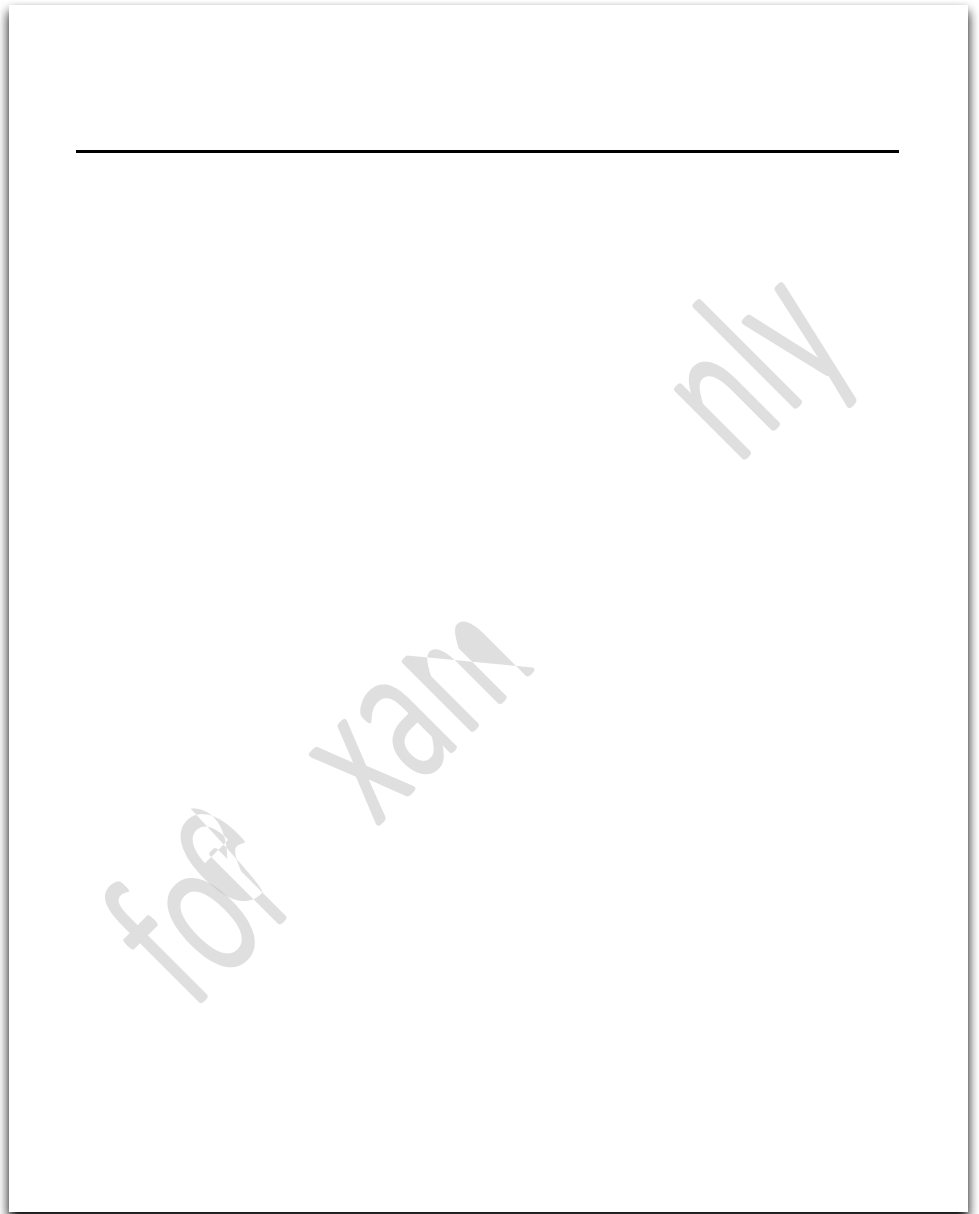


Cover Letter Breakdown | Experienced Grad



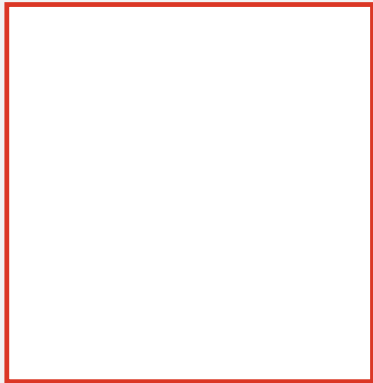
Catherine Mattine

Newbury, NY 00000 | 000-000-



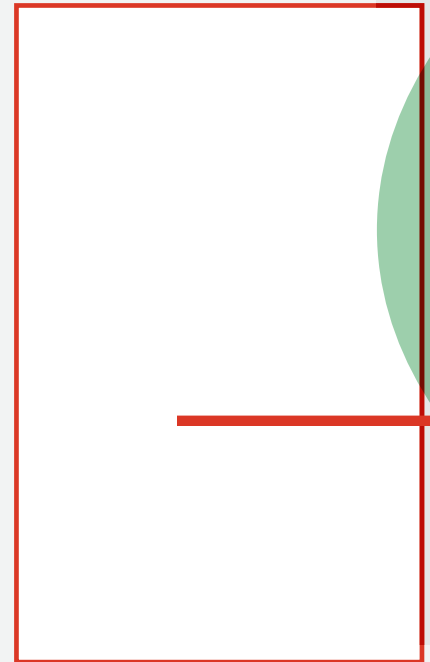
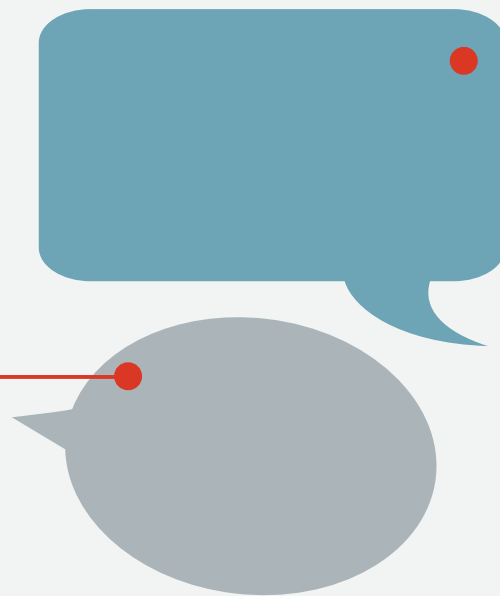
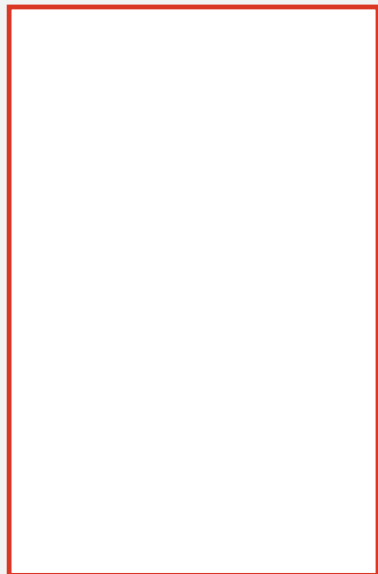
Interview Script | Experienced Grad

Landing an interview means an employer has decided you meet the requirements on paper. Your goal now is to tell your story and explain how it aligns with the organization's needs. Thinking through common interview questions and how you could respond will help build your confidence. Remember, this is a two-way conversation, so you'll also be learning more about the job and the employer. Here are some examples of commonly asked questions and how they might be answered.



“Tell me about yourself.”

“Most of my career has been within healthcare administration, starting in entry-level positions and then advancing once I completed my degree. I am interested in supporting an organization by hiring and retaining the best employees. As a detail-oriented, organized individual with strong customer service and communication skills, I can make valuable contributions to the team.”





LinkedIn Profile Example | Experienced Grad

Along with your resumé, a strong LinkedIn profile can be the key to helping you with your career search.

Here's an example of an optimized LinkedIn profile of an experienced graduate with a marketing background.

Catherine customized her background photo to align with her industry/brand.

LinkedIn will use your current job title as a default for your headline. With 220 characters to use, you can infuse keywords, results, and more – just like Catherine has!

Additionally, using interesting LinkedIn friendly icons can help you to stand out (as long as they are related to your work/brand).

A best practice for this section is to use first person ("I" as opposed to referring to yourself in the third person). Crafting an interesting lead sentence also adds impact.

The screenshot shows the top portion of a LinkedIn profile for Catherine Mattine. At the top is a navigation bar with icons for Home, My Network, Jobs, and Messaging. Below this is a large, custom background image featuring a network of orange and white icons connected by lines. The profile name 'Catherine Mattine' is displayed in a large font. Underneath, her current job title 'Vice President, Marketing' is shown, followed by a detailed headline: 'Consumer Products Marketing Lead Polishing and transforming brands, products, and teams for greater market share and increased sales'. Her location 'Phoenix, Arizona, United States' and a 'Contact info' link are listed. A blue '645 connections' link is also present. At the bottom of this section are three buttons: '+ Follow' (blue), 'Message' (white with a lock icon), and 'More' (white).

About

Someone recently asked me about my approach to marketing – and my answer was as simple and straightforward as it gets: I walk in our customers shoes (no pun intended as the Marketing VP for our sneaker division) and strive to view the world and our products through their eyes – always.

