



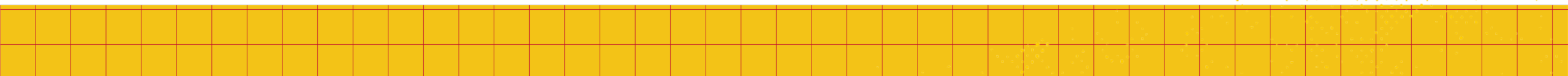
# Marketing

# Inventory Experience

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# Why Getting Involved M

- Build's Confidence
- Demonstrates you can manage tasks and work with people
- Develop strong communication skills
- Discover your strengths
- Impact your community and passions
- **Fill experience gaps in your resume**



# Competencies for a Career-Ready Workforce

## Career Readiness Competencies

There are **eight career readiness competencies**, each of which can be demonstrated in a variety of ways.



Career & Self-Development



Leadership



Communication



Professionalism



Critical Thinking



Teamwork



Equity & Inclusion



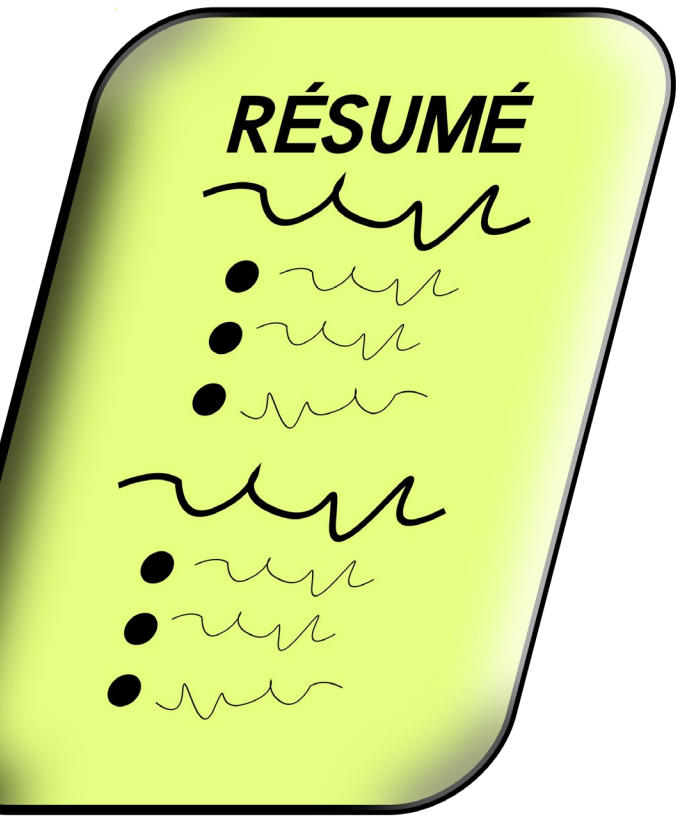
Technology

What  
employers  
look for?

COMPETENCIES



# Marketing Yo



**Job Interview**



**Elevator Pitch**



# Experiences Employers Look For

- Internships and Volunteering
- Student governments and organizations
- Passion projects (on or off campus)
- Anytime you worked in a team (course projects, research papers, presentations, etc)
- Independent Projects (if relevant)
  - Web design, blog writing, Social media marketing for family business)



# Student government and c

- Shows you care about making situations better (important to any business)
- Emphasis on **WHAT** you did to make your college and other students experiences better

**How to do this:** STORIES



# Resume

**Just because you weren't paid, does not mean it's not experience**

- Highlight **skills** used to complete tasks: STAR method
- Focus on major projects or accomplishments most proud of, rather than typical tasks
- Include results in the form of “measurements”
  - Numbers (# in your team, attendance, recruited \_\_ new members)
  - Time: reduced time by \_\_%
  - Money raised or reduced costs



# Resume: Sample Statements

- Take ownership in the work you've done:

STAR method

S/T: Situation/Task: What was going on, what did you do

A: Action: How did you do it

R: Results (quantify with numbers, measurements whenever possible)





# Resume: Sample Statements

**Role: Outreach/Marketing Coordinator**

-Responsible for marketing club events through social media

**S/T:** market events to 100 members

**A:** used FB, IG and TT to promote, created flyers/posts through canva

**R:** increased registration or attendance by \_\_\_\_%



# Resume: **Sample Statements**

## **Role: Outreach/Marketing Coordinator**

-Responsible for marketing club events through social media

## **Final Statement:**

Utilized social media platforms, such as Instagram and TikTok, to market upcoming events to 100 members, increasing registration by \_\_\_%



# Resume: **Sample Statements**

Led a team of student volunteers (Skill: leadership)

**Recruited, managed and trained a team of 15 volunteers to carry out campus wide orientation, received highest satisfaction rating by participants**

Work with various campus groups to increase awareness of club (Skill: communication & teamwork)

**Serve as liaison to campus community as president and present to various campus groups to increase awareness on campus**



Most  
important  
& relevant,  
list above  
the fold

## Wendy Warrior

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209-123-4567

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### OBJECTIVE

Seeking to apply strengths in leadership and customer service to the XYZ internship at ABC Company.

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### EDUCATION

Bachelor of Arts, Sociology, CSU Stanislaus, Turlock, CA

Expected: May 2024

Concentration:

GPA or Dean's List

Relevant Coursework:

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### PROJECTS EXPERIENCE

**Creative Writer**, Creative Writing Seminar, CSU Stanislaus

Spring 2022

- Collaborated with team of 4 to research characters and plot lines
- Created various background storybooks for characters and discussed with teammates
- Built a script for a 5-minute infomercial related to campus activities
- Researched ways to promote the ad on campus and executed a variety of methods including the campus newspaper, radio station and social media

**Retail Marketing Project**, Marketing Concepts, CSU Stanislaus

Fall 2021

- Led a team of 4 in developing a report and presentation on the segmentation and differentiation analysis to two prominent retail brands
- Presented final report to peers and professor via Zoom, indicating potential business growth strategies and potential ethical challenges
- Received an A for both the final report and Google Slides virtual presentation

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### LEADERSHIP AND EXTRACURRICULAR EXPERIENCE

**Vice President**, Comic Book Club, CSU Stanislaus

08/2020 – Present

- Collaborate with team of 5 to coordinate all aspects of activities, membership, budget and communication for over 30 members
- Oversee, plan, and execute weekly events to raise awareness of club and recruit new members during Warrior Wednesdays

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### WORK EXPERIENCE

**Customer Service/Sales Representative**, Ross Stores, Turlock, CA

January 2021 – Present

- Assist over 100+ customers daily with efficient selection, recommendation, and purchase of merchandise
- Design and assemble elaborate window and floor displays to increase sales of high margin products
- Surpassed monthly sales goals since starting the role, increasing store revenue and customer satisfaction

# Interview

- Self reflection: jot down your top 3-5 qualities (skills and related experiences)
- Prepare Sample Stories:
  - Worked in a team (what was your role, what did you do + results)
  - Times you made a mistake and what did you learn
  - Led a project
  - Solved a problem
  - Conflict with someone



# Interview

- Behavior/Scenario questions...
  - Tell about a time, please explain, etc
- STAR Method
  - S/T: Situation/Task
    - What was the problem, goal working towards
  - A: Action
    - What Did you do, steps you took to solve situation
  - R: Results
    - What happened, describe outcome of actions
    - Don't be shy about taking credit for your behavior



# Tell about a time you led a

- **S/T = Situation/Task**

In a recent campus event, I was responsible for making sure our event was registered timely and in compliance with the university event protocols. All events regardless of size needed to be registered through 2 separate databases and get approval from the SLD coordinator.

- **A = Action**

I had two other members working with me, so I scheduled a meeting for us to meet, created a timeline and assigned tasks to each member. The other members were fairly new, so I took on the larger task of making sure the event got approval from the SLD coordinator. I completed the appropriate forms to describe the event, location and # of attendees and submitted to the coordinator for review.

- **R = Result**

The event was approved, and we had a successful event with more than 90% of members in attendance. We did such a great job that we were asked to do all the future event registrations. Although because I am graduating soon, I created a training manual for future leaders of this organization for continued success in future events..



# Interview: Elevator Pitch

30-60 second overview of:

- **Who you are**
- **Why your qualified** (skills, experience, etc)
- **Why you're here**

Perfect answer to question: Tell me about yourself





# Interview Elevator Pitch



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**@stanstatecareer**

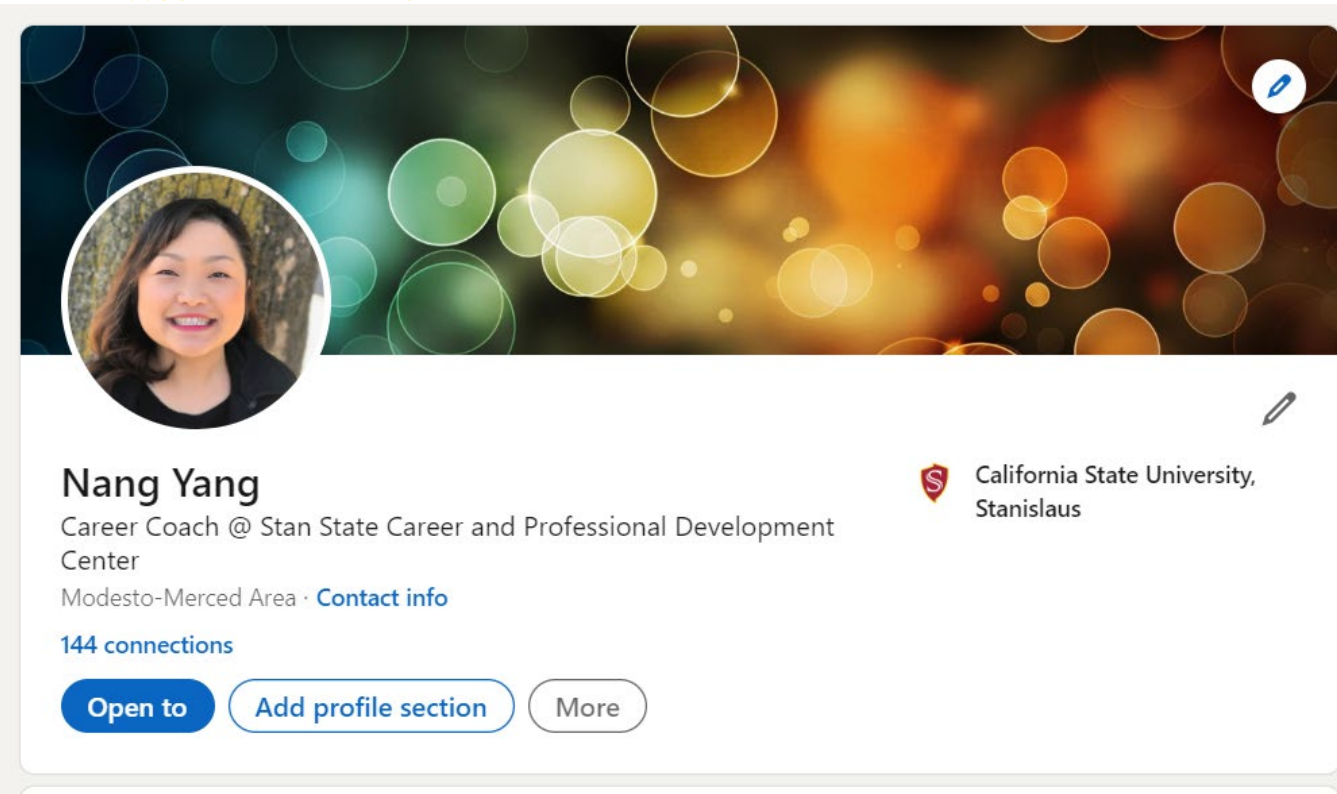


# LinkedIn, Facebook, other social media platforms

- According to NACE,
  - 96.2% of employers surveyed stated they use LinkedIn as a recruiting platform
  - 73.8% of participating employers scored LinkedIn as “Very” or “Extremely” effective
  - Use social media to screen candidates with LinkedIn being the most popular



# LinkedIn



- **Professional Photo**
- **Headline:** tell who you are & what you're looking for
- **Education:** Degree, Major, Concentration and coursework
- **Projects:** related and most proud
- **Experience:** Student clubs, volunteer, on campus jobs, community Service
- **Skills:** highlight skills developed in student orgs



JCPenney

# Suit-Up Event



Up to  
**50%  
Off\***

select careerwear,  
shoes & accessories

\*When you use the Extra 30% Off coupon  
available at event. Student ID required.



**Contactless shopping**

Visit [jcp.com](https://www.jcp.com) to order free  
same-day pickup—in store  
or curbside.

**In store | September 10, 2022 11:00 am – 2:00 pm**

STORE EVENT LOCATION: JCPenney at Vintage Faire Mall  
3401 Dale Rd, Modesto, CA 95356

To shop [online](#), text WARRIORS1 to 67292 to get your 30% off coupon

# Fall 2022 Career

September 28, 2022

1-4pm

Location: University Event Center

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Come to our hybrid career fair prep workshops.  
Check our event calendar for dates and  
registration details.





# Career and Profession

[www.csustan.edu/career](http://www.csustan.edu/career) | [career@csustan.edu](mailto:career@csustan.edu)

[@stanstatecareer](#)

SC 205

Walk-ins

Tues/Wed/Thurs

10:30-12pm

Appointments

Through

Handshake

