

*SPS Presents,  
From Industry to Grad School:*

# **HOW TO MARKET YOURSELF**



# **Marketing Yourself...**

To Industry!



# Resumes

# What is a Resume?

1. A resume is a one page **story** of your education, job experience, skills, research, projects, etc. that you submit to job applications to get an interview
2. From APS: “The purpose of a resume is not to get you a job – it is to get you an interview. You have the top half of the first page to get the hiring staff's attention, so you need connect the dots as clearly and concisely as possible between your own skills and those described in the job description.”
3. Also from APS, resumes “are:
  - a. Limited - they describe a limited subset of your experience
  - b. Focused - include skills & experiences **relevant to a specific job description**
  - c. Short - ideally a resume is one page long (two pages maximum)
  - d. An effective resume draws specific attention to your skills, rather than titles or degree information. Therefore, a skills based resume is the best format for communicating relevant information to an employer.”
4. Note: Your resume will likely *not be seen by human eyes* at first, so be sure to follow our tips to get past the machine and get to a recruiter!

# What is the format of a Resume?

1. 1 page long
2. Topics to include:
  - a. Education
  - b. Professional Experience
  - c. Skills
  - d. Extracurricular Activities/Interests
  - e. Research Experience\* or Relevant Class/Side Projects\*
  - f. Contact Information!
  - g. LinkedIn/GitHub/Publications, etc. (if you have room)
  - h. Honors/Awards (if you have room)
3. 2-5 sentences generally per entry. Go longer for the relevant information & shorter for the less-relevant or outdated information.
  - a. **Think DRA** (next slide) and keep consistent between experiences (i.e. do you want it all in one bullet point or split into multiple points?)
4. Your resume should grab attention and ***tell your story***

**Hot Tip:** Use a template! Word, Pages, LaTeX, and other resources online have great templates available. Just be cautious of ATS:  
**\*\*\*IF YOU CONVERT IT TO A TEXT FILE, DOES IT READ CORRECTLY\*\*\***

# What do I put to explain an experience?

## DRA: Description, Responsibilities, Accomplishments

1. What is your **job/project description**
  - a. You want to situate the reader as to where you are on your team/within the company
2. What were your **responsibilities**
  - a. Enable the reader to visualize what you do on a (busy and productive) workday
3. What did you **accomplish**?
  - a. Quantify the value of your work to the reader

# Resume

## DO's and DON'Ts



### Do

- Make it organized and visually enticing
- Use words from job description where applicable
- Use a common font and a set color scheme
  - Or just B&W
- Put the most important information to your story in the top half
  - Think: If the recruiter folds it in half, will they know the main parts of your story?
- List skills, awards, accomplishments!
- Use numbers!! to highlight quantitative accomplishments
- Use different keywords, try not to repeat
- Spell check & Grammar check & Send as PDF
- Have it reviewed!



### Do not

- Use images, weird layouts\*, too many graphics
- Exceed one page
- Be inconsistent with your formatting -- it should all follow a similar flow (and be in **similar chronological order and word tense!!**)
- Embellish/lie → however, frame your experiences in the context that best suits your story
- Include your address\*
- Make it too busy (using lots of fonts, colors, etc.)
- Include outdated, irrelevant experiences or conflicting information
  - It's better to elaborate on your relevant and recent items!

# Tips from Industry Hiring Managers!

## Bailey - Raytheon

- Show both strong technical skills and “soft skills” via any relevant experience
- Programming experience is a plus
- Make sure your resume is organized
- Tailor your resume to the position you’re applying for
- GPA is important, but not a dealbreaker
- Be able to talk about what you put on your resume
- Apply early - Raytheon completed its 2021 hiring by November 2020

## Jon - TechOps

- Use “buzzwords,” but don’t bold them
- Be honest - don’t list anything you’re not able to back up
- Remember some skills are “transferable” (ex. If you know Python, you can learn MATLAB fairly easily)
- Be specific and quantify your experience if possible
- List group work and relevant coursework
- Include clubs/work experience that show leadership/independent work



# **Cover Letters**

# What is a Cover Letter?

1. A cover letter is a “letter” you include with your job application that is an **“opportunity to reiterate the ways your experience and skills qualify you for the job, and to challenge employer’s preconceived notions of you”** (APS)
2. APS also says “They are also a perfect way to address details of your resume which may look strange to an employer—such as employment gaps, or a background which is quite different from the one being sought in the job description”
3. A cover letter should fit into the story told by your resume and can also include information like
  - a. **why you are interested in the specific role** you are applying for,
  - b. **what skills you would bring to the table/would like to gain** from the experience, and even
  - c. **why you are interested in being employed by that specific employer or company**
4. SPS National says: “A well thought-out cover letter is especially important if you are seeking a job that does not require a physics degree because it gives you an excellent opportunity to highlight why you are a good match for the position.”

# What is the format of a Cover Letter?

1. Generally 1 page long, 3-5 short-ish paragraph (max 2 pages, if needed)
2. Structure (from SPS National!)
  - a. **“The opening**
    - i. If an ad lists a specific contact person, address the cover letter to that person. If no specific individual is listed, “Dear Hiring Manager” is appropriate
  - b. **The beginning**
    - i. The first paragraph should be brief. In it, **identify the name of the position** to which you are applying and **indicate your interest** in the position.
  - c. **The middle**
    - i. This is the substantive portion of the cover letter, and it is typically one or two paragraphs in length. Its goal is to **explicitly connect aspects of your background with the job requirements as specified in the position ad.**
  - d. **The closing**
    - i. **Thank the employer** for considering your application and let [them] know that you look forward to the opportunity to meet in person to discuss the position. It is fine to say that you are excited by the prospect of this position.”
3. For applications that are not necessarily a top priority, make it into a template--have sentences where you can quickly customize your letter to a specific application

# Cover Letter

## DO's and DON'Ts



### Do

- **Here are some Dos from SPS National:**
- “Connect requirements from job ad with your own experiences, skills, knowledge, and background
- Highlight phrases that match the job description
- Give specific examples of experiences and abilities
- Give evidence of one or two skills to highlight
- Use active voice and verbs, write eloquently
- Check spelling and grammar
- Have it reviewed!
- Be genuine, straightforward, and engaging”
- Send as PDF



### Do not

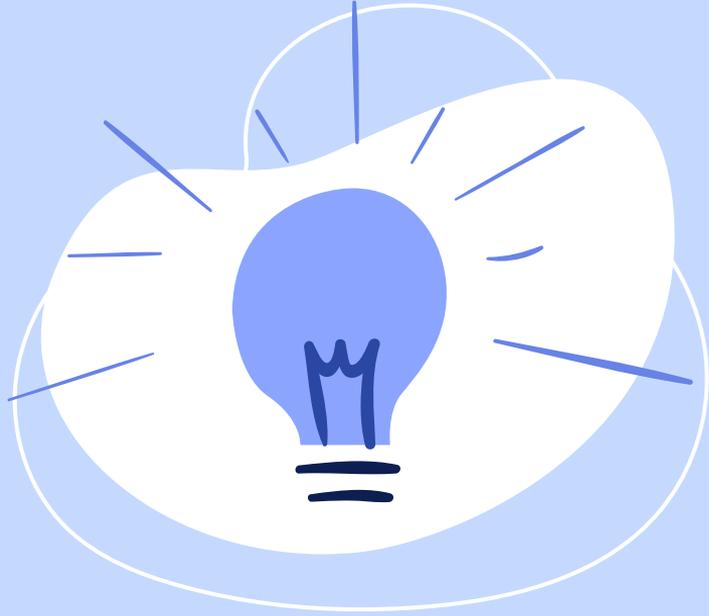
- Use generic addressing (“To whom it may concern”). Do research on who will be reading it/address to your recruiter/call HR and find out!
- Don’t sound generic or be too bland
- Avoid using generic adjectives
- Forget to edit out a different company’s name or job position!
- Simply repeat what is on your resume/CV. This is a chance to elaborate and give more specifics to the main points of your story **and to how it related specifically to what you are applying for.**
- Don’t use cliches, ex. “Please find resume enclosed”

# Career Resources (& Sources from this section)

1. [APS Professional Development Guidebook](#)
  - a. Link directly to [resume topics](#)
  - b. See also → section on CVs (same link as resumes)!
2. [SPS National Careers Toolbox](#)
  - a. They have worksheets for resumes, cover letters, and more to help you get started with how to frame your experiences!
  - b. This is a great site to start building your career profile from scratch
  - c. There are also interviewing tips here

# **Marketing Yourself...**

Graduate School Information for the  
Mentally Inundated Population



# **Curriculum Vitae (CV)**

# What is a CV?

1. CV - Curriculum Vitae, Latin for “course of life”
2. Provides a list of your academic experiences
  - a. Education
  - b. Publications
  - c. Research Experience
  - d. Teaching Experience
  - e. Etc.
3. Basically a long resume for academia
4. Establishes your identity as a professional

# What is the format of a CV?

1. Typically longer than a resume
  - a. 2 pages or longer
2. Uses readable font, reasonable font size (10-12 pt)
3. Uses labeled sections:
  - a. Education
  - b. Honors and Awards
  - c. Research Experience
  - d. Teaching Experience
  - e. Service/Leadership
  - f. Publications
  - g. Presentations

# CV Examples

1. <https://sps.wustl.edu/advice/applications/constructing-your-cv/>
2. <https://www.aip.org/jobs/career-advice/cv-template>

# CV

## DO's and DON'Ts



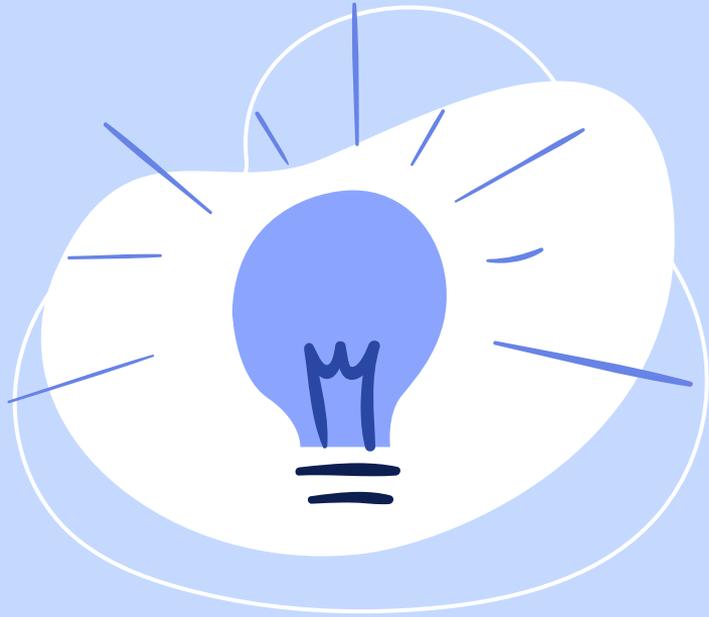
### Do

- Look at example CVs or CV templates
  - Helps you get started on how you want to format yours!
- Spellcheck your CV!
- Include data to support any claims you make
- Make it visually appealing
- Understand that CV is a very broad term used across multiple countries and professional fields
  - To some, CV=Resume
- Have others review your CV (Peers, mentors, etc.)



### Do not

- Add irrelevant information
  - Age, nationality, pictures, etc.
- Embellish or lie
- Add negative information
  - Failed exams, etc.
- Include jargon unless needed
  - If needed, explain what it means
- Include High School or lower information (unless it's your highest education)
- Try and be funny/humorous



# **Personal Statements**

# What is a Personal Statement?

1. In short, a personal statement is a 2-3 page essay in which you outline why the school should choose you, infused with what makes you unique and your motivations for pursuing graduate education.
2. Demonstrates how well you fit with the program
  - a. Targeted to each specific program
3. Addresses:
  - a. Your ability to perform research
  - b. Your readiness to handle the coursework

# What is the format of a Personal Statement?

1. Personal Narrative
  - a. Your motivation, passion, and individuality
  - b. Your research history and identity
2. Experiences
  - a. What you have learned/accomplished
  - b. Relevant examples!
3. Specific Research Interest
  - a. Research areas and projects you are interested in working on
  - b. Professors that you would like to work with
4. Career Goals
  - a. What are your long-term career goals

# Personal Statement DO's and DON'Ts



## Do

- Use concrete examples
- Explain the meaning of your experiences
- Read the prompt carefully
- Double check your spelling and grammar
- Have someone look over it
- Emphasize what you would bring to the table



## Do not

- Be vague
- Use unnecessary diction
- Describe an experience without making it relevant
- List
- Address weaknesses
  - Should address strengths!
- Mention the wrong school/program