

SCHOOL OF HUMAN ECOLOGY

The University of Texas at Austin



TEXTILES AND APPAREL

Internship/ Career Guide

A step by step guide for starting your internship search!



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<https://he.utexas.edu/txa/academics/experiential-opportunities/internships>

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INTERNSHIP & JOB RESOURCES



[Handshake](#) - Handshake is an internet-based on-campus recruiting and job posting system. Through Handshake, students can find internships and full-time employment opportunities, sign-up for on-campus interviews, learn about employers, and register for career events and workshops. This is also your go-to resource to see what career fairs are happening on campus.



[HireUTexas](#) - powered by Handshake, HireUTexas is the all-inclusive job board where UT Austin students and alumni can connect with local, national, and global employers offering all types of jobs, including internships.



[Indeed](#) - Create a free account to upload your resume. Browse job and internship positions by location in the search bar. Filter results based on your requirements, research reviews of the organization to learn more, and set up job alerts for new job postings. Additionally, explore average salaries by organization and job title.



[LinkedIn](#) - Create a free account to develop an online presence on this global professional social networking platform. Search and apply for jobs by title, skill, or organization. Refine your search by location, set job alerts, and see detailed breakdowns of salaries by job title and location.



[Glassdoor](#) - Create a free account to search jobs and to examine employee reviews of companies. Review salaries and compensation by job title, organization, and location.



[Internships.com](#) - is the world's largest internship marketplace bringing students, employers and higher education institutions together in one centralized location. This site specializes in helping students and young professionals find the right internship to kick start their career.



[StyleCareers.com](#) - facilitates communication between fashion industry employers and job seekers. It is the largest, fashion-only job listing site on the Internet.



[InternMatch.io](#) - specializes in internships, and entry level jobs up to two years after graduation. You can sign up and the site will send you notifications when new internships in your area of interest are posted.



[Google](#) - don't underestimate the power of Google. If you know the specific role, location, or company you're interested in, sometimes a google search is the quickest way to discover the opportunities you're looking for.

For more fashion resources and direct company links click [here](#).

TXA Internship Instructions

As part of the SoHE and TXA's Career Readiness Curriculum, each student must complete one for-credit internship related to their major. The TXA 356 course and internship will be done simultaneously. You will need to find an internship, then register for TXA 356.

We recognize it is not always easy to find an internship, but you have a team of people here at UT, CNS, SoHE and TXA to help you.

If you have any additional questions, don't hesitate to contact Deborah Szejnberg.
Deborah.szejnberg@austin.utexas.edu

1. Let us know when you are planning on doing your internship

- Complete the [Internship Application](#) – it can also be found on the TXA website, under *Academics - Internship*
- Once you submit your application and it has been recorded, you will have access to the Internship Canvas page. This page will provide you with important internship information and announcements.

2. Prerequisites

- Students must have upper-division standing or 60 hours of credit.
- Students must have completed or are currently enrolled in TXA 151 Pre-Internship Course or TXA 350 Adv. Design Portfolio.

3. Search, apply for, and secure an internship – Under Modules, in the Internship Canvas, you will find:

- Look through this [TXA Career Page Links and General Information](#) sheet for tips and company information.
- This [Company Direct Links Sheet](#) includes a general company list, company links, as well as a sheet of Texas-based companies.
- This [Internship Search - Tracking Template](#) is to be used as a worksheet to help you track your applications and interviews.

4. Complete Internship Verification Form

- Once you have an internship offer, please complete the [TXA 356 Internship Application Form](#)
- If the site is new to TXA, the company/site will need to be vetted. [TXA New Site Approval Form](#)
- The Internship Director must approve the internship before applying to the TXA 356 course.

5. [Scholarship information](#) can be found on Canvas under Modules

- The internship must be secured and approved before applying for a scholarship.

Resumes & Cover Letters

To secure a job or internship, you typically must actively market yourself to recruiters and hiring managers. Your resume or CV (curricula vitae), cover letter, references, and follow-up materials are the first steps in this journey. They don't get you the job—the goal is to demonstrate your interest and fit for the desired position, so you can get to the interview stage.

Recruiters and hiring managers often get flooded with resumes and typically only have a few seconds to evaluate each applicant's materials. Therefore, keep your application materials brief, concise and focused on their needs.

Start by creating a comprehensive resume with all your experience, key strengths, etc. As you respond to different job postings, tailor your resume to the specific opportunity, including only the information that's relevant to the job you are seeking. As you apply for different opportunities, carefully review the job posting for any specific instructions or requested information. Check for key words, then make sure you use them in your cover letter and resume.

General resume tips:

- Most employers expect to receive resumes by email or through their organization's online application site. Always send a PDF version of your resume to maintain consistent formatting. Be sure to name the PDF in a very clear way — with your name and the job title you're seeking or the posting number. This makes it easy for the hiring manager or recruiter to identify.
- If a printed copy is needed, use very high-quality paper that is subtle in color (white, ivory, light gray). Use the same paper for all application materials.
- Traditionally, the experience section of your resume will be in reverse chronological order, starting with your most recent position.
- Proofread. Typos, mistakes, and inconsistent formatting can reflect poorly on you as a candidate.
- Include your references in a separate document.



Resume Writing

A resume is a professional document that summarizes your education, experience, and skills for a particular internship or job position for which you are applying. The purpose of a resume is to get an interview. Resumes are subjective; we provide general tips and guidelines but the document should be representative of you.

YOUR NAME

City • State • Zip • Phone • Email • LinkedIn Profile or Online Portfolio Link

EDUCATION

The University of Texas at Austin

Bachelor of Arts/Science in **Your Major**

Minor, Concentration, or Certificate, Overall GPA or Major GPA

Graduation Month Year

EXPERIENCE

Company/Organization Name, City, State

Month Year – Month Year

Position Title

- Use bullets to describe skills, accomplishments, and results
- Start every bullet with a strong action verb (see page 4 for a full list)
- Quantify your results/accomplishments whenever possible
- Describe how you solved a problem using skills and explain the result
- There is no “magic number” of bullets to utilize

Student Organization, University

Month Year – Month Year

Leadership Title

Month Year – Month Year

- Discuss a project you accomplished in your leadership position
- Demonstrate transferable skills gained from your position
- List any awards, publications, etc. that explain your accomplishments

Community Service Organization, City, State

Volunteer Title

- Experiences can be paid or unpaid, you don’t need to differentiate them
 - Positions under each heading (i.e. Experience) should be in reverse chronological order
 - Consider grouping experiences into more specific headings (i.e. Marketing Experience)
 - Be consistent with your format and grammar (use periods on every bullet or no bullets)
 - Use present tense for current positions and past tense for previous positions
-

SKILLS

- Proficient in (list software, hardware, languages)
- Demonstrated experience in...
- Focus on technical skills, avoid statements like “effective communicator”

RESUME SECTIONS

SECTION	CONTENT	DETAILS
Contact Information	Include your name, city, state, phone number, and email address at the top of the page. Can include link to online portfolio or LinkedIn profile.	Place it in the header to save space. Name should be in a larger font. Make sure your outgoing voicemail and your email address are appropriate for potential employers.
Education	The University of Texas at Austin, Degree (i.e. Bachelor of Arts), Major, Concentration, Minor, or Certificate, and Expected Graduation Date.	Can include relevant coursework, study abroad experience, GPA (if above a 3.0), and educational awards or scholarships. Do not list your high school in the education section.
Experience	List paid and unpaid experiences including full or part-time jobs, internships, undergraduate research, volunteer experiences, projects, or student organizations. Include job title, company name, location, and employment dates. Use bullet points and begin each with an action verb (see Action Verbs on page 4).	Positions should be listed in reverse chronological order (most recent first) under each heading. Consider using more specific headings to group similar experiences together (like Marketing Experience or Professional Sales Experience). Highlight relevant skills, responsibilities, and contributions. Quantify your experiences when possible (i.e. trained 10 new hires, increased sales by 15%).
Optional sections - Consider including if relevant to the position description		
Relevant Coursework	List coursework that demonstrates your experience and is relevant for the position. Can be included in Education or its own separate section.	Helpful when your degree may not obviously line up with the position you are applying for (i.e. taking Computer Science courses as an English major) or if you lack other experience.
Skills	Foreign language proficiencies, computer skills, and other technical skills. These should be objective and measurable (i.e. do not write "effective communicator.")	List language proficiencies accordingly: native, fluent, conversational, basic. Make sure to include concrete examples of your abilities. If a skill you have is mentioned in the position description, list it.
Leadership & Involvement	List offices held or involvement in student activities/organizations, community service, or professional organizations.	Consider using generic descriptions if the group may be controversial (i.e. Youth Leader for on-campus church group). Consider listing in Experience if it is directly relevant.
Honors & Awards	Show honors like Dean's List, merit-based scholarships, and honor societies.	Consider listing under Education or separately.
Research & Publications	Describe research projects and list relevant papers, articles, or books.	Can include conference attendance or professional presentations.
Projects	List any relevant projects (in or out of class.) Describe research/lab skills & programming languages used.	Helps to demonstrate real-world experience for individuals with less experience.

References

References should be listed on a separate page. Think of 3-5 individuals who can speak to your strengths.

Don't state "references available upon request." Provide references only if asked.

CHECKLIST

- Is your resume visually appealing? Would you want to read this?
- Did you tailor your resume for the specific position? Have you focused on the skills and experiences mentioned in the position description?
- Have you used bullets, bold, caps, and underlining to highlight key parts of your resume?
- Have you focused on specific information about accomplishments, skills developed, and results and quantified these when possible?
- Have you varied your use of action verbs? Did you pull action verbs and key words directly out of the position description?
- Did you use consistent verb tenses (i.e. current jobs in present tense, previous jobs in past tense)?
- Have you had your resume reviewed by a career counselor or the Undergraduate Writing Center?

Be patient! Creating a resume takes time and is always a work in progress.

DO'S & DON'T'S

DO:

- Create a tailored resume for each position utilizing the position description as a guide
- Be clear and concise (one to two full pages depending upon your industry)
- Place more marketable information closer to the top
- Double-check spelling, grammar, and punctuation
- Use bullets instead of narrative sentences; bullets should start with action verbs (see page 4)
- Describe achievements, results, and skills gained from your work experiences
- Get feedback and proofreading from individuals including a career counselor
- Use basic and readable 10 to 12 point Sans Serif fonts like Calibri, Arial, and Verdana
- Margins should be at least 1/2 inch, ideally 1 inch
- Use consistent formatting (i.e. if you have a period after one bullet, place periods after all bullets)
- Save your resume as a PDF and send to employers
- Develop a tailored cover letter to pair with your resume
- Represent yourself honestly in presenting your skills, experience, and accomplishments

DON'T:

- Use a common resume template; formatting can be challenging to change
- Include a photo or personal identifying information like age, race, marital status, etc.
- Include routine tasks like making smoothies; instead describe transferable skills you gained (i.e. customer service, multi-tasking)
- Use full sentences or paragraphs
- Submit a stock resume to all employers
- Use general phrases like "responsibilities included"

SCHEDULE AN APPOINTMENT WITH A CAREER COUNSELOR:

Career counseling is available to all students. To make an appointment, visit careerengagement.utexas.edu/career-counselor.

Appointment topics include:

- Major & career exploration
- Career assessments
- Internship planning
- Graduate school planning
- Resume & personal statement review for internships, part-time jobs, graduate school, and internal transfer process

ACTION VERBS LIST

Management

administered
analyzed
assigned attained
chaired
contracted
consolidated
coordinated
delegated
developed
directed
evaluated
executed
improved
increased
organized
oversaw planned
prioritized produced
recommended
reviewed scheduled
strengthened
supervised

Administrative/ Detail-Oriented

approved arranged
catalogued
classified collected
compiled
dispatched
executed generated
implemented
inspected
monitored
operated organized
prepared processed
purchased recorded
retrieved screened
specified tabulated
validated

Results

accelerated
accomplished
achieved attained
awarded
completed
consolidated
contributed
decreased
eliminated
established
expanded
improved
increased
initiated
introduced
launched
pioneered
recognized as
reduced resolved
selected as
succeeded

Teaching

adapted
adopted advised
briefed clarified
coached
communicated
coordinated
counseled
demystified
developed
educated
enabled
encouraged
engaged
evaluated
explained
facilitated guided
informed
instructed
integrated
mentored
persuaded
prepared
stimulated
training

Communication

addressed
arbitrated arranged
authored
collaborated
convinced
corresponded
developed directed
drafted edited
enlisted formulated
influenced
interpreted
lectured mediated
moderated
negotiated
persuaded
presented
promoted
publicized
reconciled recruited
spoke translated
wrote

Helping

assessed
assisted clarified
coached
counseled
demonstrated
diagnosed
educated
expedited
facilitated
familiarized guided
motivated referred
rehabilitated
represented

Creative

acted
conceptualized
created
customized
designed
developed
directed
established
fashioned
founded
illustrated initiated
instituted
integrated
introduced
invented
modernized
originated
performed planned
revitalized shaped
visualized

Financial

administered
allocated analyzed
appraised audited
balanced
budgeted
calculated
computed
developed
forecasted
managed marketed
planned projected
researched

Technical

analyzed
applied
assembled
built
calculated
computed
configured
constructed
converted
designed
devised
diagnosed
drafted
estimated
engineered
fabricated
maintained
operated
overhauled
programmed
remodeled
repaired
solved tested
trained
upgraded

Research

clarified
collected
critiqued
diagnosed
evaluated
examined
extracted
identified
inspected
interpreted
interviewed
investigated
organized
reviewed
summarized
surveyed

EXAMPLE RESUME

Taylor Longhorn

Austin, TX 78705 • t.longhorn@gmail.com • 512.555.5555

EDUCATION

The University of Texas at Austin

Expected May 2020

Bachelor of Arts in Sociology, Minor in Spanish
Social Entrepreneurship & Non-profits Certificate

GPA: 3.5

Universidad de Cadiz, Cadiz, Spain

June 2019 – August 2019

Study Abroad Program

PUBLIC RELATIONS EXPERIENCE

Public Relations Student Society of America, The University of Texas at Austin

Vice President

May 2019 – May 2020

- Designed new social media marketing campaign increasing new membership by 15%
- Planned and scheduled weekly meetings; invited key public relations professionals as guest speakers
- Hosted panel of PRSSA alumni to educate new members about job opportunities
- Organized career fair preparation event; 90% of attendees reported feeling more confident for the fair

Sloan & Martinez Public Relations, San Antonio, TX

Public Relations Intern

June 2018 – August 2018

- Selected from over 300 applicants to join 12 interns on the “Are You Credit Wise?” campaign
 - Helped develop a “Credit Wise Week” to bring financial literacy awareness to college students • Prepared materials for upcoming presentations at community colleges in central Texas
-

PROFESSIONAL SALES EXPERIENCE

True Wireless Authorized Retailer, Austin, TX

Assistant Team Leader

August 2017 – Present

- Help manage, recruit, train and evaluate seven-member sales team
- Create sales contests, employee recognition programs and other incentives
- Assist at monthly sales meetings to motivate team members to surpass quarterly goals

Customer Service Representative

- Served customers in a timely and courteous manner
- Informed customers about products and completed sales at register
- Performed opening and closing procedures; restocked merchandise

January 2017 – May 2017

LEADERSHIP & INVOLVEMENT

The University of Texas Elementary School, Austin, TX

Mentor

October 2016 – May 2017

- Tutored an elementary school student in the East Austin community on a weekly basis
 - Co-led self-esteem-building and social skills activities to foster students’ confidence
-

HONORS & AWARDS

Manfrey-Gottfield Memorial Scholarship

Robert M. Gray Scholarship Fund

SKILLS

Computer: Adobe InDesign, Illustrator,
Macromedia Flash, Dreamweaver

Languages: Spanish (Proficient), Portuguese (Basic)

Skyler Pathfinder

Austin, TX 78731 | (512) 555-1234 | spathfinder@austin.edu

Education

The University of Texas at Austin

School of Undergraduate Studies

Business Foundations Certificate, McCombs School of Business

Expected May 2024

Leadership & Involvement

Undergraduate Studies Student Council, The University of Texas at Austin

Senate Representative

Sept 2020 - Present

- Represent UGS Council at weekly general assembly meetings
- Present Senate legislation to UGS Council on a weekly basis and facilitate group discussion on pertinent issues

Social Activities Committee Member

Sept 2020 - Present

- Plan bi-monthly social outings, including organizing transportation, making reservations, and collaborating with committee members
- Coordinate UGS Week, a university-wide event including a public discussion with the Dean
- Volunteer at various UGS outreach events serving UT students, parents, and families, and the greater Austin community

Texas Advertising Group, The University of Texas at Austin

Student Member

Sept 2020 - Present

- Attend monthly meetings
- Assisted in planning and promotion of outside speaker event; created flyers, distributed them around campus, promoted event using social media platforms

Alamo High School, San Antonio, TX

Student Council, Vice President Elect

Sept 2019 - April 2020

- Organized all meetings of 100 member student council including room scheduling, meeting times, event promotion, invitations, gathering agenda items, and keeping meetings on-track
- Liaison with teachers to communicate student concerns and issues

Experience

HEB Grocery Company, San Antonio, TX

Cashier

Sept 2019 - July 2020

- Managed check-out transactions in busy, fast-paced HEB store
- Handled over \$1500 of cash and credit card payments daily
- Interacted with customers providing excellent, friendly service
- Identified and dealt with any customer problems and directed customers as needed

Malcolm Longhorn

Austin, TX 78705 •
longhorn@gmail.com • 512.555.5555

EDUCATION

The University of Texas at Austin

Expected
May 2020

Bachelor of Arts in Sociology, Minor in
Spanish

GPA: 3.5

Social Entrepreneurship & Non-profits
Certificate

Universidad de Cadiz, Cadiz, Spain

June 2019 –
August 2019

Study Abroad Program

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HONORS & AWARDS

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SKILLS

Computer: Adobe InDesign, Illustrator,

Macromedia Flash, Dreamweaver

Languages: Spanish (Proficient), Portuguese (Basic)

RESUME CHECKLIST

Use this checklist to assess the quality of your resume. You will want to answer “Yes” to as many questions as possible to ensure you are submitting a high-quality application.

Layout, Appearance, & Grammar

- Is your name at the top bolded and at least two font sizes larger than the rest of your text? Yes No
- Is your contact info included (address, phone number, email, portfolio/LinkedIn)? Yes No
 - Is your resume an appropriate length (1 page for undergraduates; 2 pages for graduate students)? Yes No
- Are the margins acceptable and consistent throughout (0.5” – 1”) ? Yes No
- Is there an even balance of white space on the top, bottom, and sides of the page? Yes No
- Is the resume visually appealing? Is it easy to scan and evenly spaced? Yes No
- Is the resume in a legible font (Sans Serif recommended), set to 10-12pt size? Yes No
- Is the formatting consistent throughout (i.e., use of bold, bullet type, heading styles, etc.)? Yes No
- Are the correct verb tenses used (i.e., present tense for current jobs, past tense for previous jobs)? Yes No
- Did you avoid using first-person language (i.e., I, me, my, etc.)? Yes No
- Is your resume free from spelling and grammatical errors? Yes No

Education Section

- Is the institution name written correctly (i.e., University of Wisconsin – Madison)?The University of Texas at Austin Yes No
- Did you include the location of the institution (City and State)? Yes No
- Is your degree included and listed correctly (Bachelor of Science)? Yes No
- Is your major included and listed correctly (Textiles & Fashion Design)? Yes No
- Did you include any certificates you are pursuing correctly, if applicable? Yes No
- Is your study abroad institution included and listed in the same format as the UW, if applicable?UT, Yes No
- Did you include your GPA if above a 3.0? Yes No
- Did you clarify whether your GPA is cumulative or major and include the scale? (i.e., 3.21/4.0)? Yes No

Experience Section(s)

- Are you utilizing appropriate headings (i.e., Education, Experience, Activities, Skills, etc.)? Yes No
- Is at least one category heading tailored to your industry (i.e., Fashion Design Experience)? Yes No
- Did you list your experiences in *reverse* chronological order (most recent first) in each section? Yes No
- Does each experience contain the organization name, location, position title, dates, and bullets? Yes No
- Are there 2-5 bulleted statements per experience? Yes No
- Do all statements demonstrate skills and accomplishments rather than routine tasks or duties? Yes No
- Do each of your bullet points start with a strong action verb that markets your skills? Yes No
- Did you quantify results (i.e., use numbers) whenever possible? Yes No
- Did you highlight the most relevant experience as it relates to the position you are applying for first? Yes No

Additional Things to Consider

- Have you had your resume reviewed by others, including a career advisor? Yes No
- Do you revisit and update your resume even when you are not searching for a position? Yes No
- Are there gaps in your experience section(s) that you can address by gaining more experience? Yes No
- Have you saved your document as a PDF file to send out to preserve the formatting? Yes No
- Did you refrain from using a resume wizard or template? Yes No

- Is your resume style appropriate for the industry to which you are applying? Yes



Cover Letters

Your cover letter can be your first introduction to the employer, so it's important to make a strong, positive impression. As with your resume, it's a good idea to create a general cover letter you can customize for different postings. Be sure to demonstrate genuine interest in (and knowledge about) the company and the position.

Find out the name of the person who'll be reviewing or making hiring decisions. If necessary, contact the organization's human resources department and ask to whom you should address your application materials. If they are unable to provide a name, use a general title such as "Hiring Manager."

General cover letter tips:

- When sending your resume by email, the body of your email can be used as an abbreviated cover letter. The subject line should include your name, the job title, and/or the posting number. Then write your cover letter in the body of the email. Leave out the header, date, and address section – only keep the salutation ("Dear [HIRING MANAGER'S NAME]") and the body of the letter. Make sure to include your email address in the body of the email, in case it is forwarded. Hint: To avoid accidental sending, compose your cover letter email in a separate document, then paste into the email. Attach a PDF of your resume and cover letter to the email before sending.
- For a hard copy letter, use the same header as the one on your resume. This helps define your personal brand and keeps your contact information handy.
- Do not indent any of your paragraphs.
- Sign AND type your name at the bottom of the page.
- Don't use a generic letter for every position you apply for. Take the time to tailor each cover letter to the company and position that you are applying for.

- Be sure to follow the instructions in the job posting, and include any information specifically requested.
- Avoid typos, misspelled words, and false or exaggerated information – always have someone else proofread before sending.
- A good cover letter doesn't summarize the resume that follows; it adds new details that aren't on the resume that explain why you'd excel at this particular job.



The University of Texas at Austin
Texas Career Engagement

COVER LETTER WRITING STEPS

Starting a cover letter can be a difficult process but this step-by-step guide will walk you through the parts of developing a strong document.

For more information on writing your cover letter, including formatting tips, refer to the Texas Career Engagement Cover Letter Guide handout.

1. START WITH THE JOB DESCRIPTION

Before you can begin a tailored cover letter, you need to find a job description to tailor the letter. A form cover letter that you send to all employers without tailoring is not a good way to show your interest in the position and is unlikely to get the attention of recruiters. Therefore, it is important to use the job description to identify what skills and experiences the employer is looking for in the candidate.

ACTION STEP:

Read through the job description and highlight all of the skills and qualifications you think the employer will be looking for. This will help to create an outline of possible KSAOs (Knowledge, Skills, Abilities and Other Qualifications) to draw from for Step 2.

2. IDENTIFY RELEVANT SKILLS WITH EXAMPLES

Once you have identified what KSAOs (Knowledge, Skills, Abilities and Other Qualifications) the employer is looking for, you need to figure out how you can demonstrate that you possess those qualifications. The best way to prove that you have a skill is to provide them with an example of a time when you demonstrated that skill.

ACTION STEP:

Refer to the list of KSAOs (Knowledge, Skills, Abilities and Other Qualifications) from Step 1 and identify which qualifications you best meet. Also, consider which are likely most important to the job based on how often they are referenced in the job posting and how common they are to the field. Then think of specific examples of times when you demonstrated each of those KSAOs. The examples can be from jobs, internships, volunteer experience, classes you've taken, and more.

3. USE STAR TO TELL YOUR STORY

Not only does an example help to prove you possess specific KSAOs, as mentioned in Step 2, but it also helps your letter become more interesting and memorable to the reader. A welltold example in a cover letter can make a very positive impression on the reader. It helps them to visualize you using the KSAOs you need for their role and makes it easier for them to imagine you succeeding if they were to hire you.

Schedule a career appointment at: hire.utexas.edu

Follow us for more career news and advice: [@HireUTexas](#) on Instagram, Twitter and Facebook
The University of Texas at Austin | Texas Career Engagement

1

One effective way to write about an example is to use the STAR formula. STAR stands for Situation, Task, Action, and Result.

S - SITUATION: What were you doing and where were you doing it?

T - TASK: What were your responsibilities in that role?

A - ACTION: What did you do in order to meet those responsibilities?

R - RESULT: What was the outcome?

ACTION STEP:

Use the STAR formula to expand your two strongest examples from step 2. It can be especially helpful to use examples that highlight different skill sets to showcase a broader range of your relevant abilities. These will develop into the second and third paragraph of your cover letter. Each STAR example will become its own paragraph so make sure to highlight the relevant skills each example showcases and start and end each paragraph connecting the example and skills back to that specific job and posting.

4. CREATE YOUR INTRO

The introduction of your cover letter can be vital in determining whether or not the reader will continue to review your document. It is important that you intro make it clear to the reader that it is worth their time to continue reading because you are a qualified and interested candidate. Therefore, this paragraph will need to be highly tailored to this specific role and organization.

ACTION STEP:

Once you have determined what examples and skills you are going to highlight in your two body paragraphs in Step 3, you will need to introduce that content in paragraph 1. Start by identifying a way to hook the reader with your first sentence. Sometimes the easiest way to do this is to describe yourself as a relevant candidate and state which position you are applying for. (Ex. As a public relations student with experience using professional social media and developing innovative campaigns, I am excited to submit my application for the Public Relations Assistant position with XYZ Inc.) Add a few sentences that describe why you are interested in the organization and position, and then create a final sentence that summarizes the points you make in paragraphs 2 and 3.

5. FINISH STRONG

It is important to have a strong closing to your letter. This will remind the reader of the KSAOs you just emphasized in your letter and thank them for their time. This is your final impression on the reader, so even though it is short, it needs to be effective.

ACTION STEP:

Write a closing paragraph. The first sentence will re-emphasize the skills you demonstrated in the letter. Then you will thank them for their time and ask for an interview in a respectful manner. (ex. Thank you for taking the time to review my application documents, and I look forward to further discussing my qualifications with you during the interview process.)

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The University of Texas at Austin
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Cover Letters

A cover letter introduces yourself and is a companion document for your resume. It focuses on specific aspects of an organization that interests you and highlights your relevant skills or knowledge pertaining to the job or internship you are seeking. The cover letter also demonstrates your ability to communicate in writing and to organize written material.

1. General Format:

- Create a business-style letter (see example)
- Use a professional tone
- Use the same header and contact information as your resume
- Do not exceed one full page

2. Address Your Audience:

Address your cover letter to a specific person:

- The manager or director of the department you are applying.
- You may need to find this information online or ask over the phone

3. Introductory Paragraph:

Briefly introduce yourself, highlight what you are applying for, and how you found the position:

- Research the organization prior to writing your cover letter
- Discuss why you are interested specifically in their organization, and
- Conclude by highlighting a couple reasons why you would be an asset

4. Middle Paragraph(s):

This section answers why you are qualified for the position of interest:

- Do not restate your resume, a cover letter is a place to showcase your contributions in detail
- Include information about your previous positions or involvement in related student organizations
- Use depth rather than breadth to demonstrate how your previous experience is relevant
- Again, be specific: Use your research on the organization to show how your previous experiences will make you a great fit for the position
- Generally stated in 1 to 2 paragraphs

5. Concluding Paragraph:

Use your closing remarks to briefly demonstrate your excitement and enthusiasm for the position:

- Make it clear that you are interested and appreciate their time in reading your cover letter
- Add in your contact information to make it easier to get in contact with you for an interview

6. Sending Electronically:

There are two ways to electronically submit a cover letter for an internship or job opportunity: Use your cover letter as the body of the email and attach your resume or:

- Write a brief email summarizing interest and qualifications for the position, and attach your cover letter and resume
- Place your name and title of the position in the subject line
- Save and attach all documents as .pdf to ensure consistent formatting on all computers
- If you are only sending your resume or one enclosure, simply write “attachment” or “enclosure” at the end of your letter. No identification of the enclosed item is necessary

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EXAMPLE COVER LETTER

1

Skyler Pathfinder

Austin, TX 78731 | (512) 555-1234 | spathfinder@austin.edu

January 25, 2017

Ms. Julia H. Bolling
Bolling Advertising
401 Congress Ave.
Austin, TX 78701

2

Dear Ms. Bolling:

In researching advertising firms, I have identified yours as a leader in the Austin area. While perusing internships on HireUTexas, I learned about your company’s Advertising Intern Program. I am a sophomore at the University of Texas at Austin, with an interest in advertising. I have taken several courses in the field, and have extensive experience through student organizations and feel I would be a strong addition to the Bolling Intern Program.

3

4

During my involvement with the Undergraduate Studies Student Council, I served on the Social Activities Committee. As a freshman, I assisted in facilitating UGS week, a university-wide event which included a public discussion with the dean. This experience helped develop my ability to juggle many different tasks, and advertise to the university wide population, attributes that are necessary for a large-scale advertising firm such as Bolling. I also have experience as a member of the Texas Advertising Group promoting events and connecting students with industry giants. I participate on the creative team, advertising events to students throughout the university and interpret the most effective advertising strategies. The experiences I have had thus far inspire me to build upon my communication, creative, and leadership skills by pursuing an advertising internship at a large, versatile company.

I am confident that my skills, experiences, and genuine interest in advertising will make me a great asset to the Bolling Intern Program. I have attached my resume and look forward to discussing the Intern Program with you further. I can be reached at 512-555-5555 or spathfinder@austin.edu. Thank you for your consideration.

5

Sincerely, **Skyler Pathfinder**

Skyler Pathfinder

Attachments (if sending by email):
Resume

6

Enclosures (if sending by mail):

Official College Transcript, Writing Sample

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COVER LETTER CHECKLIST

Use this checklist to assess the quality of your cover letter. You will want to answer “Yes” to as many questions as possible to ensure you are submitting a high-quality application.

Layout, Appearance, & Grammar

- Is your contact information listed at the top of the page in the same way it is on your resume? Yes No
- Did you include the date you wrote the letter following your contact info? Yes No
- Did you leave one space between your contact info and the date? Yes No
- Did you include the contact information of the hiring manager/company? Yes No
- Did you leave two spaces between the date and the recipient’s contact info? Yes No
- Is the salutation addressed to the hiring contact? Or, “Dear Hiring Manager,” if unknown? Yes No
- Did you leave one space between the recipient’s contact info and the salutation line? Yes No
- Is the letter an appropriate length (typically 3-4 paragraphs and 1 page long)? Yes No
- Does the font, style, and paper quality match that of your resume? Yes No
- Is the letter vertically centered on the page with a balance of white space throughout? Yes No
- Did you use block format (i.e., paragraphs not indented with one space between each)? Yes No
- Did you limit the amount of sentences that begin with “I” as a way to vary your writing? Yes No
- Did you avoid using contractions (i.e., I’ve, didn’t, it’s, etc.) to maintain a professional tone? Yes No

First Paragraph

- Does the first sentence clearly state the specific position you are applying for? Yes No
- Did you indicate how you found out about the position? Yes No

- Did you briefly explain why you are interested in this specific organization and/or role? Yes No
- Did you briefly summarize why you are qualified before leading into the body paragraph(s)? Yes No

Body Paragraph(s)

- Does the body paragraph begin with a statement about your educational background? Yes No
- Is your letter tailored to the organization, demonstrating you have done your research? Yes No
- Did you describe what you can contribute to the organization (i.e., skills, experience, etc.)? Yes No
- Does your letter focus on what you can do for the organization, not what they can do for you? Yes No
- Did you use **specific** examples of how your skills and experience will benefit the organization? Yes No
- Does the info in the letter intrigue the employer by providing more detail than your resume? Yes No
- Is there a logical flow your information (i.e. separate paragraphs for education vs. experience)? Yes No
- Do your statements demonstrate enthusiasm for and interest in the position? Yes No
- Did you differentiate yourself from other candidates by highlighting your unique qualifications? Yes No

Closing Paragraph & Salutation

- Did you reiterate your excitement for and interest in the specific position you are applying for? Yes No
- Did you refer to your resume as a way to gain additional knowledge about your skills? Yes No
- Did you express your interest in the opportunity to interview? Yes No
- Did you include your contact information for them to reach out to you if needed? Yes No
- Did you thank the reader for their time in considering you as an applicant? Yes No
- Did you include a closing phrase such as Sincerely, Best Regards, etc.? Yes No
- Are there blank lines below the closing phrase, allowing space for a written or typed signature? Yes No
- Did you remember to sign the letter (using an e-signature or script font)? Yes No
- Did you include your typed name below your signature? Yes No

REFERENCES

Most internships/job listings will ask you for references. Whether they require a references page or ask you to add the information directly on the job application will vary and is up to the company. Depending on the position, you may only need to list references and their contact information for the company’s hiring staff to contact. In other cases, your references may be required to provide a letter of recommendation.

Things to know:

- Always ask before listing someone as a reference! It is polite, and you want to be sure the person you are asking is willing to provide a positive reference for you.

- Ask the potential reference directly, call them on the phone, or send a polite email requesting to use their name as a reference or for a letter of recommendation.
- Choose the right people. It is best to choose people who know you well and can speak positively to your character, work-ethic, as well as your qualifications/skills/experiences.
- Examples of people you may want to consider asking for references include:
 - Current/former employers, supervisors, or managers
 - Advisors, professors, teaching assistants, or mentors
 - Connections from previous internships, volunteer work, professional or academic clubs, etc.
- Notify your chosen references as soon as possible to ask their permission. The last thing you want is to list someone as a reference before gaining their permission.
- Additionally, your reference may be asked to provide a letter of recommendation, complete a survey, or speak with a hiring manager over the phone. You should notify them far enough in advance to give them adequate time to complete this.
- Once your references agree, send them an updated resume and details about the position you are applying to so they know what experiences and skills of yours to emphasize.
- Always follow up with your references. Thank them for allowing you to list them, for their reference, and for their time.

REFERENCES PAGE OUTLINE

Full Name

Email Address | Phone Number [LinkedIn](#)

*Header format (font, size, color, spacing, alignment, etc.) should be consistent with your resume and cover letter.

REFERENCES

First and Last Name

Position title

Company Name/ Organization

Relationship to you (if not obvious)

Phone Number

Email address

First and Last Name
Position title
Company Name/ Organization
Relationship to you (if not obvious)
Phone Number
Email address

First and Last Name
Position title
Company Name/ Organization
Relationship to you (if not obvious)
Phone Number
Email address

*You should include 3 professional references. These can be past or present employers, supervisors, professors, advisors, etc.

*Not all internships/ job listings require a references page, but it is good to have one on hand, and to have references prepared.



ASKING FOR A REFERENCE

There is a right and a wrong way to ask a professor to be listed as a reference. Be respectful, clear, timely and prepare the necessary documents ahead of time. When asking a professor to be a reference for you, consider the following outline.

Subject Line: First and Last Name – Recommendation Request.

Dear _____,

[TIP: If you do not know the professor very well, be clear in your connection to them: which of their classes did you take and when?]

[Make the connection between you and the person you are requesting. Professionally make your request.]

Over the past ____ semesters, I greatly enjoyed taking your ABC123 and XYZ123 courses. The knowledge I have gained from these courses has prepared me to _____. If you feel comfortable to attest to my _____ (abilities, work ethic, etc.), I was hoping for you to [write a letter of recommendation/ serve as a reference/ etc.] for me in my application for _____ (job position, internship, scholarship, etc.).

[Give an overview of the position/ internship/ etc. that you need the reference for and list a few of the qualifications you would like the reference to include in their letter.]

I am targeting positions in the _____ (merchandising/ design/ buying/ etc.) field that will draw upon my _____ skills. I have attached my resume and cover letter (if you have one) to this email for you to review, should you choose to serve as a reference for me.

[Request for a response and for a meeting to further discuss.]

Please let me know if you are comfortable endorsing my skills and qualities for this application. I am happy to answer any questions and provide any additional information or documents you may need to write the recommendation letter. If you are available _____ (time frame/ office hours/ after class/ etc.), I would like to meet with you to further discuss.

[Say thank you!]

Thank you so much for all you have done for me and for taking the time to review this request.

Sincerely,

First and Last Name

[Include resume, cover letter, etc. as attachments to this email.]



Understanding the Interview Process

The following guidelines are intended to help improve your effectiveness before, during, and after the interview. Keep in mind that these are suggestions, not rules, for your consideration. You can schedule a Mock Interview with a Vick Center

career counselor to help you prepare.

BEFORE THE INTERVIEW

Do Your Homework

Plan ahead. Research the employer and the position as much as possible. Review your work experience. Be ready to support your past accomplishments. Make sure to bring extra copies of your resume. Know the exact place and time of the interview. Look up where to park, estimated travel time in traffic, the interviewer's full name, and the correct pronunciations of the interviewer's title and name. Arrive early. Give yourself at least 10-15 minutes prior to the meeting time.

Dress for Success

It is crucial to make a good first impression, and what you wear is as important as creating your resume and practicing your interviewing skills. Consider the climate of the organization where you are interviewing, and then dress at that level or slightly better. Avoid fad dressing such as extreme hemlines, gaudy jewelry, and busy patterns. To aid in your decision, try to determine whether the organization you are interviewing at prefers business professional or business casual dress.

Business Professional: This style tends to be more conservative. Suits or suit separates with a color coordinated skirt or slacks with dress shoes or heels are expected. Subdued colors such as navy blue, black, or gray are typically preferred. Ties can be similar in color to the suit or even contrasting if they complement the suit.

Business Casual: This style indicates that dress options can be a little more varied. Suits are not necessary, but slacks, conservative skirts and dresses, collared shirts, polos, and blouses with dress shoes, heels or flats are appropriate. Avoid jeans and T-shirts. Ties are not necessary.

Grooming: Always be well groomed. Avoid perfume or cologne. Clean and appropriately cut and styled hair, well manicured nails, and a fresh appearance will help make a favorable impression.

DURING THE INTERVIEW

Greeting

Smile, shake hands firmly, but not too firmly. Wait until you are offered a chair before sitting. Sit upright and look alert and interested at all times. Maintain good eye contact and use active listening skills.

Types of Interviews

There are many different types of interviews that you may encounter. The most common is a traditional one-on-one interview with a supervisor or hiring manager and an interviewee.

Interviews may also take place in a group or panel format. Group interviews have more than one interviewee, while panel interviews have more than one interviewer. Employers with a high demand for teamwork and group decision making might make use of a group or panel interview. When answering questions, initially make eye contact with the person who asked, then make eye contact with the rest of the panel.

For those in STEM and business fields you may also encounter technical interviews which include tasks or projects to complete individually or in a group format to demonstrate level of skill.

Types of Questions

The main portion of the interview deals with a request for specific information by asking questions. The interviewer will try to determine your qualifications and skills and how to match these to the position you applied for. There are several different types of questions you may be asked:

General, Open-ended Questions: These questions allow you to expand and give specific descriptions of your past experiences.

The key to answering open-ended questions is depth, not breadth. Examples of questions may include:

- “Tell me about yourself.”
- “Why should I hire you?”
- “Why do you want to work for this organization?”

Behavioral Questions: These questions are based on the premise that past behavior indicates future behavior. Behavioral questions are designed to elicit patterns of achievement, show problem solving, and showcase skills. These challenge you to provide concrete examples of achievements in different situations.

Examples of questions may include:

- “Tell me about a time you worked with a team effectively.”
- “Describe a significant project you have had to complete. How did you manage your time?”
- “Describe a time you faced a conflict with a supervisor. How did you handle it?”

STAR Method: When answering behavioral questions, use the STAR method to fully describe your experiences.

See the following example:

“Tell me about a time you demonstrated leadership.”

S - Situation

- Set up the situation for the interviewer. Include enough details to paint a picture, but keep it succinct.
- “My communications capstone course required a large group project and I was selected to be the leader of our team.”

T - Tasks

- Describe what was to be completed, or what the outcome needed to be.
- “We had to develop a full marketing plan for a local business.”

A - Actions

- Describe the actions you took to resolve the situation.
- “I coordinated group meetings and stayed in constant communication with members, the local business, and our professor. I monitored the progress of each member on a variety of tasks, from creating ads to designing a website. I edited the design and text contributions from the team into a final portfolio and developed the presentation we made to the class and business.”

R - Results

- Describe what results came about from your actions.

- “The business was so pleased with our plan that they used two of our print ads, web design, and our group received an “A” on the project.”

Questions for the Interviewer

This is your chance to interview them, too. Be prepared to ask intelligent questions that will show your interest and knowledge about the company—these questions may set you apart from other candidates. Prepare questions that will determine if they are a match for you. Be careful not to ask a question that has already been covered.

Examples of questions may include:

- What kind of training does the organization provide?
- Why do you enjoy working at this office?
- What does a typical day look like?

Closing

Before leaving the interview, be certain you know what the next step will be: Will the interviewer contact you? Or, will you make the next contact? If so, make sure you get the information you need to follow-up. Be sure to get a general timeline for the hiring process. Ask if there is anything else you can provide, such as references or background information. Re-state your interest in the position.

Follow-up Interviews

You may be invited back for a second interview. This will allow you to talk more in-depth with an employer to see how your qualifications match the needs of the organization. This interview will be conducted similarly to the initial interview, but you will meet more people for a longer amount of time, you may also be asked to demonstrate various skills related to the job, or present information. You will be expected to be more conversant about the employer, your academic and work experiences, and your accomplishments. You will also have more time to ask questions.

PRACTICE

Once you have finished learning about the employer and reviewing your past experiences, practice, practice, practice. You are welcome to set up a mock interview with a career counselor.

Schedule a mock interview with a career counselor: Career counseling is available to all currently enrolled undergraduate and graduate students. To make an appointment, visit careerengagement.utexas.edu/career-counseling.

EXAMPLE FOLLOW-UP LETTER

Vick Center Avenue
Austin, TX 78705 (512)
555-1234
spathfinder@austin.edu

February 15, 2017

Ms. Julia H. Bolling
Bolling Advertising 401
Congress Ave.
Austin, TX 78701

Dear Ms. Bolling:

Thank you for taking the time to talk to me yesterday. It was invigorating to discuss your company's future ideas, and I really appreciated your story about your own college internship experiences.

After speaking with you I'm more certain than ever about the contributions I can make to Bolling Advertising. I have completed many courses that directly relate to the Advertising Intern position. Also, I believe that my experience will be very useful in an internship at your company. In particular, my work with the Texas Advertising Group and an Undergraduate Studies Student Council member has equipped me with the analytical and client relational skills necessary to be a productive contributor at Bolling Advertising.

Again, I did appreciate the opportunity to interview with you and I am definitely interested in continuing through the interview process. Thank you for your time and consideration.

Sincerely, **Skyler**

Pathfinder

Skyler Pathfinder

AFTER THE INTERVIEW

Follow-up Letters

It is highly recommended to send a follow up thank you letter after the interview. If you have an email address for the person or persons that interviewed you, then an email thank you note is appropriate. Send it shortly after the interview, within 24 to 48 hours. In the follow-up letter, include your appreciation for the interviewer's time, your interest in the position, and why you are a strong candidate. Also include any conversational highlights that will help them remember you.

Top Questions to Consider Asking in An Interview:

- How is the organization structured in terms of divisions, departments, etc.?
- Please describe your organization's culture.
- Where are your job/internship opportunities located?
- What skills helped previous employees in this role succeed?
- What advice do you share with new hires?
- What kind of training program does the organization have? Is there a mentoring system?
- Could you describe typical career paths employees have taken in your organization?
- Could you please describe your management philosophy/style?
- What makes your organization different from its competitors?
- When do you expect to make a decision regarding the next step in the interview process?
- What do you like best about working here?

Questions Most Frequently Asked by Interviewers:

Introductory Questions:

- Tell me about yourself.
- How did you find out about this position?
- After learning about this opportunity, what made you take the next step and apply for the job? • How are you doing today? (pro-tip: be positive)

Questions About the Company:

- Why do you want to work with our company?
- What do you know about us?
- Who is our CEO?
- What is our value proposition? -or- What does our brand mean to you?
- Can you tell us about our products (or services)?

Questions About Work History:

- Walk me through your resume highlighting those things that are relevant to the position.
- Tell me about two accomplishments that you are the most proud of.
- Describe a difficult work experience and how you handled it.

Questions About the Position:

- How does this position align with your short-term and long-term career goals?
- Why do you think you will be a good fit for this position?
- What interests you about this position?
- How does your previous experience relate to this position?

Questions on Interpersonal Skills:

- Could you describe a time when you had a problem or conflict with a co-worker or supervisor?
- Do you consider yourself a team player? Can you give me an example of when being a team player was important?
- How would your boss and co-workers describe you?

Questions on Your Strengths and Weaknesses:

- What do you consider to be your greatest strength? • How do you deal with high-pressure situations?
- What is one thing you would like to do better? What's your plan for improvement?

Questions on Compensation:

- What are your salary requirements for this position?
- How does your previous experience justify your salary requirements? (They may not ask this directly, but you should be prepared to demonstrate your value)

Concluding Questions:

- Do you have any questions for me?
- Is there anything you want to add that we didn't cover? (pro-tip: the answer is always yes) • Why should we hire you?

Virtual Interview Tips

- **Test your computer before the call.** Make sure you can access whatever platform the call will be held on and ensure that your camera and microphone are working. Saying you are late to an interview due to you not downloading the Zoom or Microsoft Teams program in advance is not a good excuse and makes a bad first impression.
- **Prepare a professional setting.** Choose a quiet, clean, well-lit space to have your interview. It is always safe to use a blank wall as your background to ensure that no one will walk behind you and the space won't be cluttered or distracting to the interviewer.
- **Dress professionally.** Make sure that you are dressed professionally and put effort into your look. No one wants to see your unbrushed hair or baggy T-shirt. Even if that is your normal style, it will make the interviewer think you do not care about the call or the position.
- **Double check that you have everything you need.** Grab your notes, charger, glass of water, and whatever else you may need during the interview. If you need to get up and grab something during the call, it can create awkwardness and give the interviewer the impression that you are not prepared.
- **The first impression is made withing the first few seconds of the call.** Be on time, turn on your camera/microphone, and warmly smile and greet your interviewer
- **Have your notes nearby to reference if needed.** One of the perks of a virtual interview is that you can have notes next to you without your interviewer knowing. Make sure that you are not fully relying on the notes as you do not want the interviewer to see you reading from a page for the whole interview. Make sure your notes are written large enough and in bullet points so they can be easily referenced in a quick glance.
- **Maintain posture and eye contact.** It may make you slightly uncomfortable to keep your back straight and to look at the camera for the entire call, however this is a small change that can set you apart from the other interviewees and enhance the impression that you give off.

INTERVIEW PREP WORKSHEET

ORGANIZATION: _____

POSITION: _____

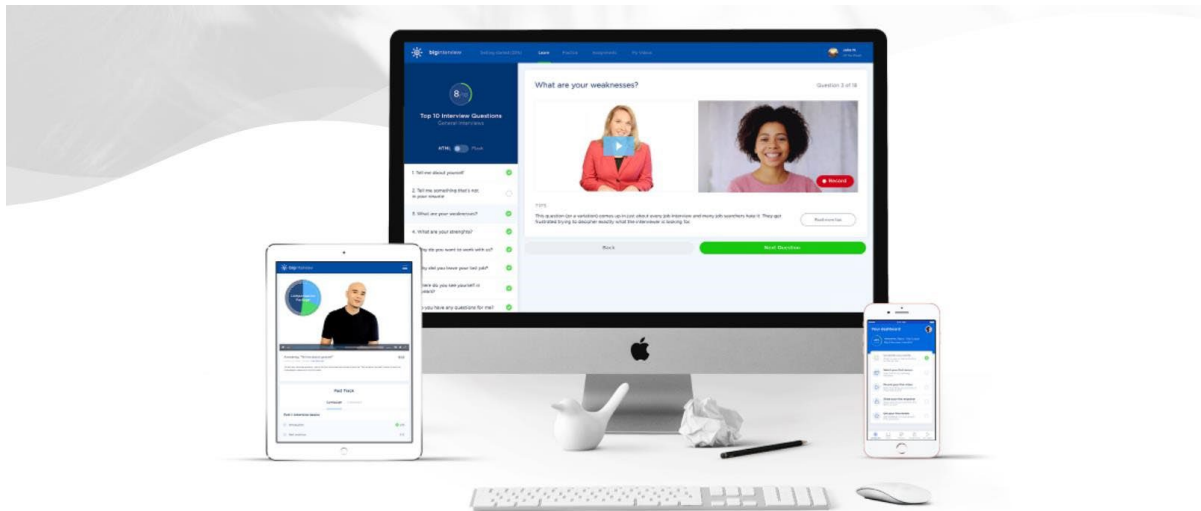
List important information and facts you found out about the organization, their mission, and the people interviewing you in doing your research to prepare for the interview:

<p>TOP 5 SKILLS – Identify the 5 most relevant skills you want the interviewer to know you have <i>as they relate to the position you are interviewing for</i>:</p> <ol style="list-style-type: none">1.2.3.4. 5. <p>Experiences/Stories – How have you demonstrated those skills in the past? What stories can you tell to prove you have them? <i>List one example per skill</i>:</p> <ol style="list-style-type: none">1.2.3.4.5.	<p>Practice using the STAR Method – Use one of the skills and experiences you listed to the left to tell a story using STAR (Situation, Task, Action, and Result). <i>Be sure the story is relevant to the position you are interviewing for.</i></p> <p>S</p> <p>T</p> <p>A</p> <p>R</p>
---	--

List 3-5 questions to ask your interviewer(s) that demonstrate your interest in the position and organization:



When preparing for a job interview, it's not enough to just read advice — you need to put that advice into practice! Big Interview is a whole interview preparation system where students get hands-on practice with mock interviews tailored to your specific industry, job, and experience level.



What Big Interview offers:

- A robust Video and Written Curriculum for both visual and auditory learners
- A Virtual Interview Practice Tool that mimics a real-life interview
- Artificial Intelligence that immediately evaluates answers and provides feedback for improvement
- Quizzes and Worksheets to reinforce learning
- A Resume Builder, templates, and lessons on writing and formatting a first resume
- Lessons on professional communication skills, workplace etiquette, social media presence, wardrobe, body language and much, much more

Practicing your interview answers is what separates the mediocre from the best. Use this [university-provided tool](#) to nail all your interviews!



The University of Texas at Austin
Texas Career Engagement

THE ELEVATOR PITCH OR PERSONAL PITCH

One of the best ways to network is to show interest through identifying what you want to learn about a job or industry and asking the appropriate questions. The job seeker has to be able to articulate their talents and strengths. When afforded the opportunity to network, the job seeker must be to the point and very compelling to the listener. Perfecting your *Elevator Pitch* or *Personal Pitch* is the best way to achieve all of these.

Why use the term ‘Elevator Pitch?’

It allows the speaker to imagine getting on the elevator at the ground floor, meeting an important networking contact and having 60 seconds to tell them who you are, what you do, and why your skills are something they need.

The key components of the Elevator Speech:

1. Start with who you are and what you do
2. Feature your strengths
3. State your goal and what motivates you
4. A call to action
5. Make sure its memorable

Sample Elevator Pitch:

“Hello, my name is Bevo Longhorn and I am currently a junior at the University of Texas at Austin majoring in Education. I have experience teaching and volunteering at my local church for children 10 and under. I also have organizational experience from my involvement in various student initiatives and organizations such as the Black Student Alliance and the University Leadership Network. In the coming months, I will begin my student teaching at a nearby elementary school where I will be developing lesson plans and practicing administering instruction to a wide array of student groups. I am currently looking for more opportunities within multiple school districts to connect with other educators and administrators. It’s a pleasure meeting you. I would love to set up some time for an informational interview if time allows.”

Write Your Own Elevator Pitch

In the space below, use the five (5) key components listed above to create your own elevator pitch.



Building a Great Student Profile

Showcase your experience and professional interests on LinkedIn!

1

Write an informative profile headline.

Your headline is a short, memorable professional slogan. For example, “Honors student seeking marketing position.” Check out the profiles of students and recent alumni you admire for ideas.

2



Pick an appropriate photo.

LinkedIn isn't Facebook. Upload a high-quality photo (your profile will be 7x more likely to be viewed) of you alone, professionally dressed. No party shots, cartoon avatars, or puppy pics!



3

Show off your education.

Include all your schools, major(s) and minor, courses, and study abroad or summer programs. Don't be shy — LinkedIn is an appropriate place to show off your GPA, test scores, and honors or awards.

4

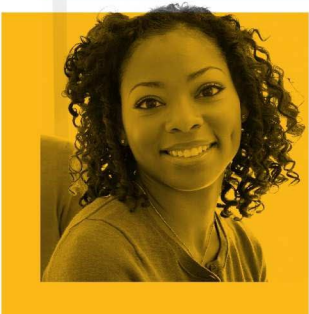
Develop a professional Summary.

Your Summary statement is like the first few paragraphs of your best-written cover letter — concise and confident about your qualifications and goals. Include relevant work and extracurriculars.

5

Fill “Skills & Expertise” with keywords.

This section is the place to include keywords and phrases that recruiters search for. Find relevant ones in job listings that appeal to you and profiles of people who have the kinds of roles you want.



6

Update your status regularly.

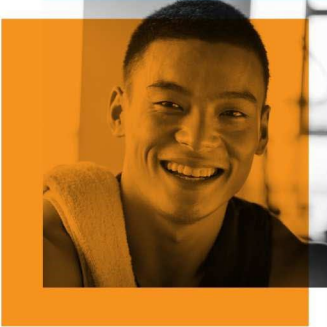
Posting updates helps you stay on your network's radar and build your professional image. Mention your projects, professional books or articles, or events you're attending. Many recruiters read your feed!



7

Show your connectedness.

Groups you join appear at the bottom of your profile. Joining some shows that you want to engage in professional communities and learn the lingo. Start with your university and industry groups.



8

Collect diverse recommendations.

The best profiles have at least one recommendation for each position a person has held. Recruiters are most impressed by recommendations from people who have directly managed you.

9

Claim your unique LinkedIn URL.

To increase the professional results that appear when people search for you online, set your LinkedIn profile to "public" and create a unique URL (e.g., www.linkedin.com/in/JohnSmith).



10

Share your work.

You can also add actual examples of your writing, design work, or other accomplishments on your profile, where you can share rich media or documents. What better way to sell your skills than to show employers exactly what you can produce?



Get a Great Profile.

Get going at www.linkedin.com

Career Services Information and Links

College of Natural Sciences Career Services

Painter Hall (PAI) 5.03 512-471-6700

career.services@austin.utexas.edu

HOURS

M-F 8:30am-4:30pm

Monday, Thursday, Friday – Open virtually

Tuesday, Wednesday – PAI 5.03 Open

Texas Career Engagement

Peter T. Flawn Academic Center (FAC 2.236)

512-471-2425

careerengagement@austin.utexas.edu

Book an appointment with TCE [here](#).

Have your resume reviewed by a CNS career coach [here](#). Comments and revisions will be sent back to you within 3 business days.

Schedule an appointment with a CNS career coach [here](#).

Schedule general career counseling and internship coaching appointments [here](#).

Find other CNS career help, events, and appointments [here](#).

