

# Finding Opportunities & Tailoring Applications

Berry Career Institute



# Finding Opportunities

- Consider the source
  - Not all search sites are created equal
  - Consider their audience, is it you?
  - Some sites are more for research than job postings, but these can help you learn more about the company or search terms you should use
  - Waiting for a job to be posted means you'll already have competition, consider approaching organizations you like who may not be hiring



# Search Resources

- [Berry Career Institute](#)
- [Handshake](#)
- [What Can I do With this Major](#)
- Faculty
- Family and friends
- Careers page of [companies](#) you'd like to work for
- LinkedIn
- Temp Agencies: Robert Half, Randstad, Manpower, Kelly Services
- [Glass Door](#)
- [GoinGlobal](#)
- [Serviceyear.org](#)
- Americorps



# Letters of Inquiry:

- A job **inquiry letter**, also known as a prospecting letter or letter of interest, is sent to companies that may be hiring but haven't advertised job openings.
- A well-written **inquiry letter** can help you get noticed by an employer who may not be actively recruiting.

# Sample Letter of Inquiry

*Dear Mr/Ms.-*

*I am a recent graduate from Cornell College with a degree in \_ and I will be returning to the \_\_ area at the beginning of May. In my search for employment opportunities, I found (org name) website and fell in love with the mission of your organization.*

***What experience do you have that relate to the organization and skills you can offer to help them with:*** *office skills, customer service, social media, design, data analytics, coding, foreign language, etc.*

*I understand that \_ is not currently hiring, however, I would be very interested in learning more about your organization and if there might be opportunities to apply my skill set with your organization or others you may know of on a volunteer, part-time, or full-time basis in the future.*

*Please let me know if you'd be willing to set up a brief meeting or phone call to discuss ways I might contribute to your organization and the \_ community.*

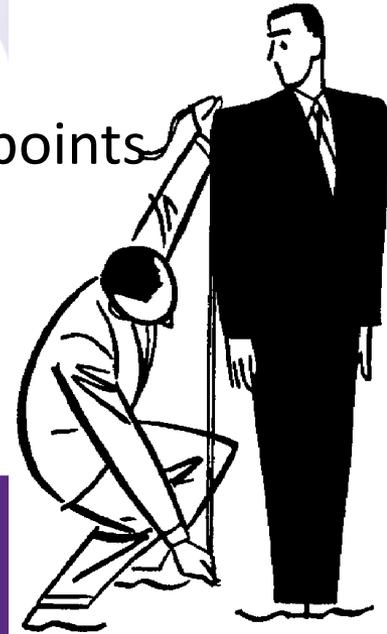
*Sincere thanks,*

# Once you find an opportunity:

- Tailor your documents to fit each posting you are interested in and then submit your applications.
- Maintain an organizational system and follow up.
- Prepare for [Interviews](#) and practice selling yourself with appointments with BCI staff.
  - Learn proper etiquette and follow up, get help with correspondence, maximize your experience.

# What does it mean to “tailor” your resume?

- Adjust your documents to “fit” each posting & job duties.
- PRINT resume & job description, put side by side.
- Circle key words, skills, company values they use and note on the side which experiences used these skills.
- Save a new copy of your master resume and name it with company and job title.
- Incorporate keywords & job duties circled into bullet points and [cover letter](#).
- Make appointment with BCI for help!



# Job Description

**Job Title:** Director of Credit

**Reports To:** CFO

The following positions report to this position:

- Credit Reviewer
- Regional Credit Manager
- Collector Supervisor

## Qualifications:

BS/BA in Finance or Accounting  
experience with legal, financial, and collection administration tasks  
commercial credit management experience  
strong communication & organizational skills

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Student Gov

## Challenges:

Identifying customer demand and business opportunity  
protecting company commercial interests & legal rights  
coordinating with other departments for mutual benefit  
monitoring how existing industry & peers to identify competitive opportunities/benefits  
managing the credit department to achieve peak performance  
optimizing profits by balancing risks against sales opportunities  
staff training and development  
balancing daily activities against strategic goals  
efficiently managing diverse demands and multiple pr

## Management/Reporting Job Functions

- determine, implement and monitor department policies and objectives
- coordinate collection activities of individual business units
- establish and monitor credit procedures
- prepare and monitor credit department budget
- forecast and manage departmental expenses
- daily supervision & development of department personnel
- regularly review employee performance

Finance Internship

## Credit/Risk Job Functions

- coordinate monthly risk review and complete **credit** reports
- credit review and analysis of new and existing accounts
- establish and monitor risk scores and enter auto approval parameters
- identify and classify monitor high risk customers
- manage credit bureau/information resources
- negotiate alternative selling terms/arrangements
- **analyze** to credit industry group meetings
- work closely with large loss accounts to facilitate the mutual benefits of the trading relationship

## Collections/Disputes/Recovery Job Functions

- communicate and enforce terms of sale and take collection action as needed
- communicate with sales and customers in respect to credit holds

# Resume

Vancouver, British Columbia  
555.468.5846  
sample@resume.com

## Summary

I have had 3 years experience in web design and development. I am familiar with a lot of the languages and software used in creating projects for the web. Furthermore, I have great project management skills and also work well either alone or with a group.

## Education

**University of Resume** Seattle, WA  
Design Media Graduated January 2008

## Employment History

**Ocean Suns** January 2012- March 2015

Bannana Hut Manager

Collaborated with other team members on special projects and events. Delivered exceptional service by greeting and serving customers in a timely, friendly manner.

QuickBooks  
Reconcile payments

**ComStream** Seattle, WA  
Web Designer March 2015- Present

Worked as team lead on many different client projects.

Appt Scheduling  
MS Outlook

Put keywords from description into your bullet points and cover letter

# Notes document:

## Career Exploration/Internship Search

**Company:** Transamerica

**Title:** Business Analyst

**Deadline:** February 9th

**Link to Job Description:**

\*Submitted application January 23 via company website

### **Job Description:**

Transamerica Finances Management Reporting team is seeking an innovative, energetic, customer-centric candidate to fill a Senior Financial Analyst role. The Management Reporting team aims to provide Transamerica's functional leaders with accurate and timely analysis into our company's performance, as well as forward-looking insights to help our company's leaders plan for the future. This position will have a variety of roles in the areas of operating expenses and headcount planning, reporting, and analysis. Please read below for additional details on this position's responsibilities. Job Description Consolidation

### **Responsibilities**

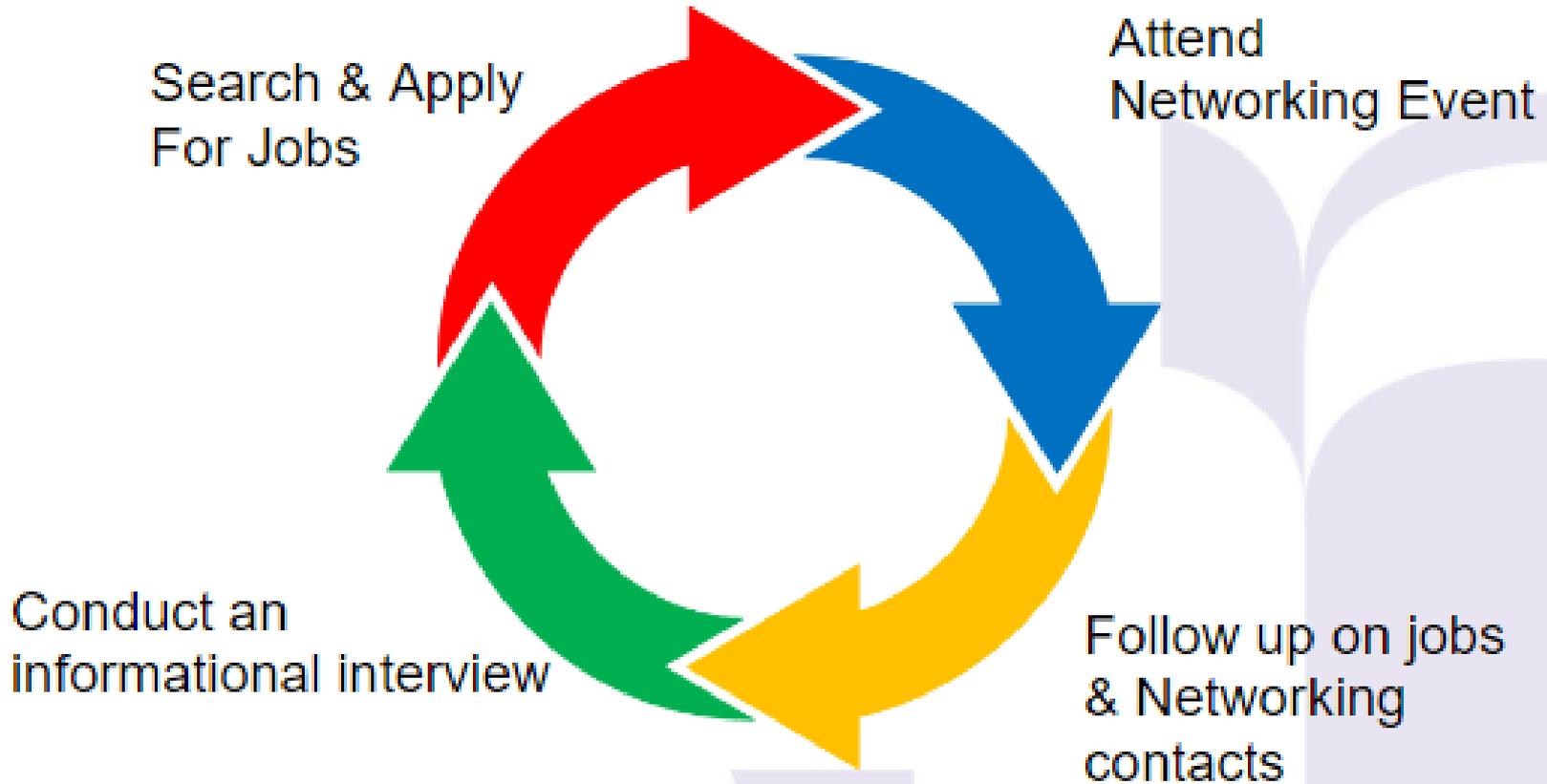
- Extracts financial and non-financial data from various accounting and information systems to perform appropriate analyses.
- Analyzes financial data and defines relevant information; interprets data for the purpose of determining past financial performance and/or to project a financial result.
- Prepares consolidated financial reports for senior leadership, at both the functional and organizational level.
- Summarizes large amounts of data into a comprehensive yet concise explanation. • Assists in the design, coordination, and communication of expense budgeting processes.



## If you tailor your materials:

- You are telling the employer how you're qualified for the job in the same terms used in their job description
- Your materials will “stand out” from those who didn't take the time to do the same
- You will already have started studying for your interview

# Job Search Cycle



Keep things fresh by mixing up your efforts

# Informational Interviews

- **Utilizes people already in your network**
- **Great way to start networking**
- **$\frac{2}{3}$  of the workforce secures jobs through personal contacts**
- **Click the link for sample questions to ask in an informational interview**



HOW TO EMAIL  
FOR AN INFORMATIONAL  
INTERVIEW



*Dear [name],*

*My name is [your name], and I'm a [year and major] [at Cornell College]. I'm reaching out because [reason why you want to speak with this person]. I'd love to learn more about [two or three things you'd like to learn from the person].*

*Please let me know if you might be willing let me buy you a coffee or set up a short phone call in the near future. Generally I'm available on weekdays from 11am-1pm and after 4pm. I'm sure you're busy, so even 20 minutes would be appreciated.*

*Thank you for your consideration,  
[Your name]*



# Networking provides:

- Increased insight into a career field, organization, or specific job
- Awareness of available internship and summer job opportunities
- Reinforced assessment of your interests and needs
- Greater confidence in job and internship interview situations
- Industry contacts

\*Read through the Berry Career Institute's [Networking Guide](#) to learn more about the networking process and proper etiquette when reaching out to contacts.

# Appropriate Follow-up

- Follow-up should be initiated less than 24 hours after the meeting
- Send an e-mail or hand-written thank you note
  - Reference talking points from the discussion
  - Say you look forward to staying in touch (if you really do)
- Initiate a personalized LinkedIn request





# For more help: Contact the Berry Career Institute

Check out our online resources and book your own appointment online through Handshake by visiting: [www.cornellcollege.edu/career](http://www.cornellcollege.edu/career)