

# Career Fair Preparation

Career Development

# NAU LAND ACKNOWLEDGMENT



Our Land Acknowledgement recognizes the unique and enduring relationship existing between Indigenous Peoples and their traditional territories:

Northern Arizona University sits at the base of the San Francisco Peaks, on homelands sacred to Native Americans throughout the region. We honor their past, present, and future generations, who have lived here for millennia and will forever call this place home.

# CAREER FAIR PREPARATION TOPICS



Prepare Your Resume: Effectively market your skills and experience



Elevator Pitches: Present your experience compellingly and concisely



Interviewing: Prepare answers to common interview questions



Research Employers: Plan and maximize your time at the fair



Support: What NAU Career Development services are available

# *Prepare Your Resume*

Hiring managers spend an average of 7 seconds skimming a resume.

**Continue reading for tips to ensure your application materials are appealing and the most relevant information about you shines through.**

# FONTS

Create visual appeal and readability with your font selection. Consider selecting a font with serifs, such as Cambria, Book Antiqua, or Times New Roman, as these are easier to recognize when skimming.

- Be consistent across all resume sections (header, content, etc.)
- Use **bold** to highlight important information, such as the title of your degree or positions you've held; use *italics* to indicate locations
- Use black text only. Use color (if any) sparingly
- Make sure your font is readable; start at 12 pt, reducing size to as much as 10 pt (depending upon font selected) to gain space

# FORMATTING

- Align organizations, job titles and bullet points along the right margins, and dates on the left, to make the resume easy to scan and digest
- Use bullet points rather than complete sentences or paragraphs to describe your experience, and avoid “I” statements
- Edit for extra spaces and indentations, dangling bullet points (1-3 words of text extending to the next line), and consistent use of periods
- Be consistent in your date format: **10/2024 or October 2024**
- Consider including lines to distinguish each section (use borders menu)

## CAMPUS & COMMUNITY INVOLVEMENT:

*Service Committee Member, Kayettes, Northern Arizona University*  
*Mentor, Peer Jacks Mentoring, Northern Arizona University*  
*Member, Model United Nations, Northern Arizona University*  
*Treasurer, German Club, Northern Arizona University*

*February 2021 – Present*  
*August 2019 – Present*  
*August 2018 – March 2020*  
*January 2019 – January 2020*

# THE MAIN PARTS OF A RESUME



Header: Your name and contact information



Summary of Qualifications/Skills Summary



Education/Previous Institutions/Degrees



Experience: Work experience & other experiences



Additional Sections: To help you stand out

# CONTACT INFORMATION

## What to Include:

- Name and/or Preferred Name
- Phone Number
- Email Address
- LinkedIn URL

## What Not to Include:

- Date of Birth
- Address/Residence

### Aisha Merriwether

(500) 800-3333 · a.v.merriwether@mail.com · linkedin.com/in/a.v.merriwether

### Peter Escarcega

Phone: 928-555-1234 Email: pbe123@nau.edu

### Andrés Montoya

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928-555-1987 | andres.a.montoya@gmail.com | <https://www.linkedin.com/in/andres.a.montoya>



# SUMMARY OF QUALIFICATIONS

## What to Include:

- 3-5 bullet points that show why you are a good person for the experience
  - These are targeted or specific to the experience you are applying for
  - Look at the minimum and preferred qualifications sections on the job description

## What Not to Include:

- Objective or paragraph summary of your experience

### Summary of Qualifications

- Possesses superb oral and written communication skills and is comfortable presenting to large audiences.
- 2+ years of cooperative teamwork experience in both school and work settings.
- 1 year of academic research experience with up-to-date knowledge of data collection and IRB policies.

# THE HIRING MATRIX

|        | Minimum Qualifications |                                  | Preferred Qualifications               |  |   |   |                               |
|--------|------------------------|----------------------------------|--|--|---|---|-------------------------------|
|        | Bachelor's Degree      | 2-4 years of relevant experience | Supervision and/or training experience | Experience collecting and analyzing data | Effective verbal and written communication skills | Software Experience: Microsoft Office Suite, etc. | Project management experience |
| Weight | Y-or-N                 | Y-or-N                           | 10                                     | 10                                       | 5   | 5   | 15                            |

Organizations will often create a matrix or rubric, based upon the details in the job description, to “grade” how your resume matches up.

Tailoring your resume by emphasizing the most important qualifications from the job description in your Summary of Qualifications, and by using keywords/phrases from the job description in your Experience bullets, is a good strategy for making your resume easier for hiring managers to evaluate how your experience lines up with the requirements of the job.

# EDUCATION

## What to Include:

- Name of Institution, Location
  - We recommend only including college & beyond
  - If you have technical school that aligns with your current degree or future goals, include it
- Degree: Type, Major, Minor
- Month & Year Completed
- Percentiles/GPAs/CGPAs
- Scholarships



### EDUCATION

**Northern Arizona University** – Flagstaff, AZ  
Bachelor of Arts, Psychological Sciences  
Spanish Minor

Expected December 2020

**Universidad Rey Juan Carlos** – Vicálvaro, Madrid, Spain  
Cultural immersion and test of adaptability through study abroad  
Fluent in Spanish speaking and writing

Summer 2019

# EXPERIENCE

## Helpful Tips for Resume Experience: Instead of Work Experience, you can breakdown your experiences.

- Relevant Experience
- Leadership Experience
- Medical Experience
- Lab Experience
- Internship Experience
- International Experience
- Additional Work Experience

### LEADERSHIP EXPERIENCE

- Vice President**, NAU Model United Nations, Flagstaff, Arizona September 2018-Present
- Coordinate 30 biweekly meetings each academic semester to discuss current political affairs and prepare Model UN members for competitions
  - Collaborate with 6 local businesses to promote annual humanitarian donation drive at NAU and the greater Flagstaff community

- Lead Receiver**, Homework Hotline, Durango, Colorado August 2016-July 2017
- Offered over-the-phone history tutoring and homework help for 50+ high school students each week
  - Arranged weekly schedules for 5 receivers to ensure the Hotline was sufficiently staffed at all times

### VOLUNTEER EXPERIENCE

- Kitchen Staff**, Lower Plateau Shelter, Cortez, Colorado January 2016-Present
- Prepare food for a week each summer and winter to feed 20+ members of the local homeless population

- Literacy Ally**, La Plata County Library, Durango, Colorado July 2015-July 2017
- Taught basic alphabet skills and read books to 3 preschool students to cultivate their love of reading

### PUBLIC SPEAKING EXPERIENCE

- Valedictorian**, Animas High School, Durango, Colorado May 2017
- Gave a 10-minute speech in front of 500 students and parents to inspire classmates beyond graduation

- Emcee/Host**, Animas High School Relay for Life Gameshow, Durango, Colorado March 2015
- Hosted an hour-long gameshow attended by 70 students and residents to raise money for Relay for Life

*When you break down your experience, you show employers how diverse your experiences are.*

# BULLET POINTS

- Begin each bullet point with an action verb (start with the *WHAT*).
- Quantify and specify your accomplishments:
  - **Raised \$400....**
  - **Supervised 16 campers...**
  - **Wrote online training guide and reference manual....**
  - **Utilized AutoCad and SolidWorks to design...**
- Emphasize the outcome and impact of your responsibilities:
  - **Revitalized social media campaign, increasing subscribers by 22%**
  - **Trained front-line staff in service standards to maintain consistent brand experience**

# OTHER THINGS TO INCLUDE ON YOUR RESUME

Below are examples of sections to add:

- Software Experience
- Languages
- Campus & Community Involvement
- Professional Affiliations
- Certifications & Trainings
- Technical Skills
- Lab Techniques
- Transferable Skills
- Honors & Awards
- Presentations & Conferences

## SOFTWARE & MEDIA SKILLS

- Highly proficient in: Microsoft Word, Excel, Access, PowerPoint, and Publisher; Adobe Photoshop
- Highly proficient in: LinkedIn; Instagram; Pinterest; Snapchat; Twitter; and Facebook

## FOREIGN LANGUAGE SKILLS

- Arabic (Intermediate-low proficiency in speaking, reading, and writing)
- Spanish (High proficiency in speaking and intermediate-high proficiency in reading and writing)

## LITERARY JOURNAL PUBLICATIONS

- **Montoya, A.** (in press). "Three Days." *Appalachian Heritage*.
- **Montoya, A.** (in press). "Lessons from an Orca: Grieving." *Appalachian Heritage*.
- **Montoya, A.** (2019). "The Monsoons, Reluctant to Fall." *Southwestern American Literature*.
- **Montoya, A.** (2019). "Mirage." *Frontier Poetry*.

## ADDITIONAL HONORS

- Won Northern Arizona University Staff Interdisciplinary Writing Program contest (2018).
- Awarded Northern Arizona University's Sybil Hall Shott English Scholarship (2014).
- Nominated by *Ghost Ocean Magazine* for The Pushcart Prize in poetry (2014).

# Debrief

*More Information: Career Steps: Explore through experience, Developing application materials*

*Make an appointment in Handshake to go over your resume with Career Development Staff*

# *Prepare an Elevator Pitch*

Whether you're in an elevator or at a career fair, creating a compelling yet concise description of your skills and experience can make the difference between a rejection or a request for an interview.

**Continue reading for a step-by-step tutorial to create a 30-60 second pitch positioning your value as a prospective employee.**



# WHAT IS AN ELEVATOR PITCH?

- **A brief 30 to 60 second summary of yourself.**
- **Demonstrates your professional strengths, skills and experiences.**
- **Can be great for growing your network and increasing your professional presence.**
- **Is particularly effective at job fairs, conferences and seminars.**
- **Can also be about new product ideas, process improvements or strategic planning.**

# HOW TO PREPARE AN ELEVATOR PITCH

- **Who am I?**
- **What do I do?**
- **What is my ask?**

# WHO AM I?

- **Describe yourself**
- **Include academic and professional interests and accomplishments**
  - **This could be your major, minor, internship experience, professional experience, or relevant coursework**
- **Tailor to your specific audience**
  - **Note your related experiences**
- **Avoid irrelevant personal information (remember this is a brief pitch)**

# LET'S PRACTICE

- **Hello, My name is [your name here], I am pursuing a [specify degree/s] from [institution] in [subject]. I take pride in applying effective and efficient communication methods and strive to foster positive professional relationships.**
- **Hello, My name is Louie the Lumberjack. I am currently a Sophomore at Northern Arizona University obtaining my Bachelor of Science degree in Health Sciences. I also enjoy being involved on my campus and am an active member of the Food and Nutrition club.**

# WHAT DO I DO?

- **Describe the skills and experiences you have.**
- **Note how your experiences can relate to the industry or organization you are pitching to.**
- **You can also include why you do what you do, or why you want to work in a particular industry.**
- **Feel free to include your career goals and aspirations.**

# LET'S PRACTICE

- **I am currently a Front Desk Assistant for the School of Nursing at Northern Arizona University. I have over 5 years of experience in customer service, as well as 3 years of research experience. I bring a keen attention to detail to all my roles and aspire to make a lasting impact on our students and their path to success.**
- **As a student I have had the opportunity to intern for the Nutrition Services department with Northern Arizona Healthcare, learning many of the intricacies of this industry. Through this experience, along with my studies, I found that this is the industry I want to pursue a career in in order to provide exceptional service.**

# WHAT IS MY ASK?

- **End your pitch by asking a question.**
- **This question could be to request advice, keep connected or share information about the organization or their professional experiences.**
- **This question could also be about professional opportunities such as jobs, internships or collaborations.**
- **This allows you to get insight and information from industry experts.**

# LET'S PRACTICE

- **With my current role in the School of Nursing, I would love to stay connected and be able to collaborate to provide additional opportunities to our students. Would you be interested in such a collaboration or potentially meeting in the future to discuss these possibilities?**
- **I am here to meet new professionals in this industry and to find opportunities for employment post graduation. Would you mind telling me a little bit about your company, your experiences, what skills you are looking for in potential employees, and whether I can contact you in the near future to discuss this further?**



# COMPLETED ELEVATOR PITCH EXAMPLE

- **Hello, My name is Louie the Lumberjack. I am currently a Sophomore at Northern Arizona University obtaining my Bachelor of Science degree in Health Sciences. I also enjoy being involved on my campus and am an active member of the Food and Nutrition club. As a student I have had the opportunity to intern for the Nutrition Services department with Northern Arizona Healthcare, learning many of the intricacies of this industry. Through this experience, along with my studies, I found that this is the industry I want to pursue a career in to provide exceptional service. I am here to meet new professionals in this industry and to find opportunities for employment post graduation. Would you mind telling me a little bit about your company, your experiences, what skills you are looking for in potential employees, and whether I can contact you in the near future to discuss this further?**

# *Prepare for an Interview*

Employers may want to interview you on the spot during a career fair.

*Continue reading for common interview questions and S.T.A.R.,  
a structure you can use to prepare organized responses...*

# MOST COMMON INTERVIEW QUESTIONS

- Tell me about yourself.
- Why do you want to work for [insert company name]?
- Tell me about something on your resume.
- Tell me about something that is not on your resume.
- Why are you looking for a job?
  - **OR: Why are you looking for a different job?**
- Why should we hire you?
- Where do you see yourself in five years? Ten years?
- What's your greatest strength?
- What's your greatest weakness/area for opportunity?
- Tell me about how you manage conflict or problems that arise?
- What is your greatest achievement or accomplishment?
- Do you have any questions?
- How do you handle stress and pressure?
- What are your goals for the future?
- What can you do for us that other candidates can't?

# BEHAVIORAL INTERVIEW QUESTIONS

- Behavioral-based interview questions generally start with any of the following:
  - Tell me about a time when you...
  - Describe a circumstance when you were faced with a problem related to...
  - Think about an instance in which you....
  - Tell me how you approached a situation where...
  - Give me an example of a time when...
- These questions ask you for an example from your past experiences and to speak about them.



# THE STAR METHOD

**Situation:** Describe the situation that you were in or the task that you needed to complete. You want to be specific with this question.

- Be sure to give enough detail for the interviewer to understand.
- This situation can be from a previous experience like a job or an event.

**Task:** What were you working on? What were you trying to accomplish or complete?

**Action:** Describe the actions that you took to address the situation with an appropriate amount of detail and make sure that the focus is on what YOU did.

- What did you do? What specific steps did you take? Avoid “we” statements.

**Result:** Describe the outcome or the result of your actions. Take credit for your actions or the lessons that you learned from the situation.

**Example:** (Situation) Multitasking is important as a Front Desk Assistant and the start of the school year is especially challenging. (Task) I need to greet people, handle phone calls, and make progress on administrative tasks. (Action) I use eye contact to acknowledge people walking in while I’m on the phone, and I work on tasks at the beginning and end of the day when traffic is low. (Result) This ensures all visitors get the attention they need.

# Debrief

*More Information: Career Steps Interview Skills*

*Make an appointment in Handshake with Career Development to practice interviewing*

# *Research Employers & Strategize for the Fair*

Research employers you'd like to visit with during the fair to better understand what they do and devise questions to ask them

Make sure your social media accounts are updated or set to private

*Be prepared to converse and follow up with a Thank You...*

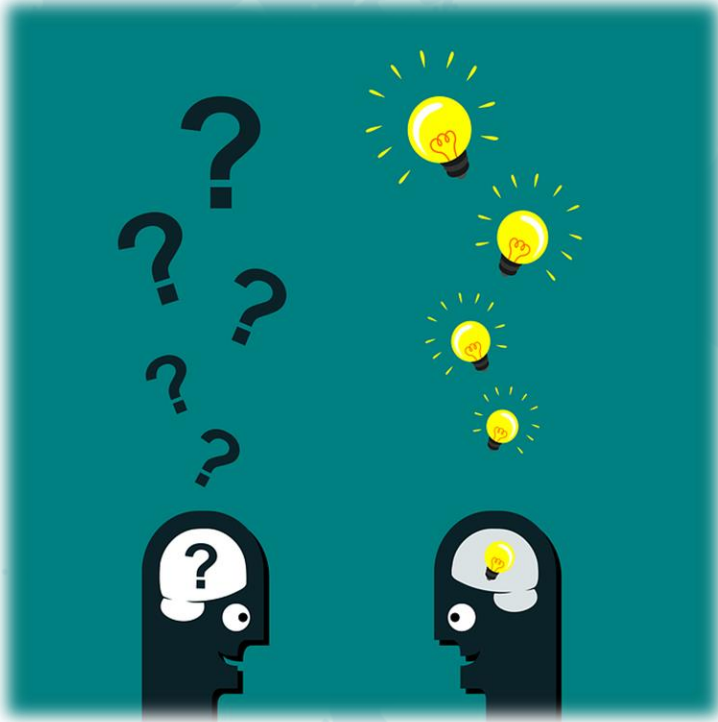
# RESEARCH THE EMPLOYERS/SCHOOLS

- When interested in a site, spend a minimum of 30 minutes going through their company/institution website.
- Use Google to check on any recent accomplishments.
- Look at LinkedIn profiles for those that you are meeting with or those that you've met with.
- Be able to communicate what the company/institution does and some unique qualities that specifically pique your interest in about 30 seconds.
  - **Prepare questions to ask the reps!**





# HAVE QUESTIONS PREPPED



- Ask questions that you really want to know the answers to; a 1-on-1 meeting is a two-way street.
- Write down 5-10 questions. Keep a list in case some are answered during the informational session.
- Use your resources and get curious!
  - **You've done your research on the company or graduate school, what confused you or were you left lingering?**
  - **Is there anything about the opportunities that is unclear?**
    - Subjective questions are always a good go-to as well.

# HANDSHAKE & SOCIAL MEDIA PRESENCE

## Handshake

- Make sure that your profile is up to date since employers/schools will have access to it
- Include things like:
  - **Work Experience**
  - **Campus & Community Involvement**
  - **Academic Year & Interests**
- Upload a photo for your profile so they can connect your face with your name.

**Make sure that your social media is either private or updated and ready for future employers to look at.**

**These include:**

- Twitter, Facebook, LinkedIn, Instagram, etc.



# TRACKING FAIR ACTIVITY FOR FOLLOW-UP

Use our Career Fair Tracker to keep track of who you spoke with, how to follow-up with them, notes about your conversation and/or next steps, and a space to write reflections on your experience, things to research, and any bright spots or struggles



## Career Fair Tracker

**NAU** NORTHERN ARIZONA  
UNIVERSITY  
Career Development



| Employer/School   | Representative Name | Contact Info   | Position/Program    | Notes/ Next Steps   |
|---|---------------------|--|---------------------|---|
| AZ Forest Service   | Jamie Dale          | 928-555-2343   | Forestry Technician | Call to follow up on interview, mention forest volunteer exp. |
| Andersen Windows  | Lee Twist           | <a href="mailto:928-555-3523/twist@andersen.com">928-555-3523/twist@andersen.com</a> | Project Manager     | Email thank you note, ask how Mexico trip went                |
|   |                     |  |                     |   |
| <b>Reflection: (Which employers/schools do I want to follow up with? Which employers should I do more research on? Were there any questions you struggled to answer?)</b> |                     |  |                     |   |
| Look back at notes from Capstone project, more detail about how project was organized and how I communicated. Connect with Lee on LinkedIn.                               |                     |  |                     |   |

# THANK YOU NOTES

## Why send a thank you note?

- Set yourself apart from your competition.
- Address your skills and experience one more time.
- Show your interest in pursuing an opportunity by referencing your conversation.
- Build your professional image and your network!

*thank you*

## Quick Example:

Dear Louie,

Thank you for the opportunity to meet with you today. I am even more excited about the opportunities provided by you and your team, especially after hearing about the wonderful training and development opportunities within the ITS department.

I feel confident about my ability to translate my passion for helping others and two years of customer service into this opportunity and I would love the chance to speak further about my qualifications.

Thank you again,

# *Support*

**NAU Career Development is ready and waiting to assist you  
with a variety of services...**

# NAU CAREER DEVELOPMENT

## One-on-one appointments:

Resume & Cover Letter Review  
Career Exploration and Assessment  
Job Search Strategies  
Internship Exploration  
Mock Interviews  
Graduate School Prep  
LinkedIn

Career Closet

Group workshops

Online resources/career steps

## Workshops

Careers in the 21st Century

Getting started with LinkedIn

How to interview like a pro

How to write a stand-out resume

Leadership comes in all colors

Networking and relationship building

Search your way to success

Starting with your strengths

## Career Steps

21st century workplace

Knowing yourself and others

Professional skills

Explore through experience

Developing application materials

Networking and relationship building

Internships

Job search strategies

Interview skills

The hiring process

Thriving in the workplace

For appointments call us at **(928) 523-1087**, email [career@nau.edu](mailto:career@nau.edu), or schedule an appointment through **Handshake**

# CAREER CLOSET

**Provides Professional Attire to students, alumni, faculty & Staff.**

- 4 items or 1 Full outfit per semester.
- Located in Career Development office in University Union.
- Always accepting donations!

