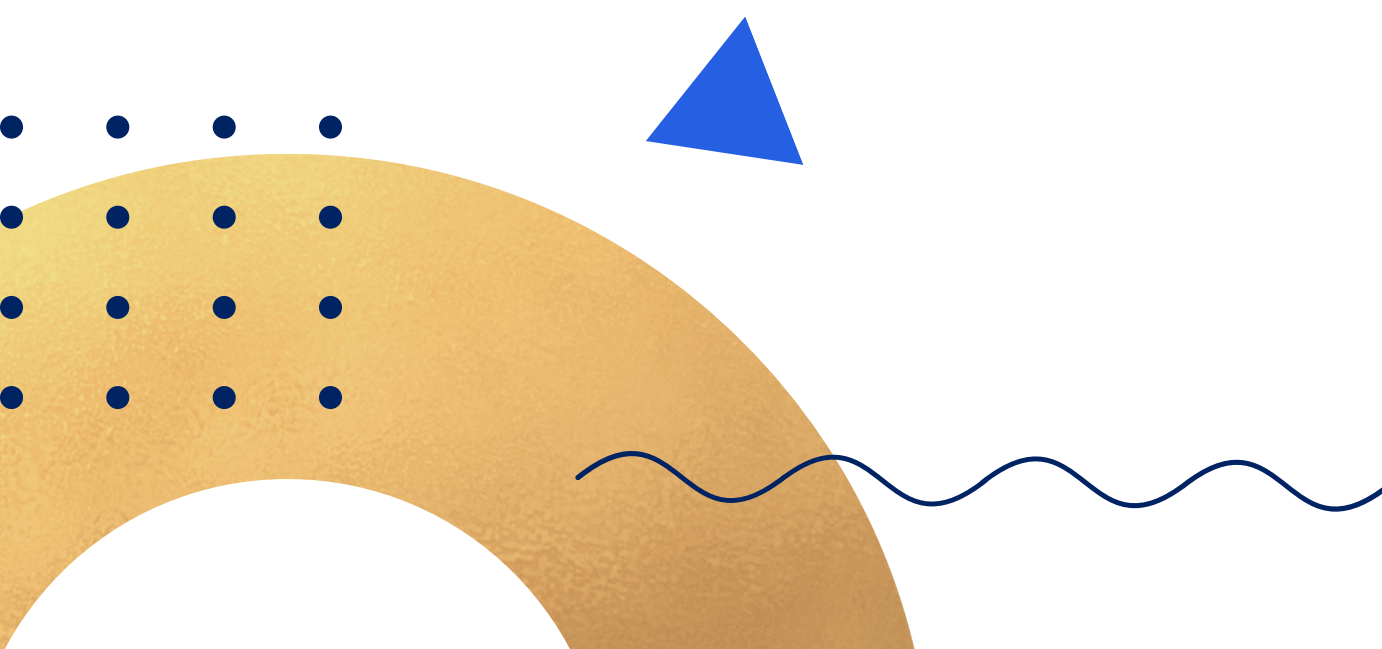
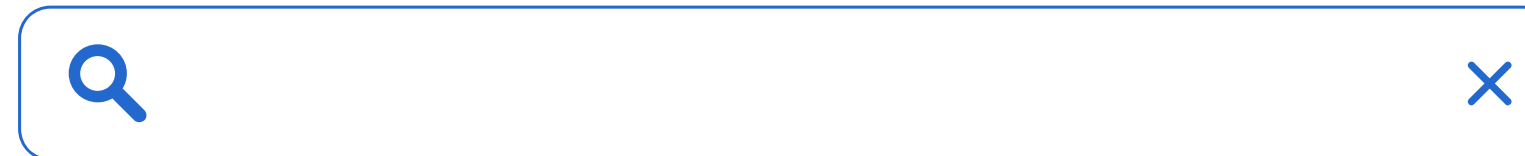
To learn more about how to optimize your LinkedIn with keywords and much more, check out [this](#) LinkedIn document we have created.



COMMON SEARCHES

The main LinkedIn search bar provides a basic search, while the Advanced Search feature refines or narrows your search.

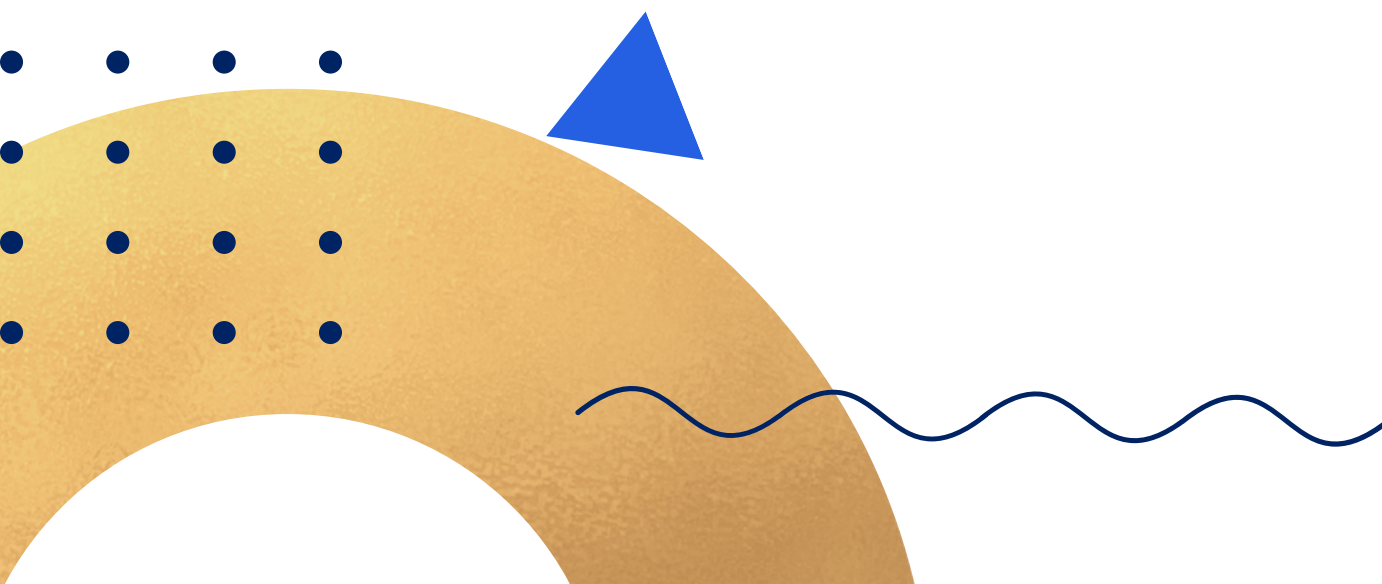
Use <https://university.linkedin.com/linkedin-for-students> to get more familiar with LinkedIn and how it can help you in your job search. Also, refer to this [PDF document](#) (but know that the Student Jobs Portal was discontinued).



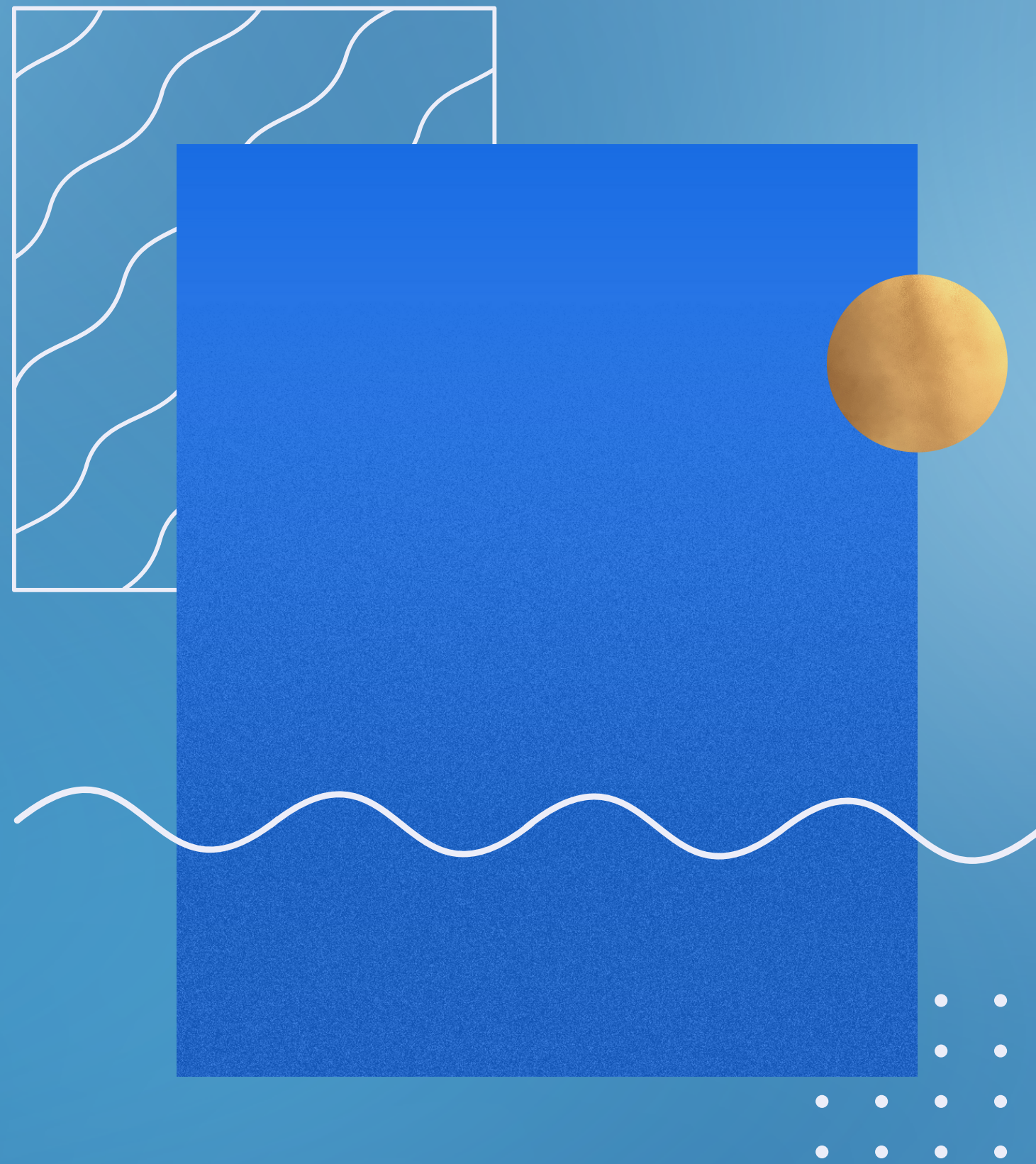
ACTION ITEMS



1. Google your name; see what's out there about you. Make sure that information is true.
2. Create an "All-Star" profile:
 - Post a professional picture
 - Create an awesome summary (Google this; there are a lot of resources out there)
 - Connect with alumni and IS classmates
 - Customize your public LinkedIn URL (see: <https://goo.gl/VK0BCe>)
 - Join groups made up of people who are living your dream
 - Follow companies that you have an interest in working for
3. Review [this](#) LinkedIn document and polish up your profile even more



HANDSHAKE



HANDSHAKE

Your primary tool for recruiting will be the BYU Handshake. Handshake is an online resource that connects BYU students to employers and allows users to search job listings, apply for jobs, communicate with recruiters, sign up for on-campus interviews, and schedule appointments to meet with Reid (the Director of Placement for the IS program).

As a BYU student, you automatically have an account on Handshake. When you log in for the first time, you'll be prompted to complete your profile. You can go check out your profile **right now!**

Visit Handshake [here!](#)

The logo for Handshake, featuring a red icon of two stylized human figures shaking hands, followed by the word "Handshake" in a bold, red, sans-serif font.

Handshake

COMPLETE YOUR PROFILE

Make sure your profile is current and correct. The key elements of your profile will automatically be filled in from the university, but the majority of your profile comes from you. Employers only see certain parts of your profile when you apply for a position. The additional profile information that employers don't see allows Handshake to be more tailored to you.

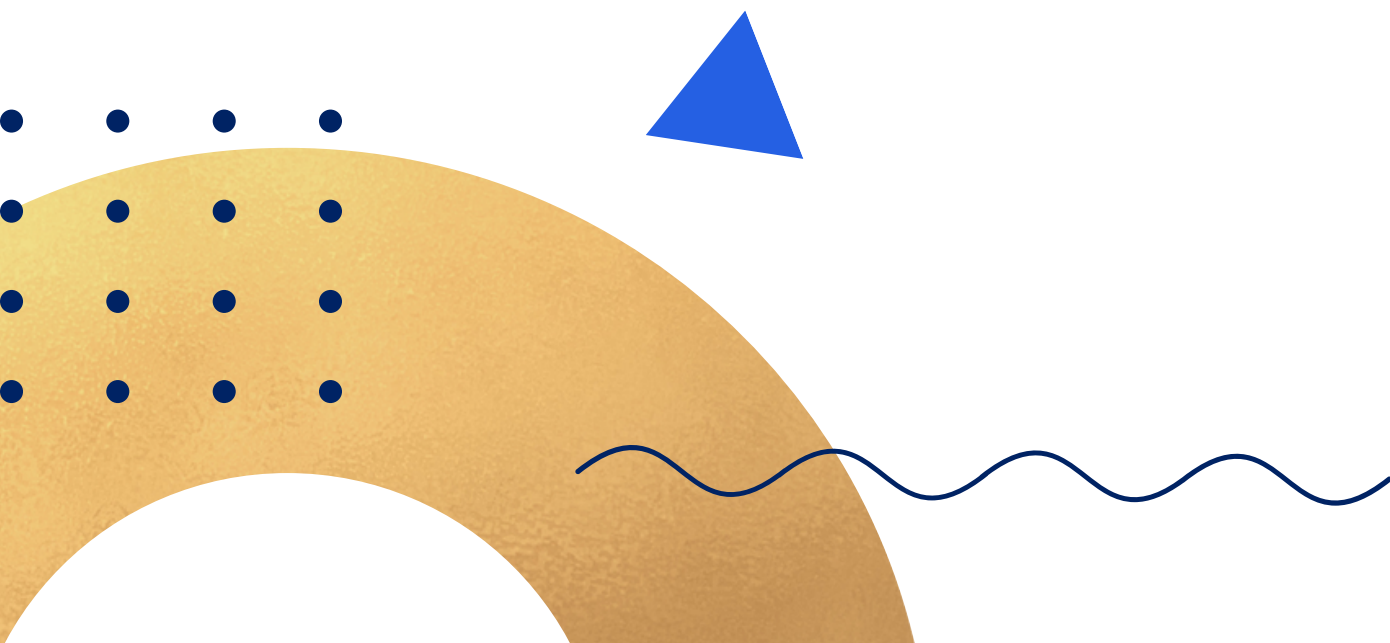
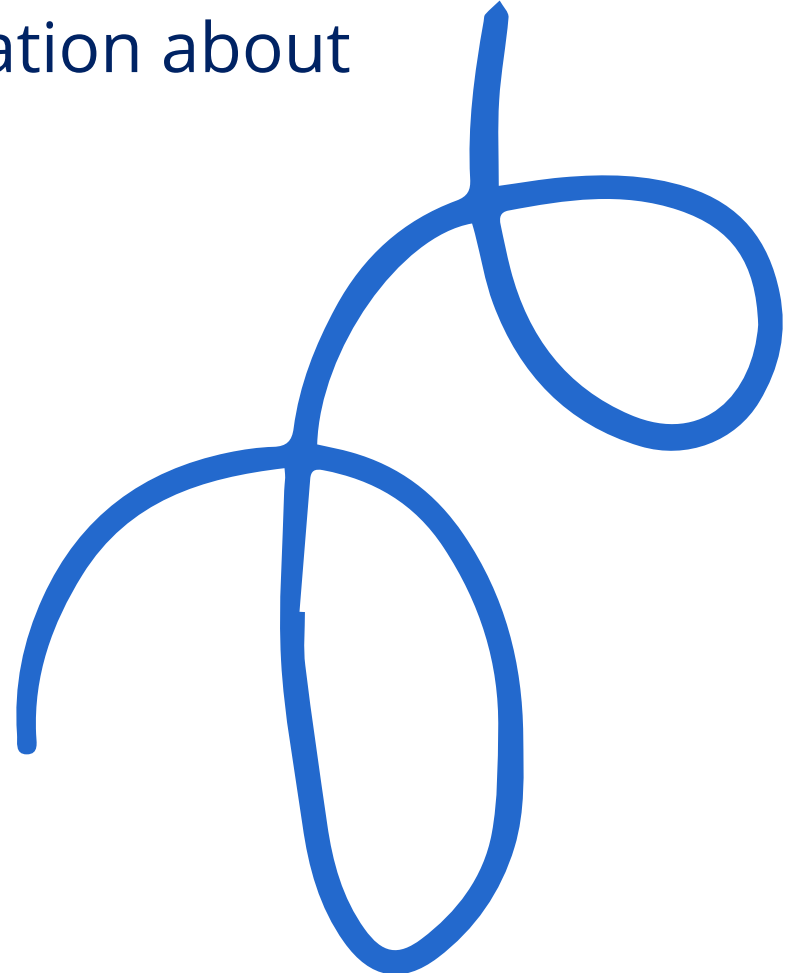


STAY IN THE LOOP!



Email notifications – by default, you’ll receive emails from Handshake about new jobs and events. If you want, you can adjust these settings by logging in to [Handshake](#) and hovering over your picture on the top right of the screen and selecting “Notifications,” (or by going to [this](#) link once you've logged in). Once you're there, simply pressing the "Edit Notification Preferences" button and select your desired preferences!

One good thing to know is that you can *‘follow’* employers (by going to the [Employers](#) tab) to find specific jobs and upcoming events. We will also supply you with information about events each week in the [Friday Forecast](#).



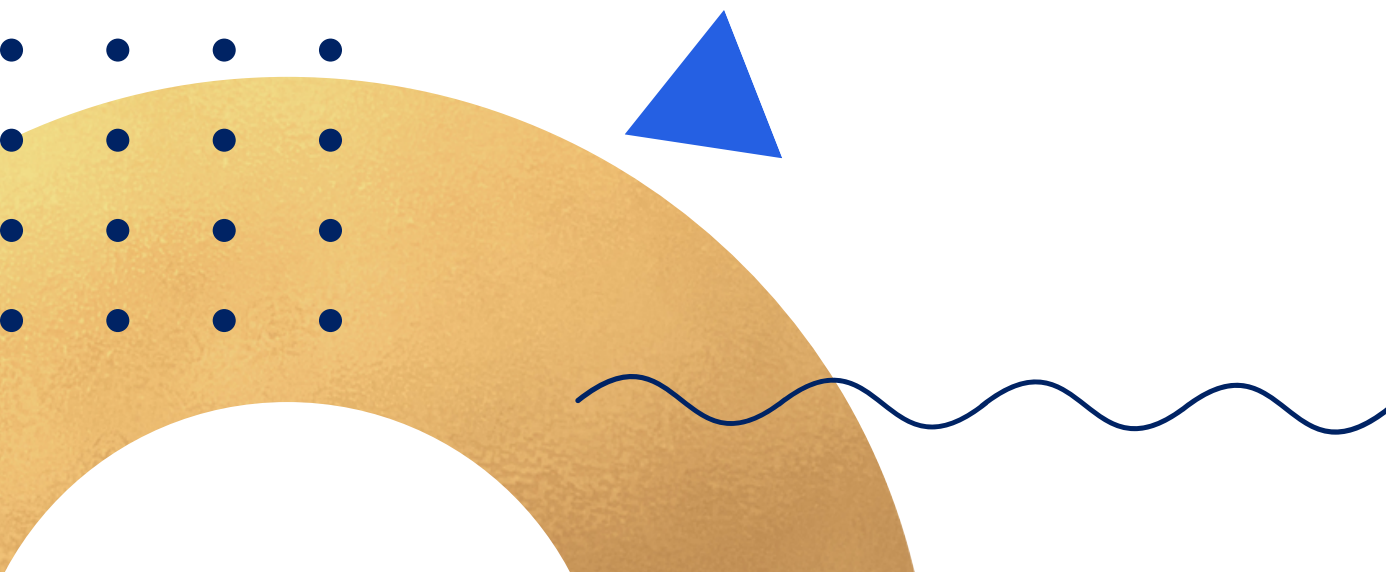
UPLOAD YOUR RESUME & TRANSCRIPT



To apply for jobs, you need to have at least one default resume on Handshake. To add your resume, save it as a PDF, then go to [Handshake](#) and find the “Documents” tab by hovering over your picture in the top right, then click “Add New Document,” and follow the onscreen instructions.

Need to submit your unofficial transcript along with your resume? Not sure how to do it? Check out the instructions below:

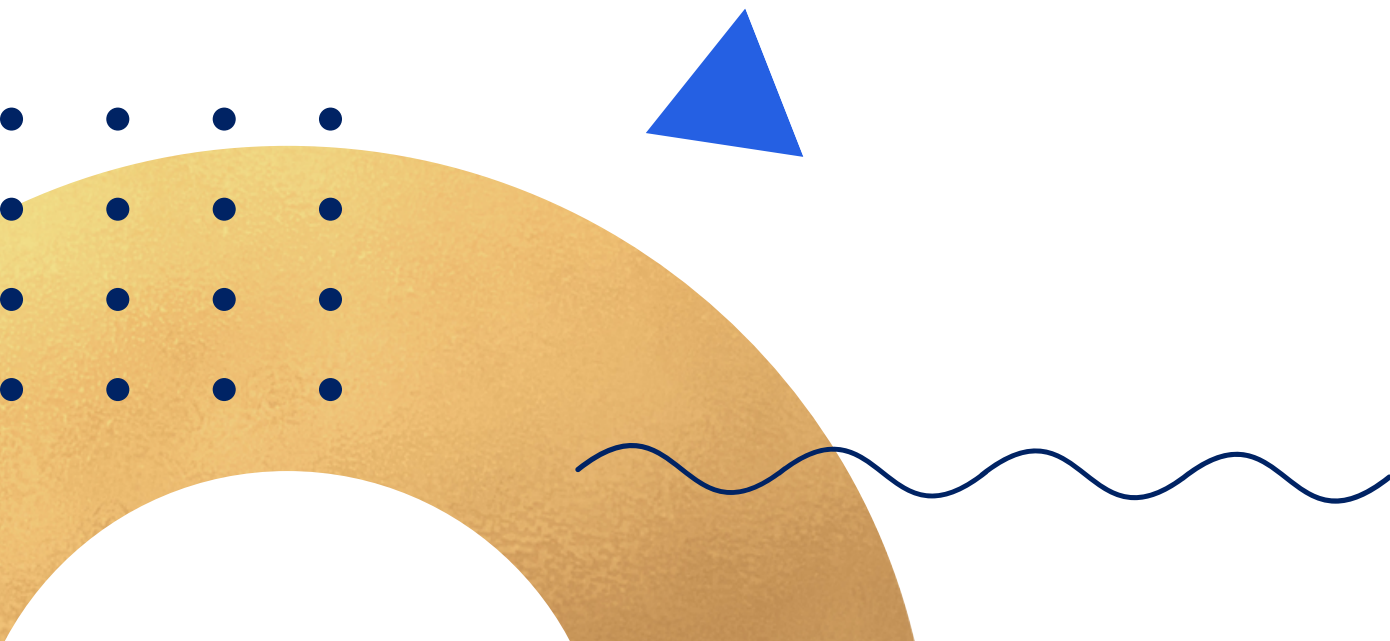
- 1) Sign in to [MyBYU](#) and under “Campus Resources” on the left side, go to “Record Summary”
- 2) Right-click on the document and select “Print” (or press ctrl + P)
- 3) Save your report as a PDF
- 4) Log in to [Handshake](#), and click on the “Documents” tab found by hovering over your picture
- 5) Select Transcript as the type of document to upload and upload your downloaded transcript pdf!



SEARCH FOR OPPORTUNITIES

Use the [Jobs](#) tab on your homepage to search for job opportunities. You can search by keyword, industry, location, major, etc. Don't forget to save your custom searches (by copying the URL and keeping it in a safe place) to save time while searching in the future.

Go to [this](#) link to see one we've pre-made for you (we went in and selected certain filters, but feel free to go in and change them for your own use (you can always come back to this link and it will remain unchanged))!



SEARCH FOR EVENTS

Information Sessions and Career Fairs are great ways to learn more about an organization and start networking. Information Sessions are found under the [Events](#) tab of Handshake. If you **'follow'** a company, events for that company will appear in your newsfeed.



TALK WITH A CAREER COUNSELOR

Your Career Counselor (Reid Grawe) is here to help you! Schedule an appointment to discuss your career options, resumes, cover letters, interviewing, networking, or search techniques by going to Handshake and clicking on [Career Center](#) (in the top right next to your picture) then selecting “Appointments” from the drop-down.

What might be simpler, however is visiting the Business Career Center (447 TNRB) to schedule an appointment or by sending us an email. (iscareerservices@gmail.com | grawe@byu.edu)

