



Getting Hired with No Experience!

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"YOU MISS 100% OF THE
SHOTS YOU DON'T
TAKE. - WAYNE GRETZKY"

- MICHAEL SCOTT




Agenda:

- 1 - Identifying Transferable Skills
- 2 - Gaining Skills Quickly
- 3 - Promoting Yourself
- 4 - Networking
- 5 - Having a Smart Job Search

1. Transferable Skills

A decorative illustration in the top right corner featuring a pink flower with yellow stamens and purple leaves.

Any skills you possess that are useful to employers across various jobs and industries.

A decorative illustration in the bottom left corner featuring a pink flower with yellow stamens and purple leaves.



BARISTA

CUSTOMER SERVICE ->

MAINTAINING CLIENT RELATIONS

MAKING DRINK & FOOD ORDERS ->

EXECUTION & PROVIDING

CONSISTENT RESULTS

INVENTORY, CLEANING, & WORKING

THE REGISTER -> EFFICIENT

MULTITASKING



Student: Group Projects

- > TEAMWORK
- > LEADERSHIP
- > COMMUNICATION
- > PUBLIC SPEAKING
- > RESULTS



2. Gaining Skills Quickly!



LinkedIn Learning, Skillshare.com, and more

These types of sites give you free
access to learn skills like Adobe
Photoshop, Excel, InDesign,
coding, etc.

*May 31 is last day for graduating students to access
LinkedIn Learning for free

"And More"

- **Stanford's free Computer Science 101**

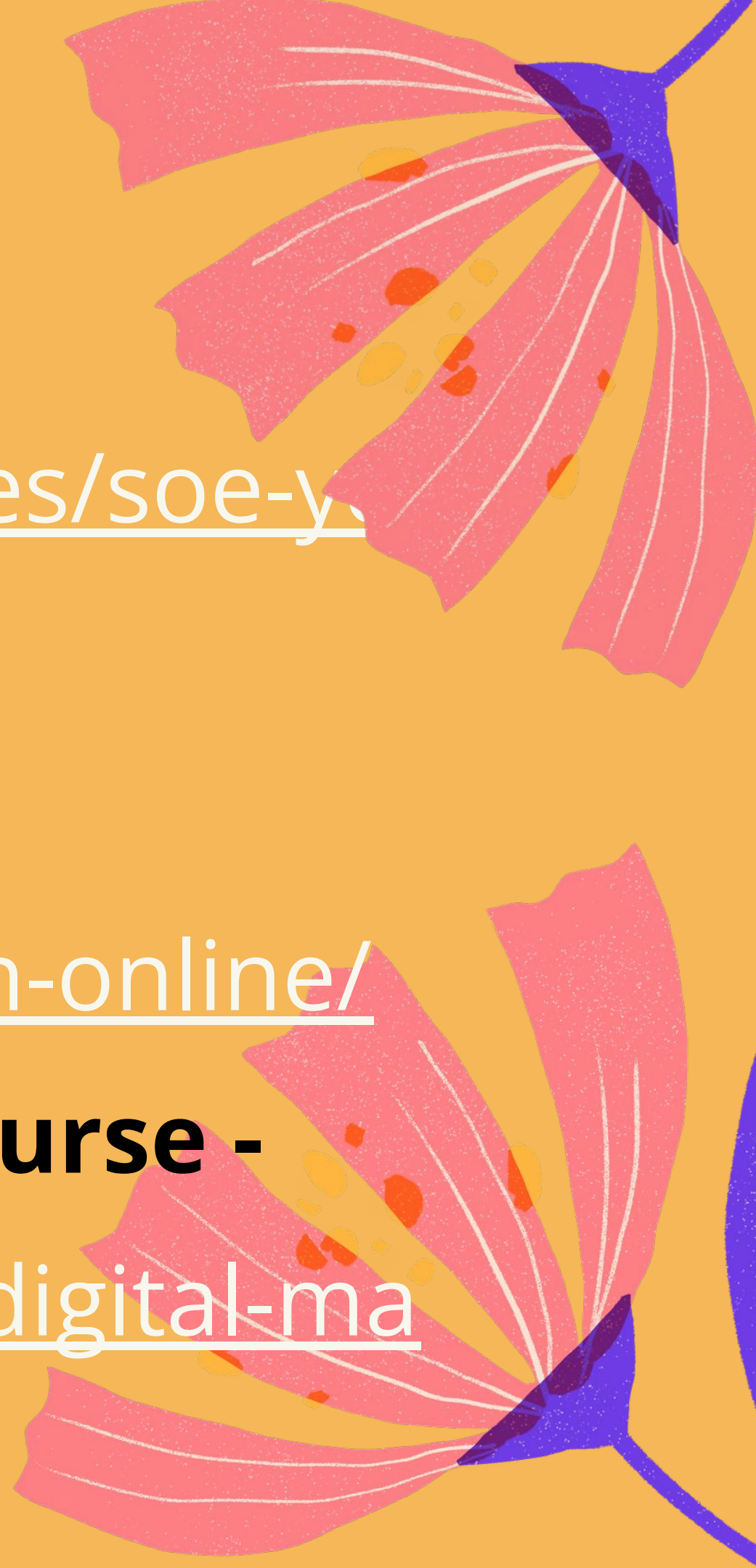
course: <https://online.stanford.edu/courses/soe-y/cs101-sp-computer-science-101>

- **Teach English Online: e.g.**

<https://www.englishfirst.com/teach-english-online/>

- **Coursera.com: e.g. Digital Marketing Course -**

<https://www.coursera.org/specializations/digital-marketing>



3. Promoting Yourself

Show employers that you're confident in who you are, what you've done, and what you know



Online Presence

- Make a full, professional LinkedIn profile!!!!!!
- Highlight all of your experiences, accomplishments, courses, volunteering, & put as many skills as you can
- Make it open to recruiters, so they can reach out to you
 - This is a way to use LinkedIn where you don't necessarily have to do the reaching out. Recruiters will come to you.

https://university.linkedin.com/content/dam/university/global/en_US/site/pdf/LinkedIn%20Profile%20Checklist%20-%20College%20Students.pdf

- Check out this link on how to perfect your LinkedIn profile

LinkedIn



Online Portfolios

Put together an online portfolio of your academic projects, personal projects you've done in your free time, projects you've done as an intern/volunteer/in a student club, and/or your professional interests/philosophies.



Portfolios **SHOW** a potential employer what you can do, versus a resume that only **TELLS** them what you can do

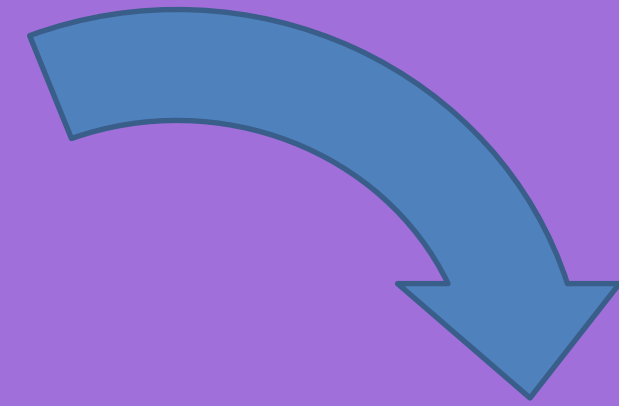
Example

- **Marketing** - Make a free website to share social media posts you've created for a campaign, advertising events, etc
- **Computer Science/UX Design** - Github allows you to put all your projects together on this site
 - For technical students (CS, DS, UX etc) who are unable to secure an internship but want to gain experience and bolster resumes, check out <https://www.upbound.me/>
- **Journalism/Media Studies/International Studies..All the Liberal Arts!** - Create a blog to showcase your writing and your interests; or put together any articles/papers you've written or videos you've created in one place, for example on wordpress, medium, or even tumblr
- **Nursing/Biology/Chemistry/Other Sciences** - Put together all of the projects/papers/research that you've worked on in classes, as a TA, in labs.



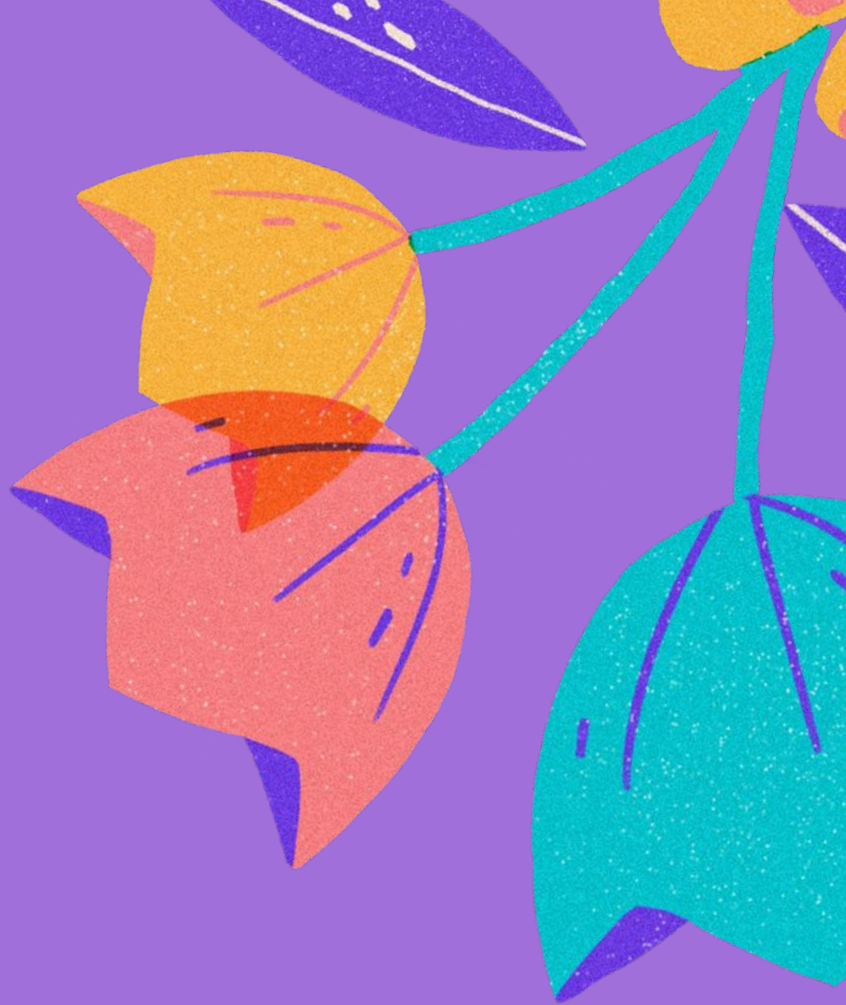
Don't have anything to put in a portfolio?

- **Create your own projects** - shows you're capable and passionate
- **Do freelance work** - gives proof that you're dedicated and are gaining real experience
- **Volunteer** - allows you to gain experience while showing that humanistic side of giving your time to an organization that you believe in. Check out [idealists.org](https://www.idealists.org) (and filter for remote options... 'cause of corona).
- **Think Outside the Box** ('cause of corona) - Is your industry not traditionally online? Can you find a way that it's adjusting



4. NETWORKING






Who to Network With?



Professors! - Contact your professors if the job you want is related to your major or contact other USF professors in different departments if the job you want is outside your major.

Everyone You Meet - Tell everyone your goals. You never know who knows someone who knows someone. Nobody can help you if they don't know what you



Who to Network

1. People on LinkedIn!!!!!!!!!!!!

With?

2. People on LinkedIn!!!!!!!!!!!!

3. People on LinkedIn!!!!!!!!!!!!

4. People on

LinkedIn!!!!!!!!!!!!



LinkedIn Alumni Search

Tool

The screenshot shows the LinkedIn profile for the University of San Francisco. The profile header includes the university's logo, name, location (San Francisco, CA), and follower count (89,129+ alumni, 101,419 followers). Below the header is a brief description of the university and a 'Visit website' button. A section indicates that Alex and 24 other connections work there, with a link to view all 4,005 employees. The main content area features a search bar for alumni, with filters for start and end years (1900 to 2020). Below the search bar are two bar charts: 'What they do' (14,160 | Business Development) and 'What they studied' (7,447 | Business Administration and Management, ...).

University of San Francisco
San Francisco, CA · 89,129+ alumni · 101,419 followers

As San Francisco's first university, USF embodies the energy, optimism, and opportunity of the city that surrounds it.

[Visit website](#)

✓ Following

Alex & 24 other connections work here
[See all 4,005 employees on LinkedIn](#)

Home
About
Jobs
Alumni
Ads

89,129 alumni

Start year: 1900 End year: 2020

Search alumni by title, keyword or company

< Previous Next >

What they do
14,160 | Business Development

What they studied + Add
7,447 | Business Administration and Management, ...

On LinkedIn, search "University of San Francisco" to find 89,000+ alums by what they do, where they work, their major, to find who is doing exactly what you want to do, then reach out to them!

But What Do I Say?

“Hi ___! I noticed you have a really great career path in X. I am a student at USF/recent grad from USF and am really passionate about this industry. I would love to hear about your story and how you found your career. Let me know if we can schedule a call

- If they're USF alum, mention that.
- If you share any other commonalities (same frat/sorority, student club, major, etc) mention that.
- If no shared commonalities, customize the message to say something like you noticed X on their profile or really admire how they achieved X.
- Don't send a generic message.
- Don't ask for a job. (Yet.)
- Not everyone will respond, so send

What's a Referral?

This is different from someone writing a recommendation. It's an internal method for finding job candidates. Companies use this structured program to find potential employees by asking their existing employees to recommend candidates from their networks.

Basically, it's a way to get your application priority consideration. When companies receive many applications for a position, a referral can help yours stand out from the crowd of candidates..

So start forming these relationships! This gives you a huge advantage in the job hunt.



5. Having a Smart Job Hunt

**...in the time of
corona...**



The Job/Internship Search

How will I know if companies are still

SORT BY DATE, NOT RELEVANCE

hiring??

Marketing in San Francisco
596 results

Sort by
Past 24 hours (596)
Past Week (4,908)
Past Month (15,012)
Any Time (24,036)
Cancel Apply

Financial Analyst (Global Marketing)
PlayStation · San Mateo, CA, US
New · Posted 22 hours ago · 204 views
Save Apply
See how you compare to 20 applicants.
Try Premium Free for 1 Month

Job	Company	Connections
<ul style="list-style-type: none">20 applicantsFull-time	<ul style="list-style-type: none">5,001-10,000 employeesSan Mateo, CA	<ul style="list-style-type: none">3 company alumni74 alumni

PlayStation isn't just the Best Place to Play —it's also the Best Place to Work. We've thrilled gamers since 1994, when we launched the original PlayStation. Today, we're recognized as a global leader in interactive and digital entertainment. The PlayStation brand falls under Sony Interactive Entertainment, a wholly-owned subsidiary of Sony Corporation.

The Job/Internship Search

If a job posting is too advanced, skip it.

What's too advanced? Ask yourself this:

- > Would I be able to perform this job? No? Skip it.
- > Can I do about 80% of the tasks in this job description? No? Skip it.
- > Are they asking for technical skills that I don't have or specific experience like managing a team or 3

If you meet some requirements but not all, consider applying.

If a position for Sales Representative asks for things like "experience handling clients" and "managing multiple tasks" but you've only worked at Starbucks in the past, then you could potentially prove in your resume & cover letter that you have experience handling clients by ensuring customer satisfaction doing XYZ and have managed multi-tasking by taking orders,

managing the register, and making drinks all at once. (Those transferable skills!)

Use sites like [Handshake](#) & [wayup.com](#) for entry-level jobs/internships

Resume

- > Customize based on the job description
 - > highlight key tasks and skills from the job description so that you can talk about a time where you've done something similar in the past
- > First bullet under every experience should be the most impressive accomplishment
- > Don't just list a task, list an accomplishment! For example:
 - > Task- Digitized the company files
 - > Accomplishment- Digitized the company files

Cover

Two things to always remember: Letters

- DON'T just repeat what you wrote in the resume. Have a couple brief stories/experiences that show you're capable of carrying out the tasks for the job/internship.
- Make sure you talk about why you are applying to this particular company & position. Show your passion!



**It doesn't
have to be
like this 😬 Let
us support**



Online Interviews: The New Normal?

- Be on time (be early, sit in that virtual waiting room!)
- Test out the camera to preview how you look...
 - Make sure everything's well lit and not too dark
 - Have a clean and quiet background
 - Don't sit on your bed; prop it up on a table/desk (I put my laptop on a stack of books so it's at eye level)
 - Look at the camera on your computer when YOU speak
 - Online interviews will be an opportunity to show that you're tech-savvy and know how to communicate electronically. It won't necessarily make you that much more appealing as a candidate.

Standing Out in Interviews

- Do your research on the interviewer so that you can be like-able and win them over
 - Find the interviewer's LinkedIn or other professional online presence to see if they've worked on certain projects or are on certain committees, or were in clubs in college. Subtly bringing up those types of things in the interview (mentioning you're interested in a specific project they've worked on) that makes you memorable.
- Emphasize that you're a fast learner and flexible! They know that you are a college student or a recent grad and that your experience is already limited, so they will value that you are open about this.
- Right after the interview, write down 1-2 things you talked about so that you can create a personalized thank you email to send to the interviewer(s)

RECA

- Identify skills you already **P** have and figure out how they can transfer to the position you want
- Learn technical skills you need on your own online
- Create opportunities for yourself to gain experience without a formal job/internship
- **Network, network, network**
- Work smarter, not necessarily harder, when it comes to the job/internship hunt

“I decided not to say ‘no’ to
myself before somebody else
said ‘no’ to me.”

-Ashley Ford,
Author/Speaker



Thank You.

Questions?