

Preparing for your Career: A Guide to Professional Development



Career Services



CAMPBELL
UNIVERSITY

Lundy-Fetterman
School of Business

Table of Contents

Resume Writing	Pgs. 3-10
References	Pg. 11
Cover Letters	Pg. 12
Professional Dress Guide	Pg. 13
Networking	Pg. 14
Internships	Pg. 15
Job Searches	Pg. 16
LinkedIn	Pgs. 17-19
Phone Interviews	Pgs. 20-21
Virtual Interviews	Pgs. 22-23
Possible Interview Questions	Pg. 24



START YOUR CAREER PLAN NOW!

No matter if a Freshman or a Senior, it's never too soon or too late to begin formulating a plan for your future.

Start by scheduling an appointment with
Career Services at 910-893-1416 or jwilliamson@campbell.edu



Writing a resume is a critical part of preparing for your career. Many people and articles will tell you that things must be formatted a certain way. While there is some truth to that, it is not the most important rule of thumb. According to Forbes Magazine, “recruiters only spend less than 10 seconds looking at a candidate’s resume before deciding whether he or she is a fit for a job.”

We must structure our strongest selling points to appeal to the reader.

So, how do we do that?

Grab several sheets of paper and label them with headings:

- ⇒ Education
- ⇒ Scholarships and Awards
- ⇒ Work Experience
- ⇒ Skills

Now ... sit down and brainstorm what you have accomplished in each category.

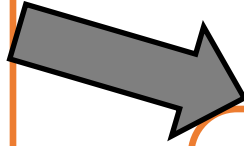
“TheLadders.com released research showing that recruiters only spend an average of 6.25 seconds looking at a candidate’s résumé before deciding whether he or she is a fit for a job. “

-Forbes Magazine 5/26/2012

EDUCATION

What & Where?

Degrees, Certificates, Studies Abroad



SCHOLARSHIPS

Academic Awards, Grants,

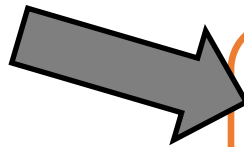
Trust, Athletic



HONORS/AWARDS

Dean's List,

Club Leader, Recognitions



SKILLS & ABILITIES

Computer Skills, Software,

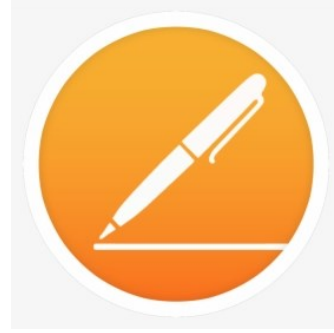
Foreign Languages

Think in terms of what
value you have added in
hours saved,
people served,
and costs reduced!

**What you MADE,
SAVED, and ACHIEVED!**



Start Writing!



You've got everything written down. Now, think about which items you should use for your target job. If it doesn't relate, minimize the attention to it.

Remember, you're not telling your whole story in the resume. You want to get your foot in the door by connecting your talents and experience with the employer's needs.

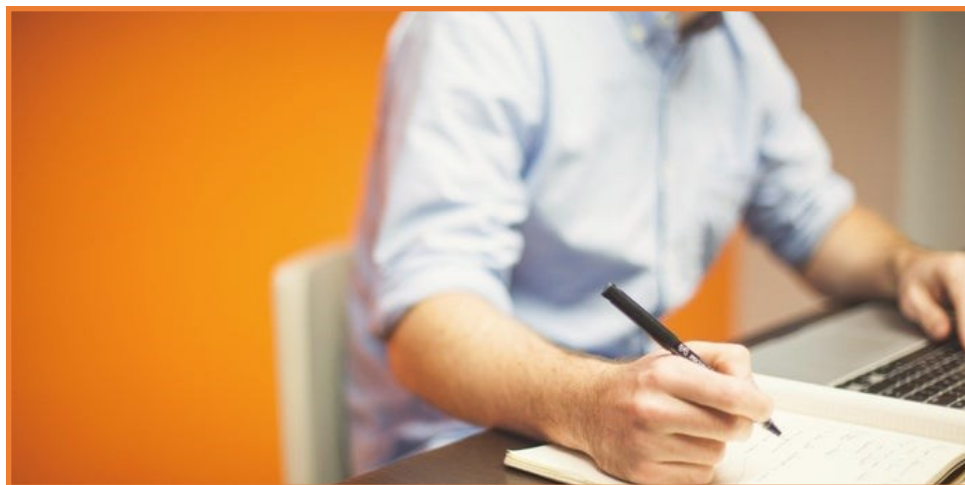
Keep it concise, clear, and use the concept of **MADE**, **SAVED**, and **ACHIEVED** wisely. Quantifying your value in what you have done for previous employers will make a potential employer take notice.

Lead with powerful action verbs!

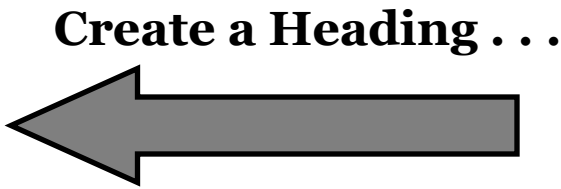
Utilize the vernacular of your industry:
(ie. Accounting = Reconciled, Audited, etc.)

Avoid weak words like "helped" or "made"

Search Resume Verbs online or in the CUHired! Document Library



Campbell Student
 123 Easy Street, Buies Creek, NC 27506
 (910) 555-5555
 campbellstudent@email.campbell.edu



Larger, Bolded Name
 Address
 Phone Number
 Email address
 (*no hyperlink)



Add your Education . . .



- Most Recent First
- Show GPAs of 3.5 or higher only
- Indicate Minors and Enrolled Programs Only (MBA/MTWM)

EDUCATION

Campbell University, Buies Creek, NC Expected Graduation Date: May 2018
 BBA in Economics GPA 3.56
 Minor in Accounting

Scholarships and Honors

ABC Scholarship (\$60,000/Total Award); Smith Endowment (\$12,000/Total Award);
 Golf Team Scholarship (\$15,000/Total Award)

Division I Men's Golf Team, Member

- Add Scholarship info
- Show the total gift over 4 years
- Only show awards, not loans or financial aid

- Add Division 1 sports here
- Add any significant honors with n the sport as well

Add your Work Experience . . .



- Most Recent First
- Use bolding and vary font size.
- Only black low-key fonts. Be conservative unless your industry highly regards creativity! (ie. Marketing)

WORK EXPERIENCE

Rex Hospital (UNC Health System)

January—August 2016

Healthcare Management Intern

Raleigh, NC

- Greeted patients at check-in
- Evaluated office processes and practice work flows
- Provided quarterly reports using Excel to Senior Management

- Use powerful resume verbs
- Integrate specific skills in your descriptions
- Express succinct, relevant points

- Keep clean, blocked, right margin



Add your Skills . . .

SKILLS

SAP Accounting Systems (Version 6.0)

Microsoft Office Suite (Certified Word, Excel, and PowerPoint User)

Social Media Proficiency (Twitter, Vine, LinkedIn, Instagram, Facebook)

Bilingual Spanish (Speaking, Reading, and Writing Fluency)

- Lead with industry-recognized products
- Be specific, name the version, edition, etc.

- Add foreign language fluency



Hard Skills

- Computer Software and Application Knowledge
- Design
- Data Analysis
- Negotiation
- Mathematics
- Project Management
- Marketing
- Administrative
- Writing
- Foreign Languages

SOFT SKILLS ✓

- Problem-Solving
- Critical Thinking
- Flexibility
- Communication
- Teamwork
- Organization
- Creativity
- Emotional Intelligence
- Attention to Detail
- Responsibility

Your **Power Triangle** showcases the most important information at a glance; headings, titles, companies, powerful action verbs. We read from top to bottom, left to right. Guide your reader where you want them to see using bolds, indents, and bullets.

Campbell Kid

500 Camel Way, Buies Creek, NC 27506

Cell: (252) 123-4567

ckid101@email.campbell.edu

EDUCATION

Campbell University, Buies Creek, North Carolina

BBA Trust and Wealth Management

Minor in Financial Planning

Expected Graduation: May 2018

Major GPA: 3.25

Cumulative GPA: 3.59

Scholarships and Honors

ABC Scholarship (\$60,000/Total Award); Smith Endowment (\$12,000/Total Award);
Golden Leaf Foundation Scholarship (\$3000); Golf Team Scholarship (\$15,000/Total Award)

Dean's List, Phi Eta Sigma Honor Society

Community Service

Relay for Life; Business School Admissions Team, Food Bank of North Carolina, Math Tutor

WORK EXPERIENCE

Wells Fargo Wealth Management

Trust Administrator Intern

May 2016-August 2016

Austin, Texas

- Responsibilities focused on coordinating with various specialized wealth service areas within the trust center including Personal Trust Services, Center Owned, Estate Settlement, and Special Needs Trusts.
- Assisted team members with daily tasks including annual account reviews, completing budget reports and synoptic forms, analyzing discretionary reports, interpreting trust documents, and completing co-trustee tax returns.
- Developed proficiency in SEI, Trust Portal, Navigator, FileNet, WealthNet, Task Management Tool, and Trust Gateway.
- Collaborated with senior level professionals such as risk managers, estate specialists, team leaders, and trust team managers.

Campbell University Residence Life

Resident Assistant

May 2015—Present

Buies Creek, North Carolina

- Supervise the residence hall, responding to all requests and emergencies during duty hours
- Receive and promptly process requests for maintenance repairs and custodial needs received from residents
- Organize and implement programs for residents that enhance the social, educational, community, and personal development of residents

Best Buy Stores, L.P.

Merchandising/Inventory Associate

June 2013-July 2016

Greenville, North Carolina

- Assisted with inventory management
- Performed weekly price changes and merchandising duties
- Process delivery and store pick-up orders

SKILLS

Microsoft Office Proficiency: Word, Excel, PowerPoint

Social Media Skills: LinkedIn, Instagram, Twitter

Tutoring/Academic Coaching

Final Thoughts on Resumes

Use your creative abilities to guide the reader through your resume.

Catch their eye with a good balance of white space, centering, bolding, and bullet points of your finest accomplishments.

Focus on what you have **Made**, **Saved**, and **Achieved** when describing your responsibilities.

Remember your “Power Triangle”.

Incorporate your technical skills into your bullet point responsibilities.

Proofread, and have others review it, too!



References



Format to use

- Name
- Title
- Company Name
- Email
- Best Phone Number

Mr. John Smith
Assistant Vice President
ABC Corporation
jsmith@abc.com
919-555-5555

Ms. Julie Jones
Accounting Manager
Zapata, Inc.
jjones@zapata.com
919-222-2222

Ms. Amy Austin
Customer Service Manager
ChickFilA
aaustin@chicken.com
919-333-3333

Who and How

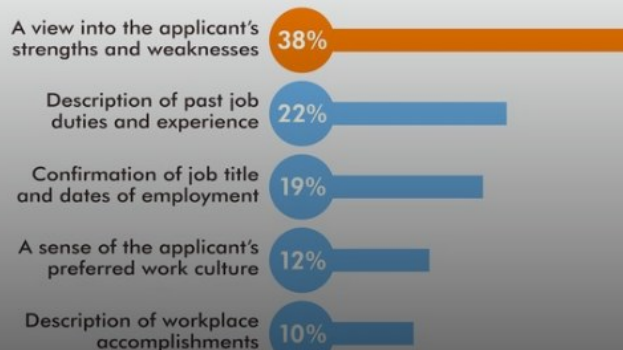
- Ask a person for whom you work
- Do not ask a friend or co-worker
- NEVER ask family
- If possible, ask a person who has know you at least three years
- Consider your clergy, advisor, or coach

Choose your reference wisely!

References can become a part of your brand . . . good and bad.

Senior managers report removing **one in three (34%)** job candidates from consideration for a position with their company after a reference check.

Senior managers were asked, “**When speaking to an applicant’s job references, what is the most important information you hope to receive?**”





Cover Letters

Use this guide to introduce yourself, your interest in the position, and the potential value you bring to the company.

General Formula

The Salutation (The Hello)

Get a name, any name. By hook or by crook, try to get a name! Sometimes you can't—then try *To whom it may concern* or *Dear Hiring Manager*.

The Opening (The Grab)

Your opening paragraph is your introduction and presents the reader with targeted information regarding the position and a few core competencies that demonstrate your value.

The Second Paragraph (The Hook)

This paragraph should describe work performed and results achieved (Made, Saved, Achieved). This paragraph should support your resume. This does not mean you should copy verbatim what is in your resume, rather, reinforce key competencies that you feel define your success.

The Third Paragraph (The Paragraph of Knowledge)

Here, evidence something you know about the company that prompted you to write. This shows the reader that you did some preliminary homework and understand the company's mission and goal.

The Fourth Paragraph (The Close)

In the last paragraph, quickly summarize what you offer and close by either suggesting a meeting or call within a certain number of days. If you choose the latter approach, make sure you follow-up within the time frame you reference.

If emailing,
use the cover letter as the body of
your email.
Don't attached it!

"If your cover letter could be used to apply to anything, anywhere, it tells me that you didn't care enough about the opportunity to convince me you're the person for the job."

- Laura Nelson, Marketing Manager



How to Dress

Make a great, first impression.
Let your brand say you are put together,
polished, and on a path to success,
no matter how informal the event.

***“Dress professionally.
You only get one chance to make a
first impression and you want to look
professional not collegiate.”***

- Holly Sweat

Business Casual

- Club meetings, sporting events
- Pressed, Neat
- Appropriate coverage and size
- Conservative colors and patterns
- No jeans or denim



Male Business Professional

- Dark, traditional suit
- Starched, white shirt
- Conservative tie
- Dark shoes and socks
- No facial hair
- Fresh hair cut
- Nails cut and clean



Female Business Professional

- Dark, traditional suit (matching pants or skirt)
- Modest shirt
- Minimal jewelry
- Light makeup
- Dark professional shoes
- Clean, neat hair
- Neutral nails



Networking



Build, maintain, and utilize network connections everywhere possible

Start networking before you need it. “By networking when you have no ulterior motive, you can begin to build relationships and a reputation for being generous rather than self-serving.”

Have a plan. “Map out what you want to talk about, particularly how you may be able to help other people, either now or in the future.”

Forget your personal agenda. “Make it your goal to be open, friendly and honest, and to forge connections between people who may be able to help each other. Generosity is an attractive quality and it’s something special that people will remember about you.”

Never dismiss anyone as unimportant. “ Make it your mission to discover the value in each person you talk to. Ask questions and listen with interest. Don’t make the mistake of discounting people due to their titles.”

Connect the dots. “Make it a point to connect people you feel have something of genuine value to each other. When you go out of your way to make those potentially promising connections, you’re doing your part to make the networking event a success.”

Figure out how you can be useful. “Before any conversation comes to a close, be sure to ask, “How can I help you?” Because it’s done so rarely, you may encounter a surprised look, but it will most likely be accompanied by an appreciative smile. While the person may not have an answer for you that night, they may have an idea later. Always close by saying something like, “If you need anything, please reach out to me or connect via LinkedIn” and present your business card.”

Follow up and follow through. “If you told someone you’d get in touch with them, do it and reaffirm your intent to assist in any way you can. If you promised to introduce someone to a person you know, take the time to do it. Everyone is busy these days with jobs, families, events, commitments – even so, it takes no more than a minute to shoot off an email to introduce two people you want to connect. If you told someone you’d get in touch with them, do it and reaffirm your intent to assist in any way you can. If you promised to introduce someone to a person you know, take the time to do it.

Believe in the power of networking. “When you believe that the true value of networking lies in helping others and you do your part, you’ll soon discover magic happening all around you.”

~<http://www.forbes.com/sites/theyec/2014/07/28/~>

Internships

Internships can help you get real, on-the-job experience in an industry that you are interested in. What you'll do, how long it will last, and what and if you get paid will all vary.

Make the most of your internship!

- Research the organization and the area you'll be working in before you arrive.
- Be proactive. If you have a particular area you want to learn more about, ASK!
- Make sure that people at the organization know you and your work. Build your network!

Will I get a job afterwards?

Although some interns will get a job offer, it's far from guaranteed. Keep looking for jobs in your field during your internship rather than assuming.



CREDIT HOURS

Available upon registration in advance of your internship; hours charged at tuition rate

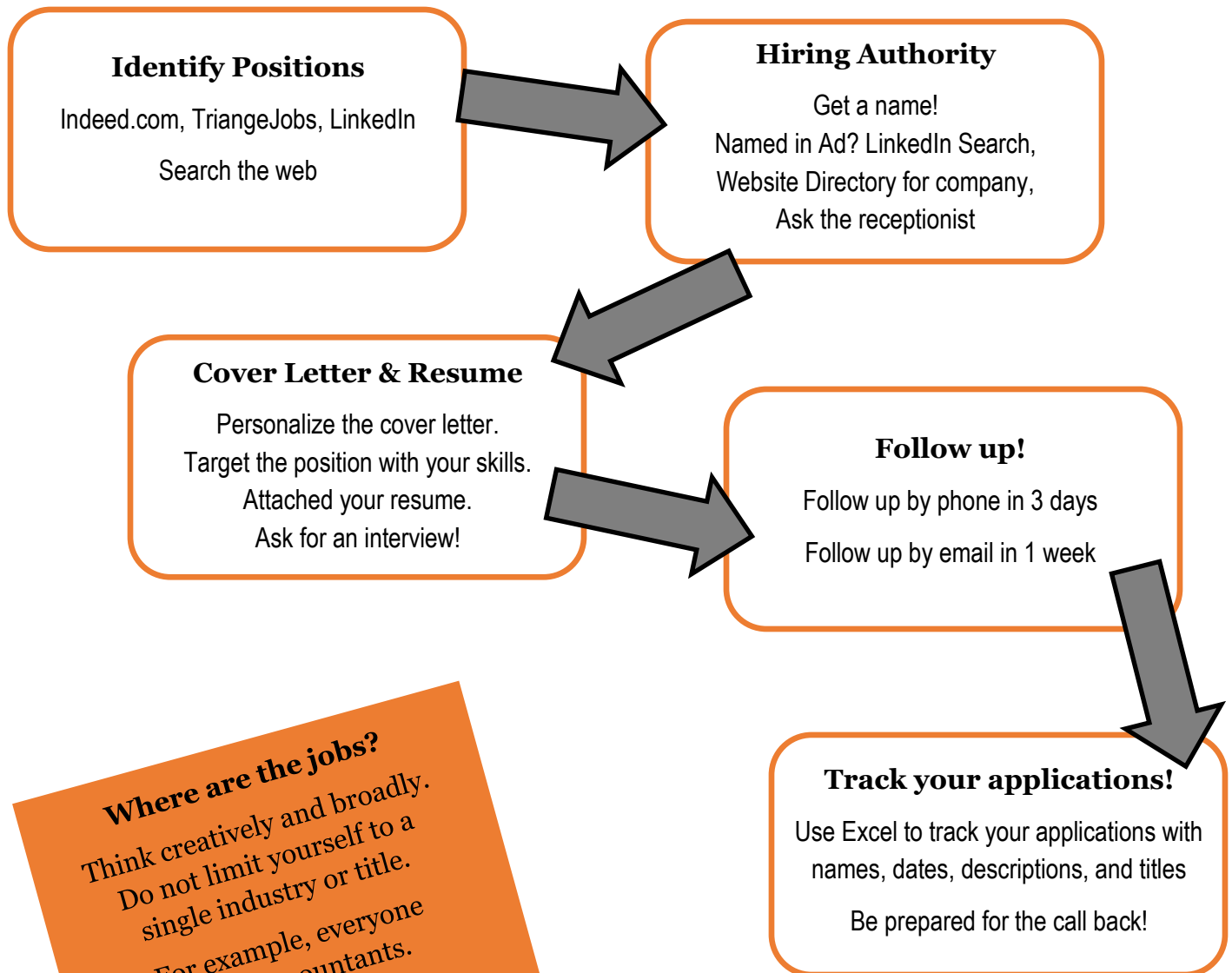
Contracts and assignments must be completed to earn credit hours per Business School guidelines.

VOLUNTARY

It is NOT required for all majors to complete an Internship, however, employers seek candidates who have internship experience. Often these are paid opportunities!

International Business, Healthcare, and Professional Golf Management majors are required to complete an internship.

Searching for Internships or Permanent Hire Jobs



Where are the jobs?
Think creatively and broadly.
Do not limit yourself to a
single industry or title.
For example, everyone
needs accountants.
Country Clubs, Trucking Firms,
Software Companies,
Professional Associations,
School Districts, Universities,
Municipalities . . .



LinkedIn



LinkedIn is the largest business-oriented networking website geared specifically towards professionals. It has over 500 million members, in over 200 countries. A professionally written LinkedIn profile allows you to create an online professional brand which can help open doors to opportunities and networks that you may not have been aware of without the help of social media.

LinkedIn gives you the ability to showcase your profile, expertise, recommendations and connections, not only is your profile the first professional impression of you when recruiters and employers use LinkedIn to search for candidates but it also demonstrates credibility in your industry and highlights your achievements.

What I can get from LinkedIn?

- Job Alerts
- Connections with Professionals
- Conduct Company Research
 - Get Recommendations
 - Let Companies Find You
- Connect with Other Students
- Land International Jobs

Considering the excellent benefits that connecting with professionals on LinkedIn brings, college students can never ignore this social networking platform. In fact, your networking on LinkedIn should begin as early as possible. LinkedIn can help you find jobs as soon as you graduate from college.

CHECK OUT THESE RESOURCES!!!

<https://university.linkedin.com/linkedin-for-students>



LinkedIn Profile Checklist

PHOTO: It doesn't have to be fancy - just use your cellphone camera in front of a plain background. Wear a nice shirt and don't forget to smile!

HEADLINE: Tell people what you're excited about now and the cool things you want to do in the future.

SUMMARY: Describe what motivates you, what you're skilled at, and what's next.

EXPERIENCE: List the jobs you held, even if they were part-time, along with what you accomplished at each. Even include photos and videos from your work.

ORGANIZATIONS: Have you joined any clubs at school or outside? Be sure to describe what you did with each organization.

The screenshot shows a LinkedIn profile for David Xiao, an Econ Major and Aspiring Financial Analyst. The profile includes a professional photo, a headline, a summary, an experience section with a photo of a presentation, and an organizations section.

Profile Header: David Xiao, Econ Major and Aspiring Financial Analyst, San Francisco Bay Area | Financial Services. Previous: Berkeley Ventures, Education: University of California, Berkeley. 153 connections.

Background Section:

- Summary:** I'm a senior at Berkeley, starting to look for roles in the financial industry. As an economics major, I'm fascinated by the invisible forces that shape our world. Why does one company succeed and another fail? Is it possible to predict which idea will be the next big thing? As such, I've taken lots of microeconomics coursework and have interned with a local venture capital firm. And now I'd like to put that experience to good use, analyzing tomorrow's up-and-coming companies.
- Experience:**
 - Venture Capital Internship** (Berkeley Ventures): May 2013 – September 2013 (5 months) | Berkeley, CA. Conducted research on 20 startup companies and presented my findings to the fund's board, leading to a new \$1.5 million investment.
- Organizations:**
 - Berkeley A Capella** (Lead Singer): March 2012 – Present. Schedule and perform at events for one of Berkeley's oldest a cappella groups, including last year's Cal-Stanford game.

Continued >>

EDUCATION: Starting with college, list all the educational experiences you've had - including summer programs.

VOLUNTEER EXPERIENCE & CAUSES: Even if you weren't paid for a job, be sure to list it. Admissions officers and employers often see volunteer experience as just as valuable as paid work.

SKILLS & EXPERTISE: Add at least 5 key skills - and then your connections can endorse you for the things you're best at.

HONORS & AWARDS: If you earned a prize in or out of school, don't be shy. Let the world know about it!

COURSES: List the classes that show off the skills and interests you're most excited about.

PROJECTS: Whether you led a team assignment in school or built an app on your own, talk about what you did and how you did it.

RECOMMENDATIONS: Ask managers, professors, or classmates who've worked with you closely to write a recommendation. This gives extra credibility to your strengths and skills.

Education

University of California, Berkeley
Economics, B.A.
2010 - 2014 (expected)



Volunteer Experience & Causes

Big Buddy

Skyline High School

September 2012 - May 2013 (9 months) | Education

Mentored an Oakland high school student through the college application process, helping him get into his dream school.

Skills & Expertise

Most endorsed for...

12	Economics	
11	Start-ups	
10	Due Diligence	
10	Venture Capital	
10	Management	

Honors & Awards

The Achievement Award Program
UC Berkeley

Four-year scholarship awarded to community-minded students with a proven track record of academic success.

Courses

University of California, Berkeley

- Microeconomic Theory (Econ 101A)
- International Monetary Economics (182)
- Public Economics (230A)

Projects

Venture Capital Financing in India

May 2013

For our international Monetary Economics course, Paul and I decided to study the emerging venture capital industry in India. By looking at data from the World Bank, we were able to understand the challenges and opportunities facing this nascent sector. And we developed a series of recommendations for overcoming these challenges, which we delivered to our professor in a final term paper.

5 team members



David Xiao
Econ Major and Aspiring Financial Anal...



Paul Smith
Student at UC Berkeley

Recommendations

Received (2) -

Venture Capital Internship
Berkeley Ventures



Tim Lee
Partner

David spent the summer with us at Berkeley Ventures and made an immediate impact. He showed us a brand new technique for firm analysis that he had just learned in school and came through with recommendations that opened our eyes to a unique set of opportunities.

We don't normally hire undergrads as interns but after working with David, we will again!

November 13, 2013, Tim managed

Want more LinkedIn tips for students? Check out students.linkedin.com



Phone Interviews



It's a whole new world!

Technology has never been so important to your career search



Prepare just as you would for an in-person interview

Research the Company

Prepare in Advance—know your strengths, weaknesses and answers to typical interview questions

Have your list of questions ready to ask the interviewer

Show the Employer You're a Match

Practice Interviewing—do a mock interview, record yourself if necessary, PRACTICE!

Proper Phone Etiquette

Answer the phone yourself

Let the interviewer steer the start of the conversation (small talk or down to business)

Listen carefully and don't speak until the interviewer finishes the question

Don't worry if you need a few seconds to think of a response, but don't leave too much dead air

Dos and Don'ts For Phone Interviews



- **Do** use Mr. or Ms., followed by the interviewer's last name. Only use their first name if they ask you to.
- **Don't** smoke, chew gum, eat, or drink.
- **Do** keep a glass of water handy, though. There's nothing worse than having a tickle in your throat or a cough starting when you need to talk on the phone. Have a glass of water ready so you can take a quick sip if your mouth gets dry.
- **Do** smile. Smiling will project a positive image to the listener and will change the tone of your voice. It can also be helpful to stand during the interview, since this typically gives your voice more energy and enthusiasm.
- **Do** focus, listen, and enunciate. It's important to focus on the interview, which can be harder on the phone than in-person. Be sure to listen to the question, ask for clarification if you're not sure what the interviewer is asking, and speak slowly, carefully, and clearly when you respond.
- **Don't** interrupt the interviewer.
- **Do** take your time. It's perfectly acceptable to take a moment or two to collect your thoughts.
- **Do** take notes. It's hard to remember what you discussed after the fact, so take brief notes during the interview.
- **Do** give short answers. It's important to stay focused on the questions and your responses.
- **Do** have questions ready to ask the interviewer. Be prepared to respond when the interviewer asks whether you have any questions for him or her.
- **Do remember that your goal is to set up a face-to-face interview.** At the end of your conversation, after you thank the interviewer, ask if it would be possible to meet in-person or via virtual interview.

<https://www.thebalancecareers.com/how-to-ace-a-phone-interview-2058579>

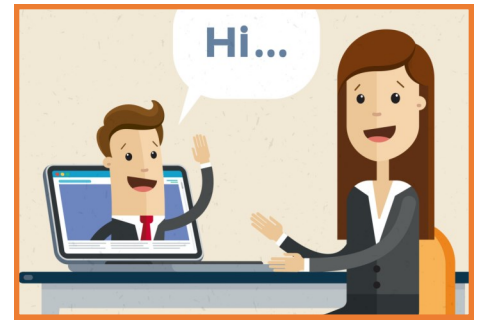
Follow-Up After the Interview

As the interview winds down, make sure to say thank you to the interviewer:

- Ask for the interviewer's email address, if you don't already have it.
- Send out an email thank-you note immediately, thanking the interviewer and reiterating your interest in the job.
- You can also use your thank-you note as a way to provide information on anything regarding your qualifications that you didn't get a chance to mention during the phone interview.



How to Prepare for a Virtual Interview



1. Test Your Technology

The minute you agree to a virtual interview, test your technology to ensure you're set up for success. Check your internet connectivity, and confirm your camera and microphone are working. If the picture is grainy or you're experiencing an echo, you might need to buy a mini webcam with a built-in microphone—which is hard to do five minutes before the interview, so don't procrastinate.

On the day of, test your equipment and internet connection again. Technical savvy is one of the top 10 traits employers are looking for, and by fumbling around with your audio or lighting during the call, you give the hiring manager a reason to question whether you're the right candidate for the job.

2. Set the Scene and Minimize Distractions

While testing your technology, determine where to take the interview. Find a room with optimal lighting, preferably near a window, or a blank wall to guarantee you're the focal point of the conversation. Whether you sit on your living room couch or in your home office, tidy up your surroundings. It's hard to convince employers you're detail-oriented and organized when there's laundry visibly piling up in the corner. Once settled, eliminate all distractions. Turn off the TV, silence your cell phone, and close any nearby windows to muffle neighborhood traffic.

3. Sit Down Prepared

Just because you're on a computer doesn't mean you can search the web for answers mid-interview, so avoid clicking around. You want to appear focused and ready to answer any questions without the help of the internet. Research the company ahead of time and jot down notes for easy reference. Also print out a copy of your resume, so that you don't forget key talking points.

It's also best to come prepared with answers to common interview questions, such as:

- Why are you interested in this role?
- What do you know about our company?
- What are your biggest weaknesses?
- What do you consider to be your biggest professional achievement?
- Tell me about a challenge at work and how you dealt with it.
- What are you looking for in a new position?
- Why are you leaving your current role?

Avoid memorizing each response, so you don't sound overly rehearsed. Instead, write some high-level thoughts down on Post-it Notes that you can stick to your computer.

You should also be prepared to answer, "Do you have any questions for me?" Here's some possible questions to pose:

- What does a typical day in the life of this role look like?
- What are the company's goals this quarter?
- How would you describe the ideal candidate for this position?
- Where does this role sit in the organization, and what other groups will I be working with?
- Can you walk me through the next steps of the hiring process?

4. Practice, Don't Memorize

You don't want to sound robotic throughout your interview—whether answering or asking questions, or giving your elevator pitch. It's easy to tell if you aren't being genuine, so it's a good idea to run through a few practice rounds with a friend or family member. This will give you a chance to rehearse with different personalities and answer a variety of different questions. While it may be awkward, you'll have a safe atmosphere to make mistakes and learn from them, so you're better prepared for the real thing.

It's important to keep things simple. Don't feel like you have to give a long-winded answer if the question doesn't warrant it. Being clear and concise is one of the most important things in a job interview.

5. Monitor Your Body Language

You can't firmly shake a hiring manager's hand or as easily exude enthusiasm via video. But what you can do is monitor your body language. The main way to communicate confidence is to sit up straight, smile, and keep the camera at eye level. Research shows that employers are more likely to remember what you said if you maintain eye contact, so keep your focus on the camera when talking, not on the image of the hiring manager.

6. Dress the Part

You might be sitting near your bed, but you shouldn't look like you just rolled out of it. Dress as you would for an in-person interview. For men, that might mean a button-up shirt, blazer, and chinos, while women should consider a dress or skirt and blouse. Professional clothing will show you're serious about the position, but there are personal benefits, as well: Studies show that people feel "most authoritative, trustworthy, and competent when wearing formal business attire."

7. Make a Connection

You never know how many interviews a company may conduct for a position. You might be at the end of a long list of people the hiring manager spoke to that day. This is why it's important to make a connection. Don't be afraid to have a short aside about a common interest. The recruiter might enjoy the break from the routine questions they have to get through. It's not easy to connect with everyone, but it's a crucial part of a virtual interview. You want the interviewer to be able to remember a personal story you told or a common interest you share. This is the best way to prevent yourself from blending in with the other applicants.

8. Be Yourself

A key task for a recruiter is determining whether you would be a good fit for the company's culture. This can be challenging during a virtual interview because there is a physical disconnect. It's more difficult for the interviewer to understand your enthusiasm through the screen, so make sure you're expressive when answering questions. Some people will be able to tell if you're "vibe" fits their company right off the bat. Give them a reason to push you through to the second round of interviews by shining a light on how you can help the organization.

9. Immediately Follow Up

Within 24 hours of the interview, send an individual thank you email to everyone you met. Not only will it show you value their time, but it provides you the opportunity to resell yourself and express the unique strengths you bring to the role, or share any talking points you forgot to address.

If there was something specific you bonded over, mention that in the email so you stay top of mind. Or if an interviewer brought up a particular business challenge, use the follow-up as a way to propose potential solutions. Just keep the email concise; you want your note to leave a lasting impression, not immediately end up in the trash.

Preparation is key!

Ultimately, the key to acing a virtual interview is proper preparation. From ensuring your technology is working to conducting research before the meeting, sitting down at your computer poised and ready for any and all questions will help set you apart from other applicants.

<https://online.hbs.edu/blog/post/virtual-interview-tips>



Examples of traditional, behavioral, and hypothetical interview questions

Traditional Questions

- Tell me about yourself.
- Why did you leave your last company? Did you get fired?
- What have you been doing since May 2018?
- Where do you see your career in 5 years? How about 20 years?
- What's your biggest weakness?
- Why should we hire you?

Behavioral Questions

- Tell me a time when you had to meet an aggressive deadline.
- Tell me a time when you disagreed with a co-worker or have dealt with conflict.
- Tell me a time when you solved a difficult problem.
- Tell me a time when you had to complete a task with limited guidance.
- Tell me a time when you made a mistake.

Hypothetical Questions

- What would you do if you had an upcoming deadline you feel is too aggressive?
- What would you do if you disagreed with a co-worker?
- What would you do if you had to complete a task with limited guidance?



6 Great Interview Questions

1. If I were to ask your supervisor what you were best at, what would it be?
2. If I were to ask your supervisor what you need to improve or grow in, what would it be?
3. Describe work accomplishments that would best compare to this position.
4. Describe the best manager you ever had and why.
5. Tell me about your biggest professional failure and how you overcame it.
6. What have you learned in the interview that you didn't expect?