2025 - 2026

GULL GUIDE



THE PATH TO CAREER SUCCESS

Learn strategies to secure opportunities by building a strong network, creating standout materials, gaining interview confidence, and effectively utilizing Gulls@Work, LinkedIn, and AI in your job search.

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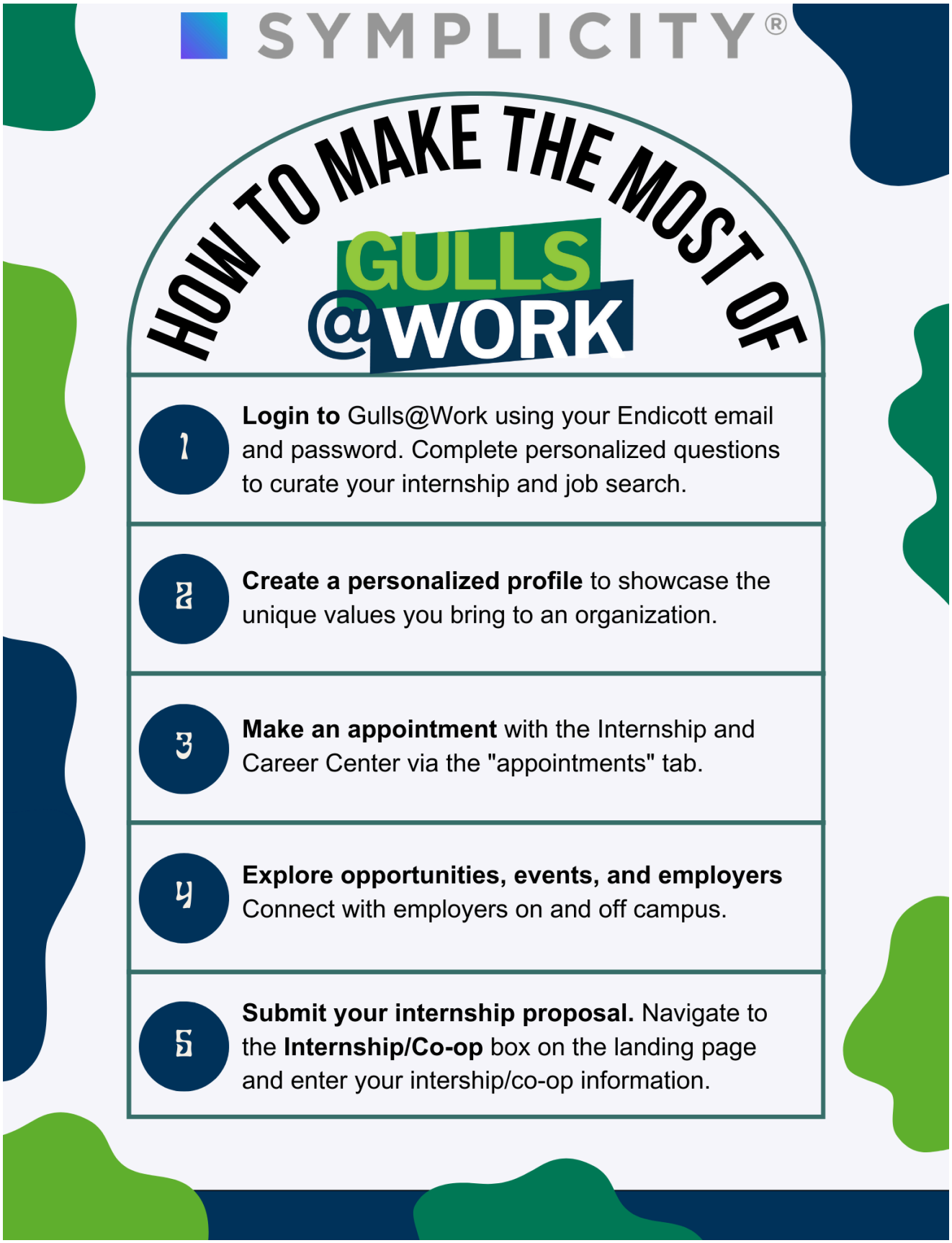
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SYMPLICITY®
HOW TO MAKE THE MOST OF
GULLS @WORK
1
Login to Gulls@Work using your Endicott email and password. Complete personalized questions to curate your internship and job search.
2
Create a personalized profile to showcase the unique values you bring to an organization.
3
Make an appointment with the Internship and Career Center via the "appointments" tab.
4
Explore opportunities, events, and employers Connect with employers on and off campus.
5
Submit your internship proposal. Navigate to the Internship/Co-op box on the landing page and enter your intership/co-op information.

GULLS @WORK

Propose internships or look for career opportunities daily.

biginterview

Practice your interview skills.



Gull Guide Career Essentials

Internship & Career Resources

Career Assessments

Evaluate your strengths and explore careers best suited for you.

careers@endicott.edu

What can I do with this major?

Individual Career Advising

Need help strategizing your next move?

careers@endicott.edu

AI and the Internship and Job Search

4 Ways AI Can Optimize Your Job and Internship Search

1. Craft Your Resume
AI tools like ChatGPT can help you write clear, tailored bullet points for your resume. Share your experience and ask for feedback or edits. Then upload your resume to Quinncia for automated reviews that flag formatting or content issues.

2. Customize Your Cover Letter
Create a first draft of your cover letter, paste the job description into ChatGPT and ask for improvements on your cover letter draft. Provide details about your background to improve accuracy. Always edit the draft to reflect your voice and enthusiasm.

3. Elevate Your Communication
Use AI to proofread emails to recruiters, networking messages, or thank-you notes. Ask for suggestions on tone, clarity, and professionalism. This helps you present yourself confidently and clearly.

4. Prepare for Interviews
Use Quinncia to generate sample interview questions based on a job description. Practice your answers and ask for feedback. Remember to personalize responses; AI can guide, but your authentic voice matters.

For additional support, schedule a time with a Career Services advisor to discuss the job search process, review your professional documents, and practice your interview skills.

Click the link below for best practices for using AI to prepare for a job interview and 35 prompts to prepare for your next job interview.





A BETTER WAY
TO NETWORK AND FIND CAREER OPPORTUNITIES

Why use Career*Shift*?

- **70% of jobs** aren't published on public job boards
- Networking is how you find "hidden" job opportunities
- 220M+ professional contacts

ENDICOTT
EXPERIENTIAL EDGE
Prepared for Career. Prepared for Life.

Career*Shift* makes networking possible for EVERYONE regardless of existing connections.

SIGN UP FOR FREE AT
https://www.careershift.com/?sc=Endicott

ENDICOTT COLLEGE INTERNSHIP & CAREER CENTER

CAREER READINESS COMPETENCIES

1 CAREER & SELF DEVELOPMENT



Proactively develop oneself and one's career through continual personal and professional learning, awareness of one's strengths and weaknesses, navigation of career opportunities, and networking to build relationships within and without one's organization.

2 COMMUNICATION

Clearly and effectively exchange information, ideas, facts, and perspectives with persons inside and outside of an organization.

3 CRITICAL THINKING



Identify and respond to needs based upon an understanding of situational context and logical analysis of relevant information.

4 EQUITY & INCLUSION

Demonstrate the awareness, attitude, knowledge, and skills required to equitably engage and include people from different local and global cultures. Engage in anti racist practices that actively challenge the systems, structures, and policies of racism.

5 LEADERSHIP



Recognize and capitalize on personal and team strengths to achieve organizational goals.

6 PROFESSIONALISM

Knowing work environments differ greatly, understand and demonstrate effective work habits, and act in the interest of the larger community and workplace.

7 TEAMWORK



Build and maintain collaborative relationships to work effectively toward common goals, while appreciating diverse viewpoints and shared responsibilities.

8 TECHNOLOGY

Understand and leverage technologies ethically to enhance efficiencies, complete tasks, and accomplish goals.



COURTESY OF THE NATIONAL ASSOCIATION OF COLLEGES AND EMPLOYERS

@GullsAtWork #GullsAtWork | @GullsAtWork #GullsAtWork | Endicott.edu/internshipscareers | GULLS @WORK GullsAtWork

These competencies are based on surveys conducted of hundreds of employers on what they look for in candidates.

Networking + Career Conversations

12X

Applicants who got referrals are 12x more likely to get hired than those who only apply online

What is Networking?
Networking involves creating relationships to build a network, gaining the information you seek, and offering the information you have to share. Listen to Julie Brown and her Networking 911 reel, which effectively conveys this message and highlights the strengths you bring to the relationship-building process.

Why Network?
Approximately **80%** of jobs are obtained via networking. Also, you can gain valuable information about:

- Industry trends
- Professional development organizations or events
- Internship and job opportunities





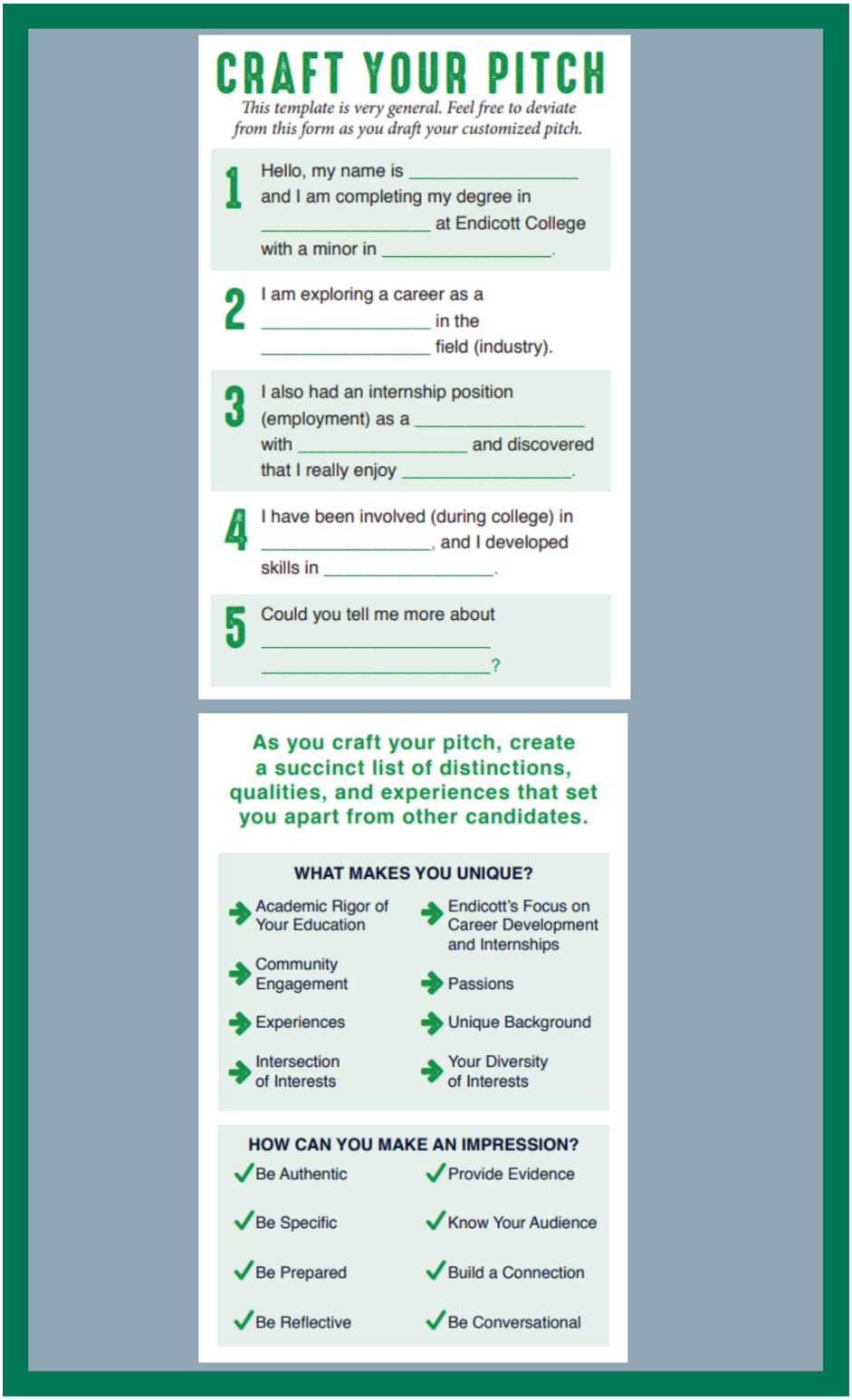


Career Conversation- What? Why? Who?
A career conversation is designed to gather information about an industry, company, or specific career path. It allows you to gain information and advice from an experienced professional. It also allows you to make a positive impression and establish a relationship with someone who may be able to help you.
Personal connections, as well as alumni, are a great place to start. You can find many warm connections on LinkedIn.






in Headshots
Contact David Le - dle@endicott.edu
Professional Attire
INFO.
RATE
AF-ON
START/ STOP
SET
LOCK



Once you create your pitch, utilize AI to improve it!

7.4

(source: Ladders)

The number of seconds recruiters review resumes.

Creating a Resume 101

1. Use Microsoft Word or Google Docs to create your resume
Using one of these programs allows you to make edits as your education and experiences progress. You can use evolving versions of your resume to apply for different jobs. While it is easiest to edit in Microsoft Word or Google Docs, do NOT complete a job application with your resume in this format.

2. Export your resume as a PDF
That brings us to the second step: always send a PDF copy of your resume with your job applications. PDF is the best format to apply for jobs online and can't be altered easily.

3. Have two types of resumes
The most efficient way to apply for jobs online is to use a simple resume that highlights your skills and work history. Exclude images, graphs, videos, columns, fields, headers, and footers. Applicant Tracking Systems (ATS) can't read these items and will distort your application. Utilize Quinncia to create a resume that is ATS compatible. The student guide will help you get started.
You can create a *flashy* resume to take with you to interviews or to include as an attachment to an email. Fancy resumes make you stand out, but they don't bode well against ATS. This step is particularly useful for people who are in creative industries.

4. Avoid using different fonts or symbols
Computers are very intelligent, but something as minor as using multiple fonts can mess with Applicant Tracking Systems. Your goal should be to get your resume through the ATS and to the hiring manager, and using different fonts and symbols can make this especially challenging for you.
Consider using one of the following fonts:

- Times New Roman
- Garamond
- Arial
- Calibri

5. Capitalization matters
If you do not capitalize your name, employer, or job title, the ATS will think it's a spelling mistake and instantly reject your resume.

6. Include a proper heading
Your resume should have a proper heading (yes, this is different than a header). Put your name in your heading with your email (one that is professional and clean!), phone number, and a link to your LinkedIn profile. DO NOT include your address!

Resume Checklist + Examples cont.

7. Use common titles
Use common section titles that hiring managers and the ATS would be familiar with. We recommend using *Work Experience*, *Education*, *Objective*, and *Summary*.

8. Follow the same format for *Education* and *Work Experience*
Use this format or something similar to list your education:
University Name *Anticipated Graduation Date (Month, Year)*
Degree & Major

Use this format or something similar to list your experience/jobs:
Company Name *Location*
Job title *Start Date-End date*

List your collegiate history and work experience in reverse chronological order, starting with your most recent experience or degree. DO NOT include extra space between your dashes for your dates of employment and education.

9. Do not skip an end date
Always include an end date for your education and work experiences. If you are still in school or a work position, put *Current*.
Example: July 1776-Current

You can find an easy-to-follow template here!

Adapted from Quinncia



Motivation/Cover Letters and Examples

Yes! Cover letters do get read. It is evidence of your ability to communicate in writing and your attention to detail. Many hiring managers think they are the most important part of the application. This is a chance to really show your personality and make a lasting impression.

It should answer three fundamental questions:

1. **How do your experiences reflect the job requirements?**
   Go beyond your resume and make sure you are telling unique stories from your experience that aligns with the position you are applying for.

2. **How do your skills meet the needs of the job requirements?**
   Focus on explaining how your skills have led to positive results in the workplace, classroom, clubs or any extracurricular activities.

3. **Why do you want to work at this organization?**
   Research the company and find something that resonates with you. Writing about something specific to the company is key in making sure the cover letter is memorable.



Reference List

These are the people who will give you the stamp of approval. Make sure that you ask if you can use them and give them a heads up when someone is going to be contacting them. Finally, make sure to thank them and let them know if you secured the position or not. Below is a sample format for your reference sheet.

YOUR NAME
City, State Zip Code • Cell Phone
Email • LinkedIn

PROFESSIONAL REFERENCES
(List 3-5 Individuals)

Name, Title/Affiliation to you
Company/Organization
Phone
Email

John Smith, Ph.D., Professor of Finance/Faculty Advisor
Endicott College
Beverly, MA 01915
(555) 555.5555
jsmith@endicott.edu

Elise Lee, Analyst/Supervisor
John Hancock
Boston, MA 02110
(555) 555.5555
elee@johnhancock.com

Keep this as a separate document and only share when asked to provide references.

Successful Interviewing

1. **Do the research**

The #1 thing your interviewer will be looking for will be your knowledge of the company and position. You will want to:

- Read the company's website as well as websites such as LinkedIn and Glassdoor
- Review the job posting and connect it to your experience and skills
- Research your interviewer and their background

2. **Decide what to wear**

The Golden Rule of Interview Attire:
When in doubt, err on the side of formal. You always want to be one notch above the people you are interviewing with. Learn about these golden rules and so much more in What to Wear to An Interview and Gender Neutral Interview Attire and Business Clothing.

3. **Practice , Practice, Practice**

Make an appointment with the Internship and Career Center to do a mock interview. Use Quinncia, our AI resource, that takes you through a personalized virtual interview.

4. **Match your skills**

Think about why you are a good match for the position and the company. For every skill or personal quality that the employer is seeking, think of a specific example from your work, school, or extracurricular experience that demonstrates this skill. Utilize the **STAR** (Situation, Task, Action, Result) formula to describe your examples and paint a picture for the interviewer.

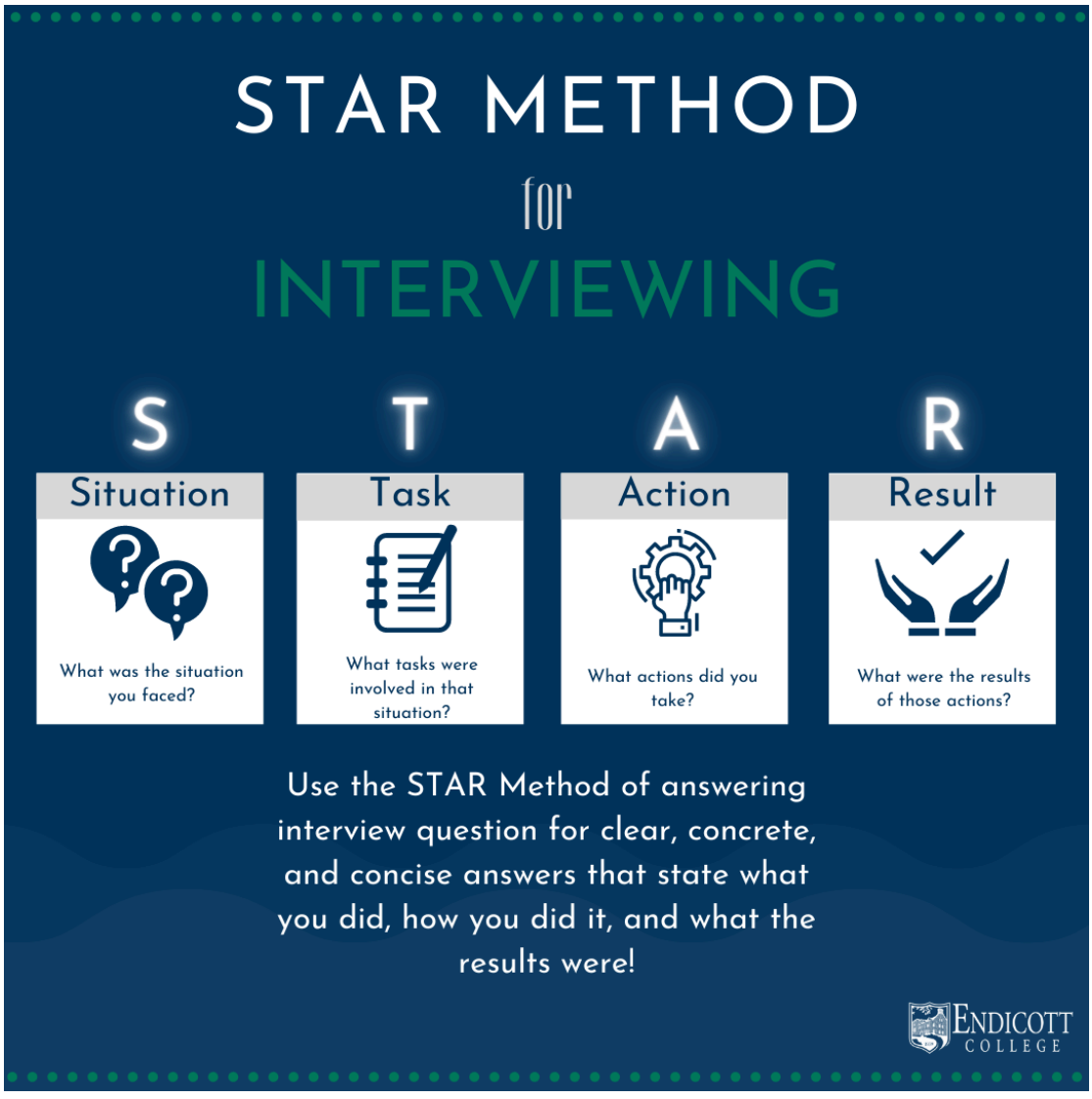
5. **Thank you note tips:**

- Email a professional thank you note out within 24 hours to each person who interviewed you - the earlier the better.
- Make sure to check spelling and grammar.
- Add specifics about the position and how you will make an impact.
- Reference unique conversations you had with interviewers so they can recall who you are.

Successful Interviewing (cont)

Sample Interview Questions
Click Here

Thank You Letter Sample
Click Here





5 TIPS FOR ONE-WAY VIDEO INTERVIEWS

1. Maintain "eye-contact" with the camera rather than looking at yourself as if you're speaking face to face with a person.



2. Keep it natural. Showing your personality can go a long way so try not to sound too rehearsed but always be ready to answer what is being asked.



3. Dress appropriately. Wear workplace attire as you would in any other interview.



4. Find a quiet, private, well-lit place, free from possible interuptions. Be sure your background is professional and not too cluttered.



5. Make sure that your internet connection is stable and that your camera and speaker are working.



Don't forget to practice!

Evaluating and Negotiating Offers

During the interview process, you will evaluate the company just as the company is evaluating whether you are the best candidate for the position.

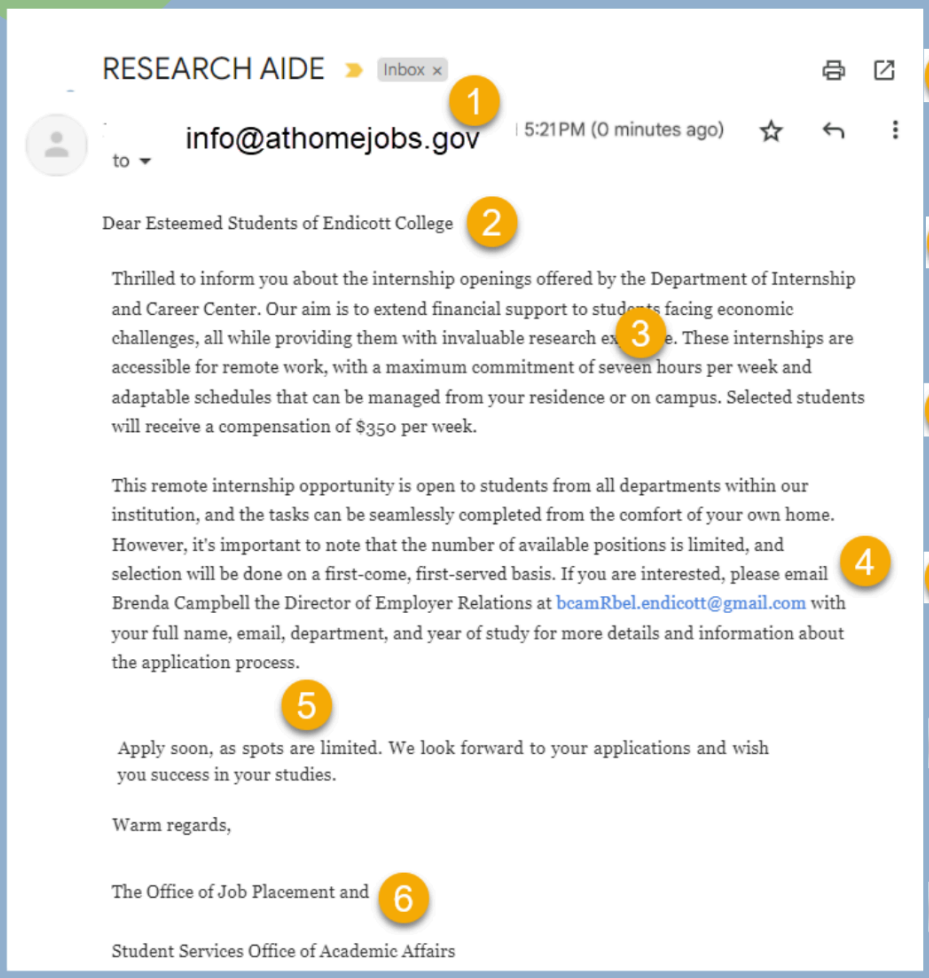
Things to consider before accepting an offer:

- The company's location, standing in its industry, and its financial standing
- Work environment, workspace, resources available, and company culture
- Fit with your supervisor and co-workers
- Opportunities for growth and professional development
- Typical work hours, travel requirements, and work-life balance
- Compensation package (salary and all benefits). For benefits, consider what percentage of health and dental insurance is paid by the employer; how much and how soon the employer will contribute to your 401K/retirement plan, opportunities for bonuses and raises (timing of performance reviews); opportunities for flexible work hours; tuition remission and travel/parking/commuting allowance.



GULLS @WORK

Anatomy of a Scam Email



RESEARCH AIDE Inbox ×

1 info@athomejobs.gov 5:21PM (0 minutes ago)

to

Dear Esteemed Students of Endicott College 2

Thrilled to inform you about the internship openings offered by the Department of Internship and Career Center. Our aim is to extend financial support to students facing economic challenges, all while providing them with invaluable research ex 3 e. These internships are accessible for remote work, with a maximum commitment of seveen hours per week and adaptable schedules that can be managed from your residence or on campus. Selected students will receive a compensation of $350 per week.

This remote internship opportunity is open to students from all departments within our institution, and the tasks can be seamlessly completed from the comfort of your own home. However, it's important to note that the number of available positions is limited, and selection will be done on a first-come, first-served basis. If you are interested, please email Brenda Campbell the Director of Employer Relations at bcamRbel.endicott@gmail.com 4 with your full name, email, department, and year of study for more details and information about the application process.

5

Apply soon, as spots are limited. We look forward to your applications and wish you success in your studies.

Warm regards,

The Office of Job Placement and 6

Student Services Office of Academic Affairs

1 Suspicious email address

2 Overly formal salutation

3 Misspelled words

4 Not an Endicott email

5 "Space is limited" tactics

6 Non-existent office

ENDICOTT EXPERIENTIAL EDGE

Prepared for Career. Prepared for Life.

careers@endicott.edu
978-998-7762

GULLS @ WORK

The Internship & Career Center's
CO-WORKING SPACE!

Students can reserve this space for interviews, working remotely on internships, or anything related to your internship and career search

visit our resource page, scan here.

HOW TO BOOK A ROOM

Please email careers@endicott.edu

Request the date and time you would like the space.

Hempstead Commons - 2nd Floor

ENDICOTT COLLEGE
INTERNSHIP AND CAREER CENTER