



COASTAL CAROLINA  
UNIVERSITY®

Career Services Center

—The Ultimate—

# Job Search Guide

# Our Services:



- Career assessment testing
- Career and major advising
- Internship search assistance
- Resume review
- Job & Graduate school search assistance
- Networking skills
- Career fairs and events
- Handshake, CareerShift, LinkedIn, etc.
- Chants career handouts

Come visit us at CCU Career Services!

*Lib Jackson Student Union, A-203!*

[coastal.edu/career](http://coastal.edu/career)

843-349-2341

Coastal Carolina University (CCU) does not discriminate on the basis of race, color, religion, sex, sexual orientation, gender identity, gender expression, national origin, age, genetic information, mental or physical disability, or status as a disabled or Vietnam-era veteran in its admissions policies, programs, activities or employment practices. For more information relating to discrimination, please contact the CCU Title IX Office, Coastal Carolina University, Kearns Hall 211B, Conway, SC; Title IX email [titleix@coastal.edu](mailto:titleix@coastal.edu); office phone 843-349-2382; EEO email [eeo@coastal.edu](mailto:eeo@coastal.edu); or the U.S. Dept. of Education Office for Civil Rights at [www.2.ed.gov/ocr](http://www.2.ed.gov/ocr).

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# Prepare

- Begin your preparation by taking an inventory of your skills, experience, personality, priorities, likes, dislikes, and financial situation.
- Research current market conditions and job trends by following business news.
- Narrow your hunt by focusing on a specific industry, then job function, and then company. Compare this to what you found from your research.
- Focus research on the organization's size, market position, financials, competitors, current and future product plans, growth pattern, organizational structure, challenges, and opportunities.
- Read the company's annual report (found online or from a broker). One of the best pieces of information is the CEO's letter, which outlines the company's direction.

- Develop a one-minute "elevator pitch" of your experience, skills, talents, and job objective. Be ready to give it at any time.
- Know your career goals. Having a prepared answer signals that you are focused.
- Research salaries for your career field and geographic area to determine a relative range.



# Prepare

Stay in contact with your network. Send articles, notes, or anything to keep connections open. They are your best sources for job leads when needed.

Core networking groups to use:

- Current or former co-workers.
  - Family, friends, acquaintances, or neighbors.
  - People with whom you are a customer: doctor, accountant, insurance dealer, or financial adviser.
  - Professional or trade organizations.
  - Fellow alumni, faculty members, and CCU staff.
  - Clients and customers.
  - People you meet in new settings.
- Remember the cliché: “It’s not what you know. It’s who you know.” Modify it to include who you CAN know. Think about who knows the people you know and how to include them in your network.
  - Let your contact know of your successes in getting an interview or job based on a referral they provided. They will be more likely to do it again if they know you were well-received.
  - Sign up for professional development events to polish your networking skills. See “Upcoming Events” on the Career Services website.



# Resume Tips

A resume is a written document that contains a summary of your experience and educational background. Highlight experiences (such as internship experience, research experiences, work experience, extracurricular involvement, and volunteer work) within your resume in order of most relevance based on the specific job posting. Your resume should be tailored to each job posting you apply for and free of errors. Read below for some quick tips.

- Include your name, address, email, and phone number at the top of your resume.
  - You can list academic awards and achievements in your education section, as well as upper-level courses that relate to the job.
- Bullet points should always start with an action verb. The verb tense (past or present) should match the timing of the experience.
- Do not list only job responsibilities. List achievements and accomplishments. Employers are very interested in these.
- **Consistency is key.** Your font style, font size, and positioning of text should be consistent throughout your resume.



# Resume Sample

**Chauncey Chanticleer**

Cell: 555-555-555 ♦ Home: 000-000-0000

5555 McKeith Road ♦ Conway, SC ♦ 29579 ♦ [suziejones@yahoo.com](mailto:suziejones@yahoo.com)

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## OBJECTIVE

Seeking a social media and marketing communications position that will enhance my creativity, superior communication skills, and expertise in marketing.

## SKILLS

- Social media marketing: Facebook, Twitter, Instagram
- Newspaper staff training: ethics, AP Style, effective news writing
- Word, PowerPoint, Excel, Photoshop, Camtasia

## EDUCATION

**Coastal Carolina University**, Conway, SC  
Bachelor of Arts  
Double Major: English and Graphic Design

*May 2020*

## WRITING AND PUBLICATIONS EXPERIENCE

*Staff Writer, The Chanticleer*

*August 2015-May 2017*

- Wrote weekly articles on student life issues.
- Managed social media to increase engagement by percent.
- “A Dean for All” feature story posted in online CCU staff newsletter.

## PROFESSIONAL EXPERIENCE

*Capt. Johns Seafood - Conway, SC*

*June 2016 – Present*

- Coordinate daily front of the house and back-of-the house restaurant operations.
- Deliver superior service and maximize customer satisfaction.
- Respond efficiently and accurately to customer complaints.
- Regularly review product quality and research new vendors.
- Appraise staff performance and provide feedback to improve productivity.

*Dollar General Stores Incorporated - Whiteville, NC*  
*Third Key Manager*

*May 2015 – August 2015*

- Inventory, stocking, bookkeeping, customer service.
- Supervise sales and inventory associates.
- Open and close store for operating hours.
- Help set up and maintain new store location.
- Responsible for managing store money, making deposit drops.

## CAMPUS LEADERSHIP

- Rush Chair, Phi Sigma Sigma Sorority.
- Social Media Chair, Each 1 Teach 1 Mentorship Organization.

# Cover Letter Tips

A cover letter informs a prospective employer of who you are, what your experience entails, why you are interested in them, and why you feel you are qualified. A good cover letter should be used as a marketing tool that “sells” you to the employer. Just like your resume, you should tailor your cover letter to each specific job opportunity for which apply. Use terms and vocabulary relevant to your field, and use concrete examples when listing your strengths and skills.



- Use the same contact header you used on your resume to give a clean, consistent look.
- State the job you are applying for and where you found the posting.
- Briefly state who you are and your qualifications. Sell your relevant skills, experience, and education as it pertains to the position. Also, sell your passion for the position.
- Conclude by expressing your interest in the job opportunity, and your education experience as it pertains to the position. Offer thanks for the employer's time.



# Cover Letter Sample

## Chauncey Chanticleer

123 Coastal University Drive, Conway, SC 29526  
cchanti@coastal.edu • 843-555-5678 • www.linkedin.com/in/chaunceychant

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DATE

Dear Hiring Manager *[preferably state Hiring Manager's name if known]*

I am writing to express my interest in the entry-level digital content editor position with the Inlet Printing Company, which I heard about through Coastal Carolina University's Handshake. I am a senior at Coastal Carolina University and will graduate in May 2020 with a Bachelor of Arts in English and graphic design.

As you will note in my attached resume, I am majoring in English with a concentration in graphic design and have developed strong skills in both of these areas over the past four years. Currently, I am employed as a student worker within CCU's Career Services Office. This position has given me experience in coordinating a variety of marketing projects including the creation of digital images for website updates, eboards, and social media posts; and assisting with Career Services Center events and presentations. Prior to my position in marketing and graphic design, I held several part-time positions in customer service and sales. Most recently, I worked at Kohls department store in the shoe department, where I provided excellent customer service and managed the daily inventory and restocking for the department. Finally, I have been actively involved on campus by holding leadership positions in several organizations, including being the treasurer of the American Institute of the Graphic Arts (AIGA). My combined academic, extracurricular, and work experiences have enabled me to develop outstanding interpersonal, design, and leadership skills, which I believe would be an asset to the Inlet Printing Company.

I look forward to hearing from you soon and hope to meet to further discuss the available opportunity within your organization. Feel free to contact me at 843-555-5678 or via email at cchanti@coastal.edu. Thank you for your time and consideration.

Sincerely,

Chauncey Chanticleer

# Reference Page Tips

The purpose of a reference is to have a list of individuals who can verify and expound on your experience to potential employers. Consider professors, advisers, and current or past supervisors as potential references. Always ask permission before you include their name and contact information on your reference page. Finally, make sure to stay in contact with your references regarding your job search and give them a copy of your resume — it will help them be better prepared to talk about your experiences to employers.

- Use the same contact header that you used on your resume and cover letter. This will give all of your application materials a clean, consistent, and professional look.
- Include reference's name, job title, company name, company address, phone number, and email address for each reference. Be consistent in ordering.
- Text should be either aligned left or centered. Double check your reference's names and contact information to make sure everything is correct and current.



# Reference Page Sample

## **Chauncey Chanticleer**

123 Coastal University Drive, Conway, South Carolina 29526  
cchanti@g.coastal.edu • 843-555-5678 • www.linkedin.com/in/chaunceychant

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### **References**

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Resident Director  
Coastal Carolina University  
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#### **Ms. Rachel Thomas**

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Myrtle Beach, SC 29572  
843-555-1234  
rthomas@gmail.com

# Behavioral Interview

Behavioral interview questions are intended to help employers understand your likely future behavior based on specific experiences from your past. Questions that usually begin with “Tell me about a time when...” or “Give me an example of...” are examples of behavioral-based questions. Answering these questions take preparation as the answers need to be specific and concrete. Complete this worksheet to highlight relevant examples from your past using the STAR method. Then, practice answering behavioral-based questions from the topics below.



- **Situation:** Detail the background. Provide a context. Where? When?
- **Task:** Describe the expectations and/or challenge. What needed to be done? Why?
- **Action:** Explain your specific action. What did you do? How? What tools did you use?
- **Result:** Highlight the results: outcomes, goals achieved, accomplishments, recognition, savings, etc. Quantify if relevant.

# Behavioral Interview Questions

- **Teamwork examples:** Tell me about a team project that you worked on. Describe a project that required input from people at different levels in the organization. Share a rewarding team experience. Give me an example of a team project that failed.
- **Problem-solving examples:** Tell me about a situation where you had to solve a difficult problem. Describe a time when you came up with a new approach to a problem. Tell me about two improvements you made in the last six months.
- **Organization examples:** Give me an example of a project that best describes your organizational skills. Describe a time when you had to make a difficult choice between your personal and professional life.
- **Communication examples:** Give me an example of a time you had to persuade a team member who had a different point of view than you in order to achieve a goal. How would you go about simplifying a complex issue in order to explain it to a client or colleague?



# Behavioral Interview Questions

- **Persuasion examples:** Explain a time when you were able to successfully influence another person. Describe a time when you had to persuade a peer or colleague to accept an idea that you knew they would not like.
- **Leadership examples:** Tell me about a time when you demonstrated leadership skills. Describe a time when you led by example. Explain a time that you took the lead on a difficult project. Who have you coached or mentored to achieve success?
- **Initiative examples:** Give me an example of a project or task that you started on your own. What changes did you develop at your most recent employer? What projects did you generate that went beyond your job description?
- **Goal-setting examples:** Give an example of an important goal that you set in the past that you achieved. Describe a time you weren't able to meet a goal. Explain the goals/mission of our company and how you plan to contribute.



# Behavioral Interview Questions

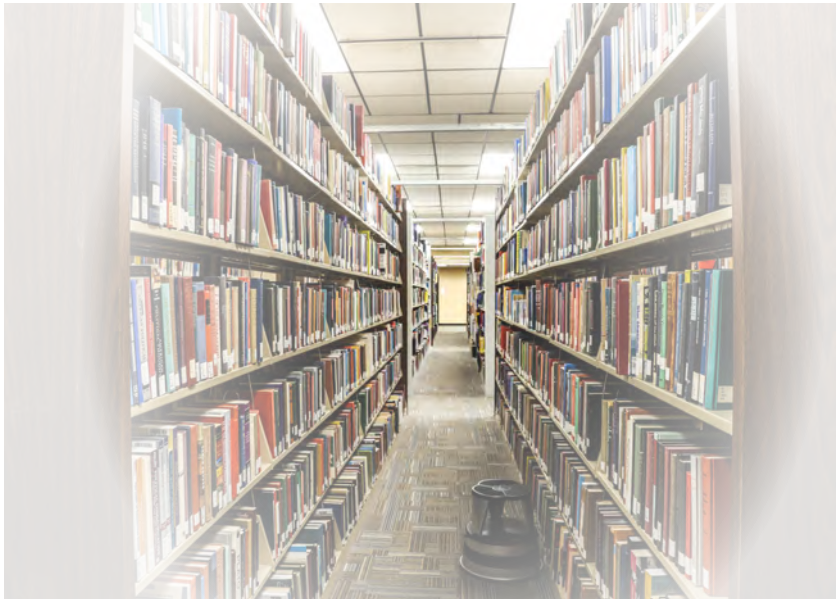
- **Conflict resolution examples:** Give an example of a time you had to respond to an unhappy colleague/customer/supervisor. Tell me about a time you had a conflict at work. Explain a team project when you had to work with someone difficult.



- **Creativity examples:** Describe a time when you came up with a creative solution/idea/project in your past work. What have been some of your most creative ideas? Describe a situation in which you found a creative way to overcome an obstacle.

# Common Interview Questions

- Tell me about yourself.
- Why are you interested in this position? Why do you want to work for our company?
- Describe your experience related to this position.
- What are your strengths and weaknesses? What are your areas of improvement?
- How has your education prepared you for this position? Why did you choose your college major?
- Where do you see yourself in five years? What are your short- and long-term goals?
- In what ways do you think you can make a contribution to our organization?
- How do you like to be supervised? Describe your supervision/management style.
- What do you consider your greatest accomplishment and why?
- How do you (or a friend/colleague/professor) describe yourself?
- What three things are most important to you in your job?
- What motivates you?
- When you work on a team project, what role do you most often take?
- Why should I hire you?
- What distinguishes you from other candidates?
- What are your salary expectations?





# Questions to Ask

Most interviewers will give you time at the end of the interview to ask questions regarding the position or company. Have three to five questions prepared to ask during this time. Remember, you are also trying to see if the position and company will be a good fit for you. Sample questions include:

- What brought you to this company? What do you enjoy most about the company?
- What were some major contributions made by individuals who have held this job previously?
- What are some examples of problems/tasks I will be expected to address?
- What type of training and development opportunities do you provide?
- Are there any new initiatives or projects within the company or department?



# Tips for an Online Interview



- Choose a well-lit and quiet location with no distractions or background noise. Make sure you are in front of a plain solid background wall and do not sit in front of a window. Avoid harsh lights. Can't find a quiet space to conduct your interview?
  - Contact CCU Career Services at 843-349-2341 to reserve a space in our center in LJSU A-203.
- Choose the device you're most comfortable using: computer, tablet, or smartphone. Test your equipment well in advance. On the day of the interview, make sure the battery is at full power and the camera lens is clean.
- Check your internet connection and make sure you have enough bandwidth for video streaming. Be sure to double check your connection an hour before the interview to ensure everything is working. Have a backup plan.
- Position your camera so that it is level with your head or angled just slightly downward. (You don't want the camera looking up your nose.)
- Now that you're ready, do a test interview. Ask a friend to help you practice your interview using the technology you've just set up. You can also schedule a practice interview with Career Services.

# Job Search Platforms

## Handshake

<https://app.joinhandshake.com/login>

## CareerShift

<https://www.careershift.com/account/login>

## LinkedIn

<https://www.linkedin.com/login>

## Big Interview

<https://biginterview.com/>



# Handshake

- Handshake is made exclusively for CCU students who can view and apply for internships and part-time or full-time career positions with local and regional employers!
- Manage your student career account by visiting [coastal.joinhandshake.com](http://coastal.joinhandshake.com).
  - Sign in using your CCU ID and password.
- Do not forget to broaden or narrow your search if the results are not there.
- Need further assistance? Come see us at Career Services!  
Room: Lib Jackson Student Union, A-203  
Email: [coastal.edu/career](mailto:coastal.edu/career)  
Phone: 843-349-2341



# CareerShift

- • CareerShift is a job-search engine brought to you by the Career Services Center. This web service is available for Coastal Carolina University students, alumni, and staff.
- • All authorized users must login and create an account using their CCU email address. This site contains information about employment opportunities, internships, and potential employers. You can save companies, contacts, search criteria, etc. You can also receive notifications on your searches!
- If you find that you need assistance, please call for an appointment at 843-349-2341 or come by the Career Services Center located on the second floor of the Lib Jackson Student Union (A-203).
  - We will be glad to assist you with all of your career counseling, internship, and job-search needs.



# LinkedIn

- **Photo:** It does not have to be fancy-just use your cellphone camera in front of a plain background. Wear a nice shirt and don't forget to smile!
- **Headline:** Tell people what you're excited about now and the cool things you want to do in the future.
- **Summary:** Describe what motivates you, what you're skilled at, and what's next.
- **Experience:** List the jobs you held, even if they were part-time, along with what you accomplished at each. Even include photos and videos from your work.
- **Organizations:** Have you joined any clubs at school or outside? Be sure to describe what you did with each organization.
- **Education:** Starting with college, list all the educational experiences you have had - including summer programs.
- **Volunteer experience and causes:** Even if you weren't paid for a job, be sure to list it. Admissions officers and employers often see volunteer experience just as valuable as paid work.
- **Skills and expertise:** Add at least five key skills and then your connections can endorse you for the things you're best at.
- **Honors and awards:** If you earned a prize in or out of school, don't be shy. Let the world know about it!
- **Courses:** List the classes that show off the skills and interests you're most excited about.
- **Projects:** Whether you led a team assignment in school or built an app on your own, talk about what you did and how you did it.
- **Recommendations:** Ask managers, professors, or classmates who have worked with you closely to write a recommendation. This gives extra credibility to your strengths and skills.



# Big Interview

- Get tips on acing your big interview.
- Practice real-life interview questions.
- Gain last-minute interview tips.
- Take extensive interview training.
- Get professional feedback from CCU Career Services.
- Get tips on resumes, salary negotiation, and thank you notes.

How to register and practice:

1. Step 1: Go to [coastal.biginterview.com](http://coastal.biginterview.com).
2. Step 2: Register with your CCU email address.
3. Step 3: You'll then receive a confirmation email to your CCU address. Click "Verify" in the email, and you will be able to start using Big Interview.

