

Appealing to Employers



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In addition to completing your Handshake profile and utilizing the website, there are a few other steps you can take to get the most out of your Handshake experience.

As previously discussed, when filling out your profile and resume, it is important to include all information you are willing to disclose because more complete profiles are more attractive to potential employers. However, there are other suggested ways to market yourself through this platform.

These suggestions are helpful for both filling out your profile and for creating a resume.

KEEP IT BRIEF

You don't need to elaborate on your experiences – there is time for that in the interview. Try to keep each of the accomplishments on your list down to a sentence or two. If the length of one entry exceeds a few sentences, create a new entry on the list. Quality over quantity!

HIGHLIGHTS

Focus on the most important accomplishments and aspects of your job or the tasks you completed most frequently. Tasks you completed infrequently can be discussed in the interview. Only include infrequent tasks if they are directly relevant to the position.

HONESTY

Do not exaggerate or falsify information. Rather, examine the positive impact you had in your previous positions and discuss your success and contributions. What positive remarks would your coworkers and supervisors say about you?

VARIETY

Differentiate between similar experiences or leave one out if they are too similar.

ACTION WORDS

Start tasks listed under each job with action words (verbs) that illustrate your accomplishments. For example:

- Organized filing cabinets alphabetically
- Created a new filing system to increase efficiency
- Supervised existent and new employees

ORGANIZE

Put the most relevant or recent information closest to the top of your list of experiences. Under each experience, list the most important, relevant or frequent tasks accomplished first.

TASK – ORIENTED

Focus on illustrating what you have completed and accomplished as opposed to what you learned on the job.

QUANTIFY

Utilize numbers, percentages, and figures to examine the positive impact you had on your previous positions. For example, if you ran a program for a certain number of students, include the number of students.

SUBSTANCE, NOT STYLE

Including relevant information that is organized clearly is more important than fancy graphics or formatting. Using a font that is decorative can be difficult to read and takes away from the overall professionalism of your experience.

MAJOR COURSES

Be sure to include courses in your major that you have completed that are relevant to your career interest area.

PROJECTS

In the projects area, feel free to include completed projects, presentations, events and conferences attended as well as other relevant project information.

SOCIAL LINKS

Connect your social media accounts, such as LinkedIn, to your profile. It is recommended that you attach only social media accounts with professional purposes rather than every account you operate. For example, your Facebook or Twitter account is probably not the best choice if you are trying to project yourself in a professional manner.

