

**Welcome! Please sign in  
using the QR code below.**



Keep an eye  
out for the  
password!

# Recruitment 101

BFS Winter 2025 | February 10, 2025



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Go into your interviews  
well-prepared

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# 01

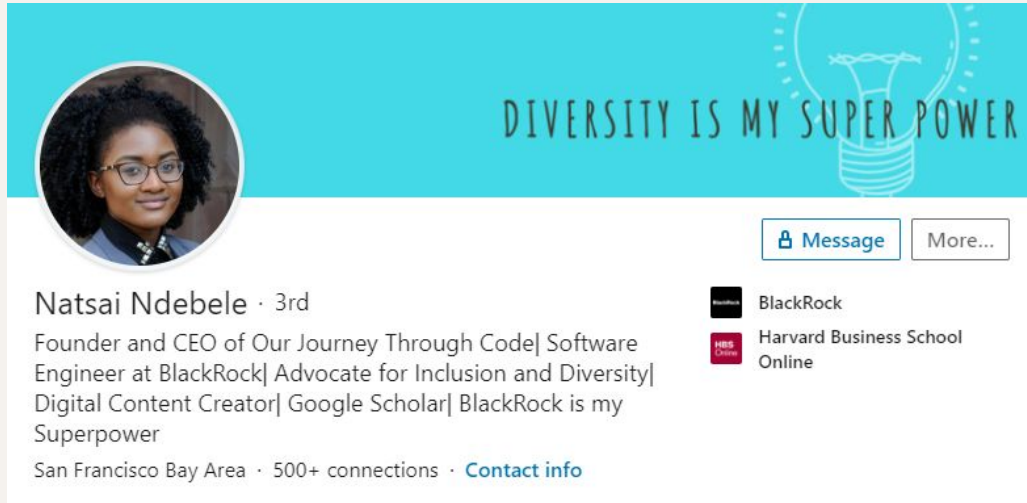
## LinkedIn

# Have A Profile Photo

Professional Linkedin Portfolio Portraits by Bethesda Headshots

 <p><b>Bethesda Headshots</b> Invite to join LinkedIn</p> <p>Add to network</p>	 <p><b>Bethesda Headshots</b> Amazing Portrait Photography</p> <p>Connect</p>	 <p><b>Bethesda Headshots</b> Go Pro</p> <p>Connect</p>	 <p><b>Bethesda Headshots</b> Invite to join LinkedIn e48328131-wr@workroo...</p> <p>Add to network</p>
 <p><b>Bethesda Headshots</b> Invite to join LinkedIn e48328131-wr@workroo...</p> <p>Add to network</p>	 <p><b>Bethesda Headshots</b> bethesdaheadshots.com Amazing Portrait Photography 301-873-4701</p> <p>Connect</p>	 <p><b>Bethesda Headshots</b> Invite to join LinkedIn e48328131-wr@workroo...</p> <p>Add to network</p>	 <p><b>Bethesda Headshots</b> Give your career a boost!</p> <p>Connect</p>

# Flex Your Headline




The image shows a LinkedIn profile for Natsai Ndebele. The profile picture is a circular portrait of a Black woman with glasses. The background banner is blue with a lightbulb icon and the text "DIVERSITY IS MY SUPER POWER". The profile name is "Natsai Ndebele · 3rd". The bio reads: "Founder and CEO of Our Journey Through Code| Software Engineer at BlackRock| Advocate for Inclusion and Diversity| Digital Content Creator| Google Scholar| BlackRock is my Superpower". The location is "San Francisco Bay Area · 500+ connections · [Contact info](#)". There are buttons for "Message" and "More...". Two education cards are visible: "BlackRock" and "Harvard Business School Online".


**Natsai Ndebele · 3rd**

Founder and CEO of Our Journey Through Code| Software Engineer at BlackRock| Advocate for Inclusion and Diversity| Digital Content Creator| Google Scholar| BlackRock is my Superpower

San Francisco Bay Area · 500+ connections · [Contact info](#)

[Message](#) [More...](#)

 BlackRock

 Harvard Business School Online

Business Economics Major at  
University of California, Los Angeles |  
Finance Intern at Deloitte | R, Python

Passionate consultant dedicated to  
creating positive global impact.  
Leveraging expertise to solve  
complex challenges and drive  
sustainable change for a better  
world.

# What To Put In Education

What to include on the Education section:

- Name of college
- Major, minor, and type of degree (BS, BA, Masters, etc)
- Any “societies” you were part of
- Certifications you received
- Can include GPA if you want
- Start/end date

## Education



### University of Pittsburgh

BS, Business Administration

2003 – 2006

Activities and Societies: National Society of Collegiate Scholars, AIESEC University of Pittsburgh Chapter

Certificate Program in International Business



### San Diego Mesa College

Computer Science

2012 – 2014

Java, Visual Basic, C++, C#



### Skillcrush

Computer Programming

2014 – 2016



### College International de Cannes

French, History, Art

2005 – 2005

# Your Experience

- 1-stop-shop for everything important about you
  - Clubs
  - Job/Internships
  - Projects.... But there's a separate section for that

Remember...

- Include start/end dates
- Include skills & achievements
- Bullet points OR paragraph style

## Experience



### Marketing & Analytics Consultant

JayOh LLC

Oct 2015 – Present • 2 yrs 9 mos

Greater New York City Area

- ★ Using Technology to drive better marketing results.
- ★ Design Marketing Campaigns that generate HIGH ROI
- ★ Manage marketing Data to improve attribution & insights for better campaigns in the future
- ★ Build a website that is optimized, analytics-driven, & is a scalable solution that drives growth
- ★ Manage overall Digital Marketing Initiatives (Email, SEO, Web design, CRM, & Advertising)
- ★ Leverage Marketing Automation to build 1:1 Relationships with customers leading to higher acquisition & greater retention



### Director of Sales

Chase

Mar 2015 – Present • 3 yrs 3 mos

Greater New York City Area

Led a team that managed a 50+ client portfolio, launching the firm's first app download campaign while partnering with stakeholders to minimize risk and streamline client communication. Increased annual revenue by 150%, and team performance by 33%.



# Making Connections!

## Cold Messaging

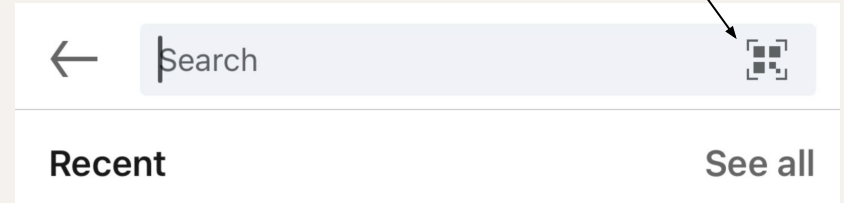
- Show interest
- Mention experience
- Reference a shared connection
- Don't only focus on yourself

Not everyone always responds: it's okay to follow up!



To find your custom QR code:

- Open LinkedIn on your phone
- Click the search bar at the top



# Customize Your URL

This URL is long  
and clunky!

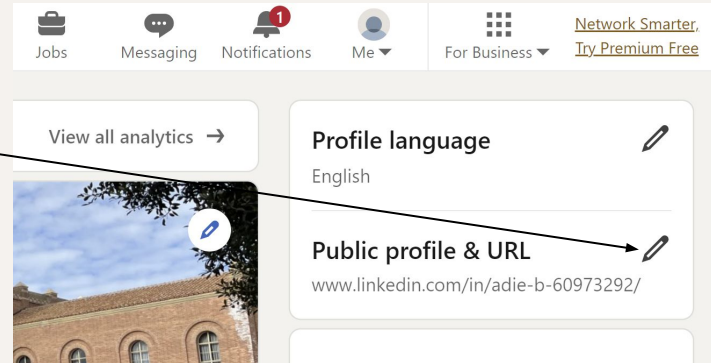
Los Angeles, California 52034  
<https://www.linkedin.com/in/adie-b-60973292/>

**Addie Bundren**

(310) 829-7819  
addieb@gmail.com

**EDUCATION** JUNE 2026 (Expected)  
University of California, Los Angeles - Bachelor of Arts, English

Open LinkedIn on  
desktop and go to  
your profile page!



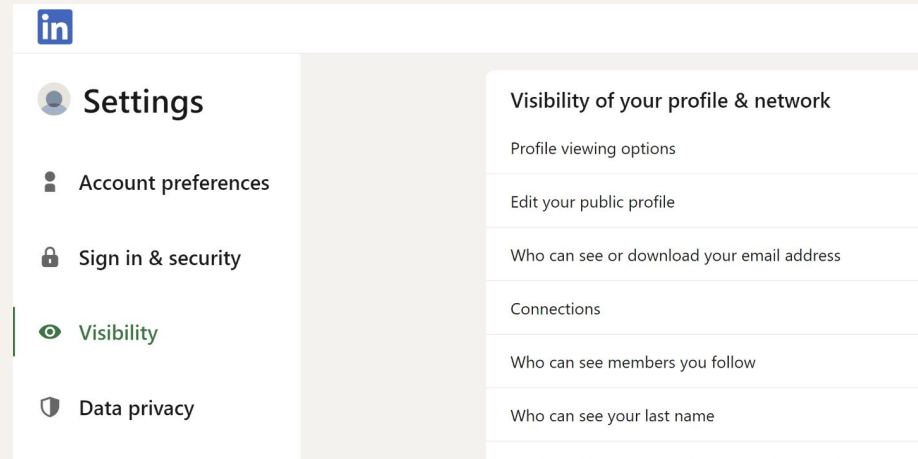
# Viewing Profiles

When you're logged in, people may know when you view their profiles!

To browse anonymously

- Login on desktop
  - “Me”
  - “Settings and Privacy”
  - “Visibility”
  - “Profile viewing options”

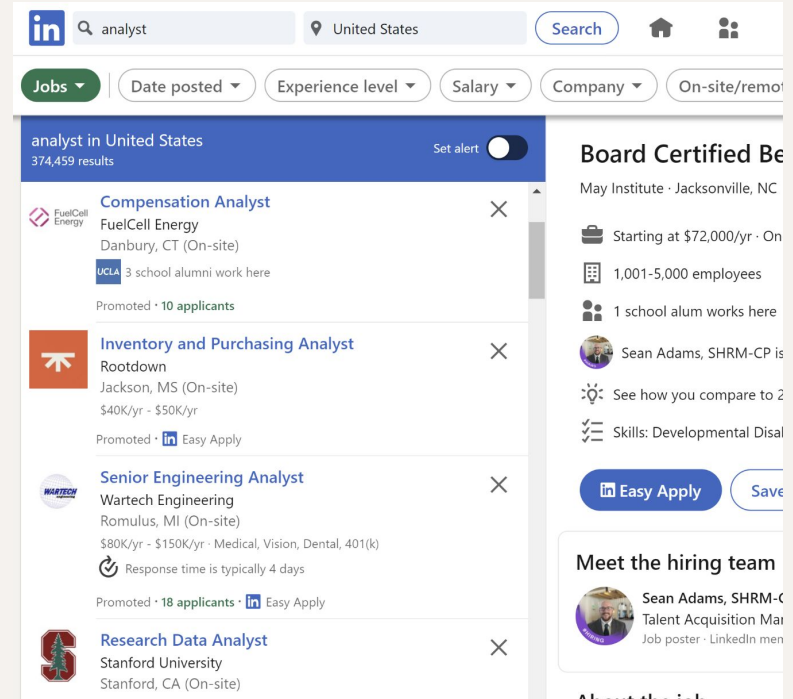
You can then select “Private mode.”



# Finding Opportunities

In the “Jobs” tab, you can...

- search for jobs by position or company
- “Save” (bookmark) jobs you’re interested in
- (for some companies) you can apply directly through LinkedIn using Easy Apply
- otherwise, you can visit their website or job board





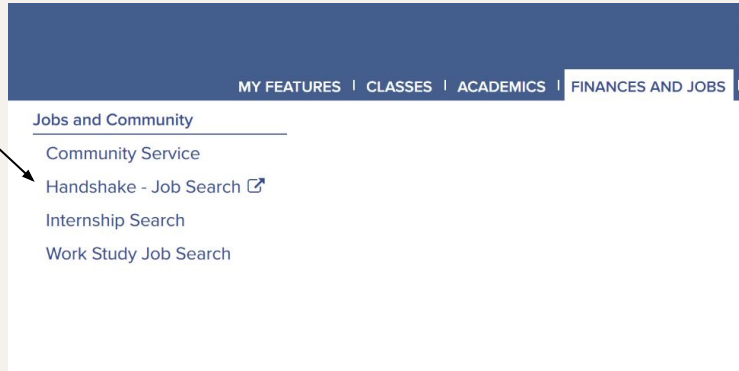
02

# How to Use Handshake

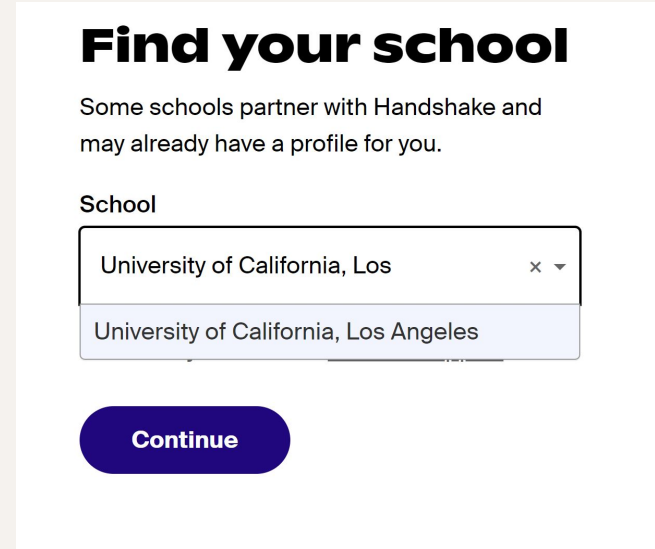
# Accessing Handshake

Log into MyUCLA on desktop:

- > Finances And Jobs
- > Jobs and Community
- > Handshake - Job Search



Or, go to [joinhandshake.com](https://joinhandshake.com) and sign up:



# Home Page

Filters

Job Postings

Job Description

UCLA collections ▾

Location

Onsite/remote ▾

Full-time job

Internship

>

All filters

33.8K jobs found

Relevance ▾

Full-time • Internship

**Private Equity - Business Development Summer Intern (2024)**

K1 Investment Management  
Onsite • Manhattan Beach, CA

Full-time • Internship

**2024 Amazon Program Manager Intern**

Amazon  
Onsite • United States


Full-time • Internship

**Spring 2024 Market Research and Consulting Internship**

**Fresh**


Full-Time • Internship

**Consulting Internship**

 **Willdan Group, Inc**  
Onsite • Calgary, Canada and [3 more](#)

**About the role**

Application deadline	Posted date	Seasonal role
<b>May 3, 2024 6:00 AM</b>	<b>November 3, 2023</b>	<b>(5/1/24 - 8/31/24)</b>
Estimated pay	US work authorization	
<b>\$30.00-45.00 per hour</b>	<b>Accepts OPT/CPT</b>	




**Apply**

Application Link

# Your Profile

## Tips


- Be concise
- Be specific
- Use strong action verbs similar to resume



100% Complete

**Penny Sullivan**  
School of Life  
Bachelors, Veterinary Sciences  
Graduates May 2027


Your profile is 100% complete

 Your profile is visible to employers, students and alumni across all Handshake education institutions.

You'll be able to message students and alumni who have similar interests or experiences.

This can be changed anytime in [settings](#).

See Employer View

**Your Interests**  
 Only visible to employers


JOB HUNT

Are you currently looking for a job?

**My Journey**

Effective communicator with a passion for animals.


**Education**

 **School of Life** primary education

Bachelors  
Ending May 2027  
Major in Veterinary Sciences

Add School


**Work & Volunteer Experience**

 **Handshake**

Support Special  
Jan 2020 - Present (3 years, 1 month) | San Francisco, CA  
- Delivers a smooth, personalized, & democratized customer experience to all Handshake users.  
- Maintains a standard level of excellence regarding response times, resolution times, & quality of customer support experience.  
- Works cross-functionality with teammates across different departments.

Add Work Experience

**Organizations & Extracurriculars**

 **head Coach**

Tennis  
Jan 2020 - Jan 2021 (1 year, 1 month) | San Francisco, California, United States  
Guided a team to tournaments!

Add An Organization



# Searching For Jobs

- Handshake
- LinkedIn
  - Go to jobs sections
  - Or follow certain creators that post job/internship opportunities
- Indeed.com
- RecruitU
  - More finance oriented jobs

\* Have your resume ready to go and be ready to write a cover letter or answer any application questions

# Look for Events

- Use Handshake to search for events you find interesting
- RSVP and take advantage of these networking opportunities

The screenshot displays the Handshake Events interface. At the top, the 'Events' title is followed by a notification bell with a red '3'. Below this is a search bar labeled 'Search events' and three status filters: 'Saved · 1', 'Registered · 0', and 'Check-ins · 0'. A row of filter buttons includes 'Category', 'Medium', 'Date', 'Employer', 'More filters', and a menu icon. Below the filters are four category tiles: 'Career fairs at your school →', 'Career center employer events →', 'Career center guidance events →', and 'Events hosted by employers →'. The 'All events' section follows, featuring three event cards from the University of California, Irvine. The first card is for the 'Winter 2024 HIRE UCLA Job & Internship Fair' on Jan 10 at 3 PM PST, with a 'CAREER FAIR' tag and a note that registration opens in 14 days. The second card is for the 'Internship Lab - Fall 2023' on Nov 20 at 10 AM PST, with a 'GUIDANCE' tag and a note that 238 students are going. The third card is for 'Transfer Student Center Career Pop-Ins!' on Nov 22 at 1 PM PST, with a 'GUIDANCE' tag and a note that the event is in 5 days.

**Events**

Search events

Saved · 1 Registered · 0 Check-ins · 0

Category Medium Date Employer More filters

Career fairs at your school → Career center employer events → Career center guidance events → Events hosted by employers →

**All events**

University of California, Irvine

**Winter 2024 HIRE UCLA Job & Internship Fair**

In-person · Wed, Jan 10 · 3 PM PST

CAREER FAIR

Registration opens in 14 days

University of California, Irvine

**Internship Lab - Fall 2023**

In-person · Mon, Nov 20 · 10 AM PST

GUIDANCE

238 students going

University of California, Irvine

**Transfer Student Center Career Pop-Ins!**

In-person · Wed, Nov 22 · 1 PM PST

GUIDANCE

Event in 5 days

# Sign in Sheet!



**Password: FAMILY**



03

Recruitment  
Tips

# Networking

- Very important for getting internships and jobs early on
- Build great communication skills and develops your professionalism
- Find people on LinkedIn
- Embrace the rejection



# Cold emailing

## **AVOID:**

- Generic templates
- Spam triggers
- Long and rambling
- Pushy sales tactics
- Not proofreading

## **FORMAT:**

- 1) Introduction
- 2) Match with company
- 3) Describe your XP
- 4) Ask to connect
- 5) Sign off

# Applications

- Numbers game!
- Keep moving on & finding new avenues
- Strive to complete every single aspect of the application, even the optional things
- Constantly update your resume (but don't spend all your time on it!)

# Cover Letters

- 1) Professional heading
- 2) Inside address
- 3) Salutation
- 4) Paragraph 1 (Introduction)
- 5) Paragraphs 2-3 (Body)
- 6) Paragraph 4 (Conclusion)
- 7) Closing

## Show, Don't Tell!

- Tailor your letters to the specific job/company
- Don't repeat your resume
- Show enthusiasm
- Tell a story!





# 04

## Interview Tips

# Preparation

When preparing...

- Anticipate both behavioral & technical interviews
  - Technical interviews require more studying but come prepared to talk about yourself
- Google Search industry specific questions
  - Practice responding
- To practice, mock interview with friends or in the mirror beforehand



# Common Behavioral

Give me an example of a time you faced a conflict with a coworker. How did you handle that?

Give me an example of a time you managed numerous responsibilities. How did you handle that?

Describe a time when you saw a problem and took the initiative to correct it.

Tell me about a time an unexpected problem derailed your planning. How did you recover?

Give me an example of a time when you had to think on your feet.

Tell me about a time you set a goal for yourself. How did you go about ensuring that you would meet your objective?

Tell me about a time you made a mistake and wish you'd handled a situation with a colleague differently.

Tell me about a time you failed. How did you deal with the situation?

# Don't Worry, It's Just A Conversation

- **Most of the time, getting an interview means you're already qualified to be there.**
- Point is to make a good first impression
  - Pass the airport test: would they want to sit next to you on a long plane ride?

# Post-Interview Etiquette

- Write a thank you email & schedule send it!
  - Shows appreciation for your interviewer(s) and their valuable time
  - Further demonstrate interest
- Gives you an extra boost over others who did not send one or sent it out late

# Workshop!



Dining Hall run afterwards!