

# THE JOB SEARCH for BUSINESS MAJORS



**Market yourself in the job search by  
developing professional correspondence  
and effective interviewing skills  
that highlight what you have to offer.**

## **OFFICE OF CAREER SERVICES**

**A DIVISION OF STUDENT AFFAIRS**

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# KEY POINTS TO KEEP IN MIND WHEN BEGINNING A JOB SEARCH

**YOUR RESUME AND COVER LETTER ARE THE FIRST IMPRESSION YOU WILL MAKE ON AN EMPLOYER ... THINK OF THEM AS “MARKETING TOOLS” DESIGNED TO SELL AN IMPRESSIVE PRODUCT: YOU!**

**DEMONSTRATING CRITICAL THINKING AND ATTENTION TO DETAIL IN WRITING YOUR RESUME AND COVER LETTER IS AN INDICATOR OF THE QUALITY OF YOUR WORK PERFORMANCE AS A FUTURE EMPLOYEE.**

**BEING ABLE TO COMMUNICATE YOUR QUALIFICATIONS ON YOUR RESUME IS PREPARING YOU TO COMMUNICATE YOUR QUALIFICATIONS DURING THE INTERVIEW.**

## INFORMATION FOR **BUSINESS MAJORS** TO COMMUNICATE ON THE RESUME, COVER LETTER, AND IN THE JOB INTERVIEW:

### EMPHASIZE BUSINESS KNOWLEDGE/SKILLS SPECIFIC TO YOUR MAJOR/CAREER GOAL:

#### **IN EDUCATION SECTION OF RESUME:**

- List course titles of courses reflecting your key areas of knowledge you wish to convey to the employer.
- List special course projects related to your major/career goals and describe what you did/learned.
- List study abroad programs and mention the business, language, and cultural knowledge you gained.

#### **IN SKILLS SUMMARY SECTION OF RESUME:**

- List business skills gained from part-time jobs, internships, student organizations specific to your career goal.
- List these transferable business skills starting with terms such as “Knowledge of...” or “Experience in...”

#### **IN EXPERIENCE SECTION OF RESUME:**

- Provide job descriptions that are detailed in describing business knowledge and skills applied *and* learned.
- Provide job descriptions using the vocabulary and terminology of your particular business area of study.

**MATCH YOUR RESUME TO THE EMPLOYER'S REQUIREMENTS.** Pay attention to the job ad and what specific knowledge, skills, and experience the employer is seeking, and tailor your resume – and cover letter – accordingly.

**ALL JOBS PROVIDE VALUABLE EXPERIENCE.** Describe how all jobs you've held allowed you to develop skills, especially those sought by employers you are targeting. For example, part-time retail, server, or student assistant jobs translate into teamwork, communication skills, problem-solving/analytical skills, organizational skills, etc.

**INCLUDE DETAILS AND QUANTIFY** your experiences with #'s and %'s if possible – for example, # supervised, # trained, # of projects completed, % increase in productivity, sales, etc.

**USE THE VOCABULARY OF YOUR FIELD.** Some verbs include: developed, designed, implemented, resolved, assessed, analyzed, calculated, supervised, controlled, coordinated, managed, planned, programmed. Some nouns include: accountability, efficiency, productivity, operations, maintenance, project management, quality assurance/quality control, costs, estimates, schedules, inspections, documentation, and specifications.

**CREDIT THE TEAM.** As teamwork in business is extremely important, list team-based accomplishments. For example: Contributed to..., Assisted in..., Collaborated with supervisors to..., Served on XYZ Committee for....

**SHOW ACCOMPLISHMENTS.** Think of what you did that went above and beyond your regular, required job duties. You may include an accomplishments statement at the end of your job descriptions on your resume, and leading team in successful projects.”

# PART II: RESUME FORMAT GUIDELINES & RESUME CONTENT FAQ's

## RESUME FORMAT GUIDELINES

**AVOID ERRORS IN SPELLING, GRAMMAR, AND PUNCTUATION.** Errors are viewed by an employer as an indicator of your future work performance – i.e., that you will be careless or not attentive to detail.

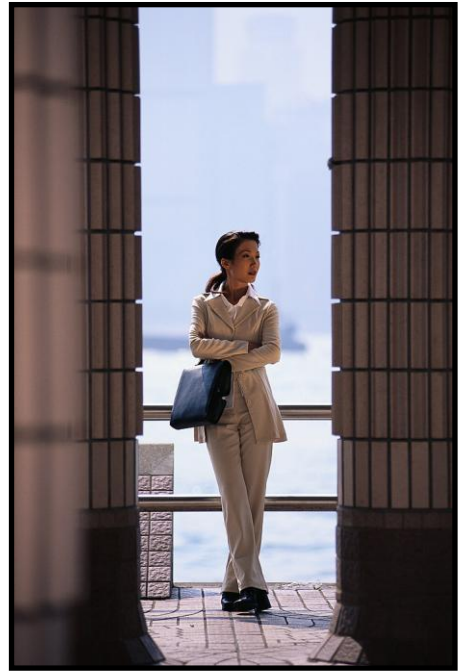
**KEEP RESUME ONE PAGE; AVOID TEMPLATES.** Adjust margins to .7 inches and font size to 10 or 11 point. Headings can be 11 or 12 point; your name, 14 - 20. Times Roman, Arial, or Tahoma fonts are recommended. Resume templates can make the resume two pages unnecessarily. Instead, type it as regular document in Word.

**CREATE A HEADER.** It should include your name, address, phone, and email address. Do not include the word “resume,” or personal info such as age, marital status, ethnicity, etc. Your email address should be professional.

**RESUMES THAT MUST BE TWO PAGES.** If you have a lot of work experience, and/or involvement in student organizations, you may need a two page resume. On the second page put name and phone number in upper left corner, and “Page 2” in upper right corner. Paper-clip; don't staple. DO NOT put header from first page on second.

**MAKE SURE YOUR RESUME IS “SCANNABLE.”** If the resume is handed to employers at a career fair, the employer may scan it to store it in a computer database. A “scannable resume” avoids italics, underlining, shading, borders, and graphics. Acceptable formatting includes: Bold type, caps, bullets, and black ink.

**DO NOT FOLD RESUME, COVER LETTER, OR OTHER APPLICATION MATERIALS.** If mailing, use a Manila envelope. Use labels rather than typing, printing, or hand-writing addresses directly on the envelope.



## RESUME CONTENT FAQ's

### OBJECTIVE

**Do I need an OBJECTIVE? What should it say?**

Although it is optional, an objective can demonstrate “focus” in terms of your career goal and emphasize key skills:

- A career in management in which leadership, team work, and communication skills will assist the company in achieving its goals.
- To contribute strong organizational, analytical, and communication skills in an accounting position, with opportunity for professional growth.
- A challenging position in financial services in which analytical and quantitative skills and the ability to develop positive relationships with customers can be applied to promote company growth.

### EDUCATION

**Is it important that my degree information is correct?**

Yes – if an employer knows the correct title of your degree, and you don't, this is a negative reflection on you. Check degree information on the academic program's web site, your transcript, or ask your faculty advisor. Also, list your concentration and/or any minors.

**Bachelor of Arts, Management; concentration in Human Resource Management**

Southeastern Louisiana University, Hammond, LA Graduation Date: December 2013 GPA: 3.4

Or:

**Southeastern Louisiana University, Hammond, LA  
Bachelor of Science, Accounting; minor in Management**

Graduation Date: May 2013 Major GPA: 3.2 Completed 150-hour CPA requirement

Or:

**Bachelor of Arts, Marketing**

Southeastern Louisiana University, Hammond, LA December 2013 Overall GPA: 3.4

#### **NOTE:**

- **Accounting majors who have completed, or will complete, the 150-hour CPA requirement should state this (e.g., “Completed 150-hour CPA requirement”).**
- **Accounting, Finance and Supply Chain Management majors will receive a Bachelor of Science; Marketing and Management majors will receive a Bachelor of Arts; Business Administration Majors will receive a Bachelor of Business Administration.**

#### **Should I list courses completed? Class projects?**

Yes, list 6 – 10 course titles, not numbers, that support your career goals. List projects if they support your career goals, and/or highlight knowledge/skills developed.

#### **Example:**

##### **Bachelor of Arts, Marketing**

Southeastern Louisiana University, Hammond, LA May 2013 Overall GPA: 3.4

**Course Work Includes:** Principles of Marketing, Consumer Behavior, Business to Business Marketing, Sales Management, International Marketing, and Business Research

**Special Course Projects:** Participated in marketing class projects, including developing marketing plan for local restaurant, and an international marketing strategy simulation.

#### **Could I list my Special Course Projects in another section of my resume?**

Yes – you may choose to list the Special Course Projects statement as one of the bulleted statements in your **SKILLS SUMMARY** (see section on this below). This would, in fact, be a more appropriate location if you’re listing a “Coursework Included” section under **EDUCATION**, in that listing both under **EDUCATION** may be too much information for that section.



#### **Should I list my GPA?**

Only if 3.0 or above. However, if your Overall GPA is less than 3.0, but the GPA in your major is above 3.0, you can list Major GPA only: **Major GPA: 3.0**. If both GPA's are above 3.0, you can list both: **Overall GPA: 3.0 Major GPA: 3.2**

#### **Should I list every college/university attended, & courses completed if I didn't get a degree?**

If you attended at least a year, or earned an Associate's Degree, then list this info (and specific degree information).

#### **In what order should I list my EDUCATION info, if I've attended more than one college?**

List most recent educational experience first, and other colleges attended in reverse chronological order (only list courses from other colleges if they support or enhance your career goals). **Example:**

##### **Bachelor of Business Administration**

Southeastern Louisiana University, Hammond, LA May 2011

##### **Associate of Arts, Office Administration**

Delgado Community College, New Orleans, LA December 2009

**Should I list high school information?** Only if you have accomplishments such as honors or officer positions in organizations, then, put this info in **ACTIVITIES & HONORS**, and indicate they were in high school.

## SKILLS SUMMARY

### Why include a SKILLS SUMMARY? What is the best format?

It directs the employer's attention to **KEY SKILLS** – that is, personality characteristics, knowledge and experience acquired through courses, class team projects, work experiences, and student organizations that pertain to the type of work you are seeking. Create bulleted statements, and begin each with an **ACTION VERB** – or a phrase such as “Knowledge of...,” “Experienced in...,” or “Responsible for...” Include technical and/or computer skills. Or, create a separate category called **COMPUTER SKILLS** or **TECHNICAL SKILLS** if you have numerous skills to list.



## EXPERIENCE

You may create two **EXPERIENCE** categories: **RELATED EXPERIENCE**, in which you list work, internship, volunteer, and even leadership experience in student organizations that directly relates to your career goals, and **ADDITIONAL EXPERIENCE**, in which you list other experience not directly related to your career goals.

### Should I list every job held on my resume? In what order should I list jobs?

List only jobs held in college, unless you have professional experience. In that case, if you have experience from the 1990's or prior, you may want to omit those jobs as they could reflect your age; age discrimination is illegal, but can occur. List jobs in reverse chronological order. **Example:**

**Server, 2013 - present**  
**Kirin Japanese Cuisine, Hammond, LA**  
(Put job description here)

**Student Assistant, 2011 - 2013**  
**Office of Career Services, Southeastern Louisiana University**  
(Put job description here)

**Construction Helper, Summers, 2009-2011.**  
Assisted with various construction jobs during summers while enrolled in college.



### What type of information should I include in my job descriptions?

Use present tense verbs for current jobs and past tense verbs for former positions. Include statement describing type of business or organization (its services, purpose, etc.) if organization name is not descriptive. List tasks performed, purpose, and results achieved. Include accomplishments, and numbers if possible (e.g., of employees supervised). **AVOID "I"** – start with **ACTION VERB** or phrase such as “Responsible for...,” “Experienced in...,” “Knowledge of...,” etc.

## ACTIVITIES & HONORS (can be called Accomplishments, Community Service, or Professional Activities)

List extracurricular activities in which you participated while in college. These experiences allow you to develop key skills employers look for, such as team work, communication, organization, and leadership skills. **Example:**

- American Marketing Association, 2012-present. Offices Held: Vice President, 2012-2013
- Phi Beta Lambda business student organization
- Dean's List, multiple semesters
- Volunteer, North Oaks Hospital, Hammond, LA, 2012 – present

**REFERENCES UPON REQUEST – Should I list this statement?** This is optional since employers will expect you to have a page listing your references. See **The References Page** on Page 16 below for more information.

# PART III: JOB SEARCH PREP

FOR ASSISTANCE WITH YOUR RESUME, COVER LETTER, INTERVIEW SKILLS,  
OR CAREER ASSESSMENT, SCHEDULE AN APPOINTMENT  
BY CALLING 985-549-2121 OR EMAILING [CAREERSERVICES@SELU.EDU](mailto:CAREERSERVICES@SELU.EDU).

## CAREER EXPLORATION & ASSESSMENT IN THE JOB SEARCH

Knowing what options are available to you prepares you to change directions if you aren't finding your ideal job. Career Services offers online resources, and career assessments, to assist you in:

- **Exploring options** - Make informed choices about careers to target in your job search.
- **Developing a resume** - Research current/past jobs for writing accurate, detailed descriptions.
- **Developing a cover letter** - Research job you're targeting and tailor your cover letter.
- **Preparing for an interview** - Learn job requirements so you can discuss how your knowledge/skills fit.

[SIGI 3](#), [O\\*Net](#), [OOH](#), and [What Can I Do With This Major?](#) Information on 100's of careers by job titles or search by your college major. See job descriptions, education/skills required, salaries, job outlook, etc.

**Myers-Briggs Type Indicator (MBTI) Assessment** - Learn how your personality type contributes to the work organization, your communication, leadership, and team work styles, and careers that best fit your type.

## JOB SEARCH ASSISTANCE

Upload your resume into Career Services' [eRECRUITING](#) online job search system and FREQUENTLY CHECK for:

<b>ON-CAMPUS INTERVIEWS:</b>	Sign up in <a href="#">eRecruiting</a> – OCI's held each Fall & Spring semester
<b>JOB VACANCY POSTINGS:</b>	Year-round, for full-time and part-time jobs and internships
<b>RESUME REFERRALS:</b>	Sent to employers - occurs automatically - there's nothing to check

Access [JOB BOARD LINKS](#) to view job vacancy postings - full-time, part-time and internships - or post your resume.

On **JOB BOARD LINKS**, look at all sections, as business jobs may be found in many types of fields and organizations.

## THE COVER LETTER

It is recommended that you accompany your resume with a cover letter tailored to the position and to the organization.

A **Sample Cover Letter** is provided on Page 9 below.

- Use same header (contact information) for resume, cover letter, and references page.
- Use business letter format of: left margins, no indents, and the date, company address, and salutation.
- Keep to one page - margins .7 and font 10 or 11 point - same as for resume, references page.
- Salutation should be: "Dear Human Resources Director," "Dear Hiring Manager," or "Dear Search Committee Chair" if no contact name is listed in the job ad.

**1st paragraph** State how you learned of position, position title, and name of organization.

**2<sup>nd</sup> paragraph** Describe degree - mention what you learned in courses, team projects.

**3<sup>rd</sup> paragraph** State knowledge/skills acquired in work and extracurricular experiences.

**4<sup>th</sup> paragraph** Indicate knowledge of organization and why you want to work for them.

**Final paragraph** Suggest desire for an interview, and where and how you can be reached.

## THE REFERENCES PAGE

A reference is a statement in support for your application by someone who can comment on your work or academic performance - a current or former supervisor, professor, coach, or organization advisor. **Reference information goes on a page separate from your resume, but with the same header, and the word REFERENCES underneath.**

- Do not include a references page with your resume unless a job ad requests it. Bring copies of references page in a portfolio to the interview.
- Three to five references is an appropriate number to list. Always ask permission to list someone as a reference, and give them a copy of your resume to illustrate your qualifications.
- List each reference's name, current job title, place of employment (include city, state, and zip code – mailing address not necessary), and work telephone number (not personal unless given permission).
- If a reference no longer works at the organization, you may still list them - with their current job title and employer. In parentheses, state, "former Manager of XYZ, Inc." to illustrate former relationship.

# PART IV: THE ART OF NETWORKING

Many job openings are discovered by interacting or networking with others to let them know you are looking for a job. Networking can range from a casual, unexpected encounter to a planned, organized meeting – so always be prepared. Remember that you are always “on” when job searching, so always conduct yourself in a mature, polished manner.

Think creatively when developing your network of contacts, and organize your list. If your contacts are not aware of any job opportunities within their employing organization, ask them if they can refer you to contacts they have – either within their organization, or employed in others. It’s not only who *you* know, but who *they* know!

Provide networking contacts and references with a copy of your resume. They can refer to it when they discuss your hiring potential with an employer, and it enables them to speak more informatively about you.

## Have you spoken to these contacts about your job search?

Professors and advisors to student organizations.

- Fellow members of student or other organizations - college, volunteer, etc.
- “Personal professional contacts” - bankers, accountants, lawyers, ministers.
- Friends, acquaintances, neighbors; family and extended relatives.
- Former employers, current employers, customers. Most college seniors have part-time jobs, and employers expect you to look for a degree-required position as you near graduation; it’s acceptable to network with them.

## Have you explored these resources for job opportunities?

- Career Services’ [eRecruiting](#) system & [Job Board Links](#) page.
- Company web sites.
- Career fairs – company representatives and /recruiters.
- Newspaper classifieds (“Want Ads”).
- Temporary employment agencies.
- Professional associations: Their web site job boards.
- Professional associations: Their conferences - local, regional, national - have job fairs or job networking events.
- Send a thank you note to all in your network who have assisted you!
- Keep networking even after you land a job. You never know when you may need your contacts again.



## Using Social Media in the Job Search: Facebook, LinkedIn, YouTube, Twitter, etc.

### Do's

Do update your profile regularly  
Do join groups...selectively  
Do get rid of digital dirt - indecent language, photographs, etc.

### Don'ts

Don't badmouth your current or previous employer  
Don't mention your job search if you're still employed  
Don't forget others can see your friends



# SAMPLE RESUME

## Deborah M. Richard

Pine Ridge West, Mandeville, Louisiana 70448

(985) 555-0088

deboricha@aol.com

### OBJECTIVE

The opportunity to contribute acquired knowledge and skills in management to promote company growth, while continuing to develop professionally by acquiring additional knowledge and skill sets in business.

### EDUCATION

#### **Southeastern Louisiana University, Hammond, LA**

**Bachelor of Arts, Management; concentration in Human Resource Management.** Graduation Date: May 2013

**Major course work includes:** Principles of Management, Business Strategy, Operations Management and Information Systems, Business Law, Financial Accounting, Managerial Accounting, International Business, Principles of Economics, and Principles of Marketing.

#### **Louisiana State University, Baton Rouge, LA 2010 - 2011**

Completed courses in advertising, covering theoretical analysis and practical applications of creative strategy, media strategy and measures of advertising effectiveness.

### SKILLS SUMMARY

- Consistently demonstrated strong management and marketing skills as successful business owner.
- Highly self-motivated with demonstrated planning, organizational and multitasking skills.
- Ability to motivate others through supportive and facilitative leadership and team work styles.
- Excellent interpersonal and communication skills in interacting with co-workers and customers.
- Experience in public speaking developed through promotional appearances at special events.
- Computer skills including Microsoft Word, PowerPoint, Excel.

### PROFESSIONAL EXPERIENCE

#### **Medical Records Assistant, St. Tammany Parish Hospital**

Covington, Louisiana, January 2012-Present

- Assist doctors, nurses, medical assistants and office manager with office administrative functions.
- Maintain organized, current, confidential filing system and perform patient medical records data entry.
- Courteously assist patients with questions and concerns about records.
- 

#### **Owner/Director/Coordinator, Dance Works, Inc.**

Slidell, Louisiana, June 2010-November 2011

- Managed local chapter of national ballroom dance training association.
- Planned, organized, and coordinated special events including social dances and dance competitions.
- Supervised, trained and motivated employees while encouraging high performance standards.
- Researched and analyzed information and target markets to develop effective ads for promoting business. Created original choreography, performances and dance instruction.

#### **Sales Associate, C&N Jewelers**

Slidell, Louisiana, August 2009-May 2010

- Initiated sales, promoted business, and ensured customer satisfaction through attentive service.
- Responsible for sales transactions, closing of sales, and maintaining store displays.

### AWARDS

- Dean's List, Southeastern Louisiana University, multiple semesters
- Society for Human Resource Management (SHRM). Offices Held: Vice President, 2011-2012
- Gamma Beta Phi honor and service society

# SAMPLE RESUME

## Shannon Guidry

1000 Breezeway Ave. Apt. Z Baton Rouge, Louisiana 70816 (225) 700-5000

sgn@bellsouth.net

### Objective

An accounting position that will allow me to apply accounting and management knowledge and abilities to benefit my employer, while expanding my knowledge, skills and experience base in business.

### Education

#### **Bachelor of Science in Accounting; minor in Management**

Southeastern Louisiana University, Hammond, LA December 2013

Overall GPA: 3.0 Accounting GPA: 3.5 Completed 150 hour CPA Requirement

### Key Qualifications

- Strong knowledge base in accounting gained through education and work experience.
- Committed to the highest quality in work performance and results.
- Exceptional planning, organizational and multitasking skills.
- Effectively manage multiple projects with attention to detail and timelines.
- Demonstrated ability to work collaboratively as part of a team to achieve goals.
- Leadership skills acquired through management position and officer role in student organization.
- Computer skills: Microsoft Office and Audit Command Language (ACL).

### Work Experience

#### **Administrative Assistant**, August 2013 - present

Michael F. Smith & Company, Certified Public Accountants, Hammond, LA

Prepare, verify, proof, and assemble tax returns. Review compilation reports and financial statements for adherence to reporting requirements. Maintain organized billing system and files. Assist with various accounting functions.

Perform research. Assist clients with questions and concerns.

#### **Driver/Assistant Manager**, June 2011 - June 2013

Domino's Pizza, various locations, Southeast Louisiana

Supervised 13-17 team members. Reduced costs by 5% through cutting expected labor hours per sale by working efficiency and effectively. Kept operations running smoothly through effective problem-solving and strategic decision-making. Trained new hires on company's policies, procedures and customer service.

#### **Student Assistant**, January 2010 - May 2011

Recreational Sports and Wellness Department, Southeastern Louisiana University, Hammond, LA

Operated a point-of-sale, member database and facility management system. Sold memberships to alumni and faculty.

Assisted with special projects and events to ensure successful outcome. Assisted students, alumni, faculty, and staff with questions and concerns.

### Accomplishments

#### ❖ American Marketing Association

Office held: Vice President of Finance, 2010 – 2011

Responsibilities included collecting payments, processing disbursements, preparing annual budget, reconciling bank statements, and presenting financial results to members.

#### ❖ Institute of Management Accountants

Attended meetings with guest speakers on a range of current business topics.

#### ❖ Dean's List, multiple semesters

## SAMPLE RESUME

# DAVID MORRISON

6000 Oak Glade Rd., Baton Rouge, LA 70888 (225) 300-0000 morrisd@bellsouth.net

## OBJECTIVE

A career that offers advancement based on performance and application of knowledge and experience in the areas of marketing, sales, and management.

## EDUCATION

### Bachelor of Arts, Marketing

**Southeastern Louisiana University, Hammond, LA** GPA: 3.7 Graduation Date: May 2014

**Major Course Work:** Sales Management, Marketing Research, Consumer Behavior, Personal Selling, Advertising, Public Relations, Marketing Management, Principles of Management, Business Strategy, International Business, Public Speaking

### Special Course Projects:

Participated in an international marketing project simulation demonstrating management and marketing skills and knowledge of global marketplace. Led a class team in developing a marketing plan and presentation to achieve a mock marketing venture.

## EXPERIENCE

### Residential Sales Representative, XYZ Security, Inc., Hammond, LA, January 2013 - present

Conduct in-home sales presentations to potential customers by identifying positive features and advantages of XYZ's products and services over those of the competition. Educate potential customers on specific product features and make recommendations based on needs. Initiate sales of reactivation services and upgrade products within assigned territory to customers who previously discontinued XYZ. Follow up with prospects, and with existing customers after installation to ensure satisfaction. Process work orders and complete all paperwork in accordance with approved and standardized procedures. Establish strong, positive relationships with broad range of customers and professionally represent business.

### Sales and Service Representative, Alltel, Baton Rouge, LA, April 2011 - December 2012

Provided cellular and pager product descriptions and rate information to customers. Initiated sales of services to walk-in and telephone customers, covering a full range of services in a prompt and professional manner. Assisted customers with retail transactions, in selling cellular and paging services to new and existing customers. Processed cellular and paging payments on accounts. Established rapport with broad range of individuals through personal and telephone contact.

### Floater Teller, Parish National Bank, Baton Rouge, LA, December 2010 - January 2011

Assisted customers with checking accounts, savings accounts, money market accounts, CD's, loan payoffs, fund transfers, and phone transfers. Explained and provided product descriptions and rate information to customers, making recommendations based on their needs. Input and processed checking and savings deposits, check cashing and savings withdrawals, loan and credit card payments on accounts. Audited various cash drawers at different branches, and assisted in solving teller outages as needed by serving as head teller.

## ORGANIZATIONS & HONORS

### American Marketing Association (AMA)

- Assisted in coordinating student event with employer representatives providing information on resumes, interviewing, and job search strategies; Dean's List; Thirteen Club honors recognition.

# SAMPLE RESUME

## Lisa Wilson

010101 Coler Creek Dr. Abita Springs, LA 70420

(985) 555-5555

Lisa3131@charter.net

### OBJECTIVE

A career in management in which application of management, marketing, and finance knowledge and skills will positively impact an organization and allow for continued professional development and advancement opportunities.

### EDUCATION

#### **Bachelor of Arts, Management, Entrepreneurship and Small Business Management Concentration**

Southeastern Louisiana University, Hammond, LA. Graduation Date: December 2014 GPA: 3.8

#### **Special Projects:**

Management accounting simulation providing integrative approach to cost analysis and profit planning. Class team assigned a fictitious company, and budgeted sales, labor, marketing, and materials for three months.

#### **Associate of Applied Science, Business & Management**

Delgado Community College, New Orleans, LA. Graduation Date: May 2013 GPA: 3.9

#### **Special Projects:**

Class team created Caribbean Café, a fictitious coffee shop. Implemented company start-up including: Establishing budget, selecting location, developing marketing and advertising, performing needs assessment, securing business license and loan, ensuring proper zoning requirements, securing insurance.

### SKILLS SUMMARY

- Experience in leadership of business operations, customer service, and human resources.
- Knowledge of business management principles and practices gained through academic preparation.
- Demonstrated ability to communicate effectively with supervisors, team members, and customers.
- Effectively plan, organize, and implement responsibilities with focus on detail and quality results.
- Organize projects and people to get things done by motivating others to achieve goals.
- Computer skills include Microsoft Word, Excel, and Power Point.

### PROFESSIONAL EXPERIENCE

#### **Bartender, Copeland's, Covington, LA, July 2012 - Present; Server, January 2011 - July 2012**

Responsibilities included providing customer service, managing and performing cash transactions, and maintaining the highest standards of customer service to ensure each guest's satisfaction and continued patronage. Applied knowledge of preparation of beverages according to customer's specific request. Resolved conflict situations with diplomacy and tact.

#### **Service Manager, Chevy's Fresh Mex, Kenner, LA, Dec 2010 – Dec 2011; Bartender, Jan 2010 – Nov 2010**

Organized food and beverage deliveries to ensure adequate quantities to meet demand, and performed supplies inventory management. Conducted employee hiring, training, and supervision, and fostered environment of positive and motivated teamwork. Created marketing techniques to facilitate increased patronage and sales. Responsibilities included investigating and resolving complaints regarding food quality or service to ensure highest level of customer satisfaction with dining experience.

### HONORS

- Phi Kappa Phi national honor society
- Gamma Beta Phi national honor and service organization
- Dean's List, 2012-2013; President's List, 2013
- Delgado Community College: Seymour Weiss Memorial Scholarship; Graduated with Presidential Honors

## SAMPLE COVER LETTER

**MELANIE S. JONES**

00000 South Range Avenue, Denham Springs, LA 70726

225-429-0000

melsjon@abc.com

February 30, 2014

D. A. Magee  
Keating Magee  
2223 Magazine Street  
New Orleans, LA 70130

Dear Mr. Magee:

Please accept this letter and resume as my application for a position at Keating Magee. I am seeking a position that will benefit from my leadership and creative abilities, as well as knowledge and skills in marketing techniques and research.

I will be graduating with a Bachelor of Arts in Marketing in May 2014. I have obtained the skills and experience necessary to succeed in my areas of interest through my coursework at Southeastern Louisiana University and my positions as a Sales Associate in a retail environment, an Office Assistant in an insurance agency, and as an Orientation Leader in a university admissions office.

My coursework provided an excellent foundation in marketing principles and techniques. Courses such as Personal Selling, Consumer Behavior, Advertising, e-Commerce, and Marketing Research, offered me the opportunity to develop increased awareness of theoretical perspectives, as well as practical application of theory, through an effective combination of classroom lecture and course projects involving simulations of marketing situations, issues and challenges.

Additionally, my work experiences have allowed me the opportunity to apply what I have learned in the classroom to real-world situations, and with success. All of my positions required the ability to promote my employer's services/products through innovative marketing techniques and excellent customer service abilities. I have also expanded upon my leadership abilities, team work skills, and creativity through my course team projects, and as Vice President of a student organization, Phi Mu Fraternity. As Vice President of Phi Mu, I planned and organized the annual "Children's Philanthropy" workshop for the American Heart Association. This experience required self-motivation and motivation of team members, planning and organizational skills, and creativity in developing fundraising and promotional ideas - additional strengths I was able to develop and apply to an event which was extremely successful in terms of participation numbers and ideas generated.

In researching Keating Magee, I discovered that you are prominent in the advertising and public relations industry. I am also impressed with the position that your company has established in the areas of public relations, corporate communications, marketing, sales promotion, and media planning and buying. With the accumulation of this information, I am confident that I could successfully meet your company's expectations of commitment to excellence in the areas of hospitality and entertainment, technology, and social marketing.

Attached is my resume, I look forward to an interview and opportunity where we may further discuss my qualifications and desire for employment in your professional environment.

Thank you for considering my request.

Sincerely,

Melanie S. Jones  
Attachment

## SAMPLE COVER LETTER

### **Jonathan Mason**

**1414 Kendrick Drive, Kenner, LA 70707**  
**504-873-0000 john12@cox.net**

March 21, 2014

Hiring Manager  
Bayou BoatMakers Company  
New Orleans, LA 70111

Dear Hiring Manager:

Please accept this letter and resume as application for the Manager Trainee position with Bayou BoatMakers Company, as advertised on your web site. With an educational background in management, and work experience in various aspects of business operations and customer service, I believe my qualifications are an excellent fit with the requirements for this position.

In May of 2014, I will graduate with my Bachelor of Arts in Management from Southeastern Louisiana University. This educational preparation has enhanced the practical knowledge I acquired in my work experience. I have, collectively, over five years of experience in successfully managing operations, and in employee training and supervision, in both business and military environments, as well as over two years of experience in customer service.

Throughout my career, I have consistently been promoted to increasing levels of responsibility, which fostered the development of my leadership skills. I have had the opportunity to train and supervise other employees in organizational operations/customer service techniques. As a manager, I lead both by example and by facilitating a desire to learn on the part of those I lead, developing positive, mutually beneficial working relationships in the process. Additionally, I have been consistently recognized for producing work of the highest quality, working effectively and efficiently within timelines - always with the goal of making a positive impact on company goals and profits.

In researching Bayou BoatMakers Company, I discovered that you are the leading distributor of boating safety devices in the Southeast Louisiana region. Your company has a long history of providing the highest quality boating safety products for recreational boats, and has an excellent reputation for “giving back” to your community in the form of community service programs to encourage entrepreneurial interests in disadvantaged youth. In short, yours is the type of organization in which my experience, energy, and enthusiasm would positively impact operations and customer satisfaction, as well as allow me to contribute to community development and improvement.

I am including my resume. I am available for an interview at a mutually convenient time. Please let me know if further information is needed. Thank you for your time and consideration.

Sincerely,

Jonathan Mason  
Attachment

## SAMPLE COVER LETTER

**Angela Randolph**

4440 Hinson Ave., Hammond, LA 70403

985-555-0011

willrandolph1@aol.com

December 19, 2013

Ms. Sheri Johnson, Branch Manager  
AmSouth Bank  
0011 Harvard Avenue  
Hammond, LA 70402

Dear Ms. Johnson:

I am contacting you regarding possible employment opportunities with AmSouth Bank. I am seeking a position in which I may utilize my general business and financial skills and be an asset to an organization.

A recent graduate of Southeastern Louisiana University with a Bachelor of Business Administration degree, I am confident that I have obtained the knowledge and skills necessary to succeed in my career through my coursework at Southeastern and my work experience in customer service settings. I am looking forward to applying the knowledge I acquired in the classroom, as well as the skills I have developed in various business environments, to a professional position.

Through my participation in class team-based projects and my work experience, I was able to apply and enhance my excellent communication and interpersonal skills. As my previous employers will verify, I have been recognized as a quick learner, highly self-motivated, attentive to detail, and organized. I have also demonstrated creativity and analytical skills in making work-related decisions and in carrying out my responsibilities. Although I work well independently, I enjoy being part of a team and work very well with co-workers and all levels of management.

In researching AmSouth, I discovered a quote by your current CEO, who stated that AmSouth is a bank comprising people committed to being the best, and exceeding expectations in all of the organization's relationships. I have experienced this philosophy myself as a customer of AmSouth Bank. I am impressed with the standards of your customer service, and find the possibility of working for your organization exciting – it would be an honor to be a part of your team.

I look forward to an interview with you in the near future. During the interview, I hope to learn more about your organization's plans and goals and how I may contribute to its success. My contact information is listed above for your convenience.

Thank you for your thoughtful consideration in reviewing my resume and considering my request for an interview. Please let me know if further information is needed.

Sincerely,

Angela Randolph

Enclosure

## SAMPLE REFERENCES PAGE

### **JANE DOE**

1234 Adams Road, Hammond, LA 70401

985-000-0000

roomie@selu.edu

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### **REFERENCES**

John Smith, Manager  
XYZ Company  
Hammond, LA 70401  
(985) 000-0001

Janet Thomas, Office Coordinator  
ABC Company  
Hammond, LA 70401  
(985) 000-0002

Dr. Joan Jones, Assistant Professor  
Department of Management  
Southeastern Louisiana University  
Hammond, LA 70402  
(985) 000-0003



## TOP TEN INTERVIEW TIPS

**Do your homework.** Research the organization beforehand so that you can showcase that knowledge during the interview. This will boost your credibility with the interviewer and help you formulate intelligent questions to ask.

**Know where you're going.** Make sure to find out where the office is and how to get there. Do you know how long the trip will take? Do you have the name and phone number of the person you'll be meeting with? Do you know how easy it is to park? Save yourself time and unnecessary stress by preparing.

**Look the part.** Clothing should be neat, pressed, and professional. As it can be difficult to know the culture of the work environment beforehand, err on the side of conservative. Even if everyone's wearing jeans when you arrive, you're still better off wearing a suit. Still, inject some personality into your look, and don't neglect the details.

**Bring necessary documentation.** Bring extra copies of your resume, a references page, and a portfolio of samples of relevant professional work, in a nice "padfolio." Recent college graduates should also bring their transcripts.

**Arrive early.** Arrive at least 15 minutes before the interview. Visit the restroom and check your appearance in the mirror. Introduce yourself to the receptionist to let them know you have arrived and that you have an appointment. *Turn your cell phone off so it doesn't ring during your meeting.* DO NOT TEXT while waiting for the interviewer.

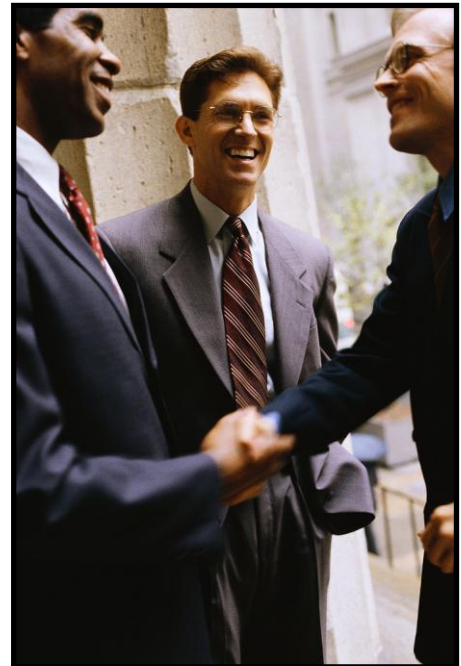
**Allow for handshake.** Pause a moment upon greeting the interviewer to allow them to initiate the handshake. If they do not, you may initiate it.

**Sell yourself.** Develop a 30-second sales pitch that sings your praises. In business this is called an "elevator speech," a compelling overview of *why you?* that can be recited in the time it takes to ride the elevator. It should include your strengths and abilities, and what sets you apart from other applicants.

**Exhibit positive body language.** Make and maintain eye contact. Show enthusiasm for the job, the company, and the information you are learning and sharing. Be a good listener, also, and be alert to cues you've talked enough.

**Don't neglect to ask questions.** Based on your earlier research, ask how the responsibilities of the position relate to the company's goals and plans for the future. Ask what qualifications they are seeking in candidates.

**Follow up:** ALWAYS return calls/answer emails from prospective employers. Even if you're not interested in the position, such a professional courtesy can leave the door open for other opportunities with the organization in the future. The message on your voicemail should be professional, and always answer the phone in a professional and positive tone of voice. Send a Thank You note or email – see below.



### RESEARCH COMPANY AND JOB BEFORE INTERVIEW

Study the job ad, and research the job on [SIGI 3](#), [O\\*Net](#), and [OOH](#), to articulate why you are the best candidate!

To learn about:

Methods of training, evaluation, and promotion

## PART VII: SAMPLE INTERVIEW QUESTIONS & ANSWERS

### **Tell me about yourself.**

Focus on highlights of your educational and work experiences. Start with recent accomplishments such as getting your degree and describe what you learned in your course work that pertains to the job. Discuss related work, internship, and student organization experiences. Describe knowledge and skills acquired in these experiences, and how they will contribute to your success on the job. Develop a “closing statement” - state how excited you were to learn of this career opportunity and that you believe your qualifications are an excellent fit. Do not disclose personal information such as age, marital status, number of children - these factors are not related to your ability to perform the job.

### **Which college course or courses have you enjoyed the most, and why? The least? Why?**

For courses liked the most, discuss those that allowed you to develop knowledge/skills that fit the job. Or, choose courses that allowed you to grow, e.g., to develop critical thinking skills or to view things from different perspectives. For courses liked the least, choose one that **does not** pertain to the job. Explain why you disliked it but end on a positive note: “Although I didn’t have an interest in algebra, the course allowed me to improve my critical thinking.” “While I didn’t have an interest in the course, I viewed it as a challenge, applied myself, and made a good grade.”

### **Name your three greatest strengths.**

Don’t hesitate in responding to this question. Name your strengths, and go ahead and elaborate by providing examples of how you use these strengths in your college or work life. The interviewer may ask another form of this question: “Name **three words** your co-workers would use to describe you.” Choose characteristics that relate to work.

### **What is your greatest weakness?**

Design your response so that your weakness is really a “positive” in disguise. For example, you may say you take great pride in the quality of your work, so you tend to want to do it all yourself but then find you are not managing your time or delegating effectively. Describe what you have done to correct this. Or, address this question from a personal or professional growth perspective, such as stating that public speaking was an area in which you did not have confidence, but that you decided to improve through class presentations. Describe techniques you used to improve. NEVER choose a weakness that’s part of the job - do not use the public speaking example for a sales position!

### **What have you learned from extracurricular activities?**

If you were an officer, or even just served on committees in student organizations, discuss these experiences and what they taught you (team work, leadership, communication, ability to plan, etc.): “I worked as part of a team, and learned about the management and budgeting processes involved in coordinating a fundraising event for our organization....”

### **Which of your work experiences has been most rewarding? Why? Least rewarding? Why?**

Again, relate work experiences to the requirements of the job. You may want to say that your **internship** was the most rewarding, because it provided you with knowledge and skills directly related to this job, then elaborate. For the “least rewarding,” NEVER say anything negative about an employer. Indicate you learned something from each job held.

**In what ways do you best contribute to a team?** Research the definition of team work so you can answer this question by describing the elements required for a successful team effort. For example, your belief that all team members have something to contribute could be part of your “philosophy of successful teamwork,” and so you try to make sure each team member’s ideas are heard. Describe a team project in which your contribution made a positive impact. Take the Myers-Briggs Type Indicator (MBTI) in Career Services and learn about your teamwork abilities.



### **Describe your leadership style.**

This statement may be offered primarily for management positions; however, be prepared: Think about situations in which you exercised leadership, steps/actions you took as a leader, and positive results of those efforts – e.g., leading a class team project or student organization activity, training new employees, setting an example of professionalism. Think in terms of guiding and motivating **people** AND managing **tasks** – both crucial elements of leadership. Even if the job does not require you to supervise others, still view yourself as a leader of your area of work responsibility.

### **Do you work well under pressure?**

Answer in the positive: “Yes, I work very well under pressure. In fact, pressure can generate a certain energy that can be a force for getting things done.” However, this question is also used to learn about your ability to manage your time effectively, to multitask, to organize and prioritize. Explain that you plan, organize, and complete your tasks so that if the unexpected occurs, you will not have a lot of unfinished business to prevent you from meeting the deadline.

### **Describe the ideal relationship between a supervisor and a subordinate.**

Answer this question from both a supervisory perspective - with yourself in the role of supervisor, even if you have not had such an experience - and from that of a subordinate. Describe the approach you would take if placed in a supervisory position, and elaborate on your leadership and team work styles. DO NOT compare “good supervisors” you’ve had to “bad supervisors” or criticize the management or operations of an organization.

### **Why do you have a gap in employment from \_\_\_\_\_ to \_\_\_\_\_?**

College students can explain a gap in employment as a decision to spend time focusing on their studies.

### **Describe an accomplishment, and how you achieved it. What does “success” mean to you?**

Choose something that illustrates setting a goal, and commitment to achieving that goal. Provide an example from college, work, or extracurricular activities. Describe the process and what you learned “along the way.” Or, describe an obstacle you overcame, a challenge you met successfully. Regarding “your definition of success,” this question has more of a philosophical intent; let your response reflect your attitudes, beliefs, and values about life and work.



### **Where do you see yourself five years from now? What are your career goals?**

DO NOT describe career goals which will take time and energy from your new job, such as pursuing an advanced degree right away. And do not leave the employer with the impression that they are a “stepping stone” to your ultimate career goal with another organization or another type of work. Instead, emphasize your strong desire for a career path with this company. If you are **not** certain you want to work for them, keep your response general: “I’m looking for the opportunity to continue to develop professionally and to advance based on my contribution to an organization’s goals.”

### **What do you know about our company/organization? Why do you want to work here?**

DO YOUR HOMEWORK in researching the company/organization THOROUGHLY before interviewing. Know something about their mission, products, services, clients/customers, history, future initiatives. This information can be found on the company/organization web site and additional online research.

### **What can you bring to this position that would “set you apart” from other applicants?**

This question presents an opportunity for you to highlight what you have to offer as it relates to the position and the company. Also prepare for this question by carefully listening to the interviewer describe the position, the company, and the qualifications sought, which will likely occur during the interview.

## APPROPRIATE QUESTIONS FOR YOU TO ASK DURING THE INTERVIEW

Refrain from asking these questions until the interviewer asks if you have questions (usually at the conclusion of the interview). However, if you do not understand a question you are asked during the interview, you may ask the interviewer to explain. **DO ASK QUESTIONS** to show interest and initiative!

- ❑ What qualifications do you think are necessary to be successful in this job?
- ❑ Can you describe the training period/program? How would I be supervised/my performance evaluated?
- ❑ Could you describe a typical day? Week? The organizational culture?
- ❑ What are the opportunities for advancement? (if you can't determine from research)
- ❑ Does the company encourage participation in professional organizations? Continuing education?
- ❑ When can I expect to hear from you regarding your hiring decision? (they will likely tell you this, however)

## INAPPROPRIATE QUESTIONS FOR YOU TO ASK DURING THE INTERVIEW

- ❑ **DO NOT** ask about salary or benefits during the first interview. However, be prepared to voice a range you're looking for if they ask – see [SIGI 3](#), [O\\*Net](#), [OOH](#) for salary info on 100's of careers.
- ❑ **DO NOT** push for an early decision by mentioning the other opportunities you have awaiting you.
- ❑ **DO NOT** ask for feedback on your interview performance.

## BEHAVIORAL INTERVIEWING

“Behavioral” questions probe applicants’ past behavior in work situations, on the premise that the best predictor of future performance is past performance. Think of three or four challenging or problem **situations**, how you **assessed** them (perspectives considered), **actions** you took to resolve or improve it, and the positive **results** of your efforts.

**To help you understand and respond to behavioral interview questions, make a list of your “three greatest strengths” and provide an example of how you successfully applied each strength in an academic, work, or extracurricular setting.**

## SKILLS EMPLOYERS SEEK, AND BEHAVIORAL QUESTIONS ADDRESSING EACH SKILL:

### Communication

- Give an example of a time when you were able to successfully communicate with a customer/client.
- Have you ever had to “sell” an idea to your co-workers or a group? How did you do it? Did they “buy” it?

### Decision Making & Problem Solving

- Give an example of a time when you had to be quick in coming to a decision.
- How did you make the decision to come to Southeastern and to major in \_\_\_\_\_?

### Motivation/Leadership (of yourself and others)

- Give an example of how you motivated your co-workers or classmates, as for a team project.
- Tell me about an important goal that you set in the past, that you successfully reached.

### Interpersonal Skills

- What have you done in past situations to contribute toward a teamwork environment?
- Tell me about the most difficult or frustrating individual you've worked with, and how you worked with them.

### Planning and Organization

- How do you decide what gets top priority when scheduling your time?
- What do you do when your schedule is suddenly interrupted? Give an example.

## Other Possible Interview Questions

- How did you become interested in the field of \_\_\_\_\_?
- Do you consider yourself a natural leader or a born follower?
- Do you prefer working with others or alone?
- What energizes you on the job? What stresses you?
- How do you stay current in your field?
- What are some things you've learned in college that could help you do this job?
- Describe how one of your jobs related to the overall goals of your department and company.
- Give an example of where you had little or no direction in solving a problem and how you handled it.
- Give an example of how you showed initiative or creativity in problem-solving.
- What would you consider to be your greatest challenge in this job? Your greatest strength?

## AFTER THE INTERVIEW

**Thank You Note:** Don't forget to send a handwritten note or an email within two days thanking the interviewer for his or her time and consideration, as well as restating your interest in the position.

**Self Evaluation:** Conduct a self-evaluation, noting both positives and difficult questions encountered.

**Follow-up Calls:** You may call if you haven't heard from the employer within the time frame you were given to expect a response. Always return calls/answer emails from prospective employers. Even if you're not interested in the position, such a professional courtesy leaves a positive impression for future opportunities with the company.



### SAMPLE THANK YOU NOTE

July 9, 2014

Dear Mr. Harris:

Thank you for the interview for the Customer Service Manager position. This position offers opportunities which strongly match my interests and career goals. The interview confirmed my initial positive impressions of your organization, and I want to reiterate my strong interest in working for you and in making a valuable contribution to customer services at XYZ.

Sincerely,  
Alan Fussell

# PART VIII: DRESSING FOR SUCCESS

Always dress professionally for a job interview, even if the work environment is casual. It is appropriate to ask, when you are called for an interview, how you should dress. If you are told “casual,” women should still wear a minimum of a jacket and slacks, and men should wear a minimum of a long-sleeved shirt and tie, with dress slacks or khaki pants.

**NOTE:** Surveys indicate that a majority of employers prefer **not** to see body art – tattoos, piercings. So cover up! Once hired, you can ask about the company dress policy regarding clothing, body art, hair length, etc.

## DRESS FOR SUCCESS - FOR WOMEN

### The Suit

- A business suit – matching jacket and skirt – is **most** appropriate – not a dress!
- Pantsuits are acceptable except for conservative employers, e.g., banks and accounting firms
- Should be conservative color – solid or small pattern – black, navy, gray, brown, taupe
- Should fit – not too tight or too loose; avoid fabrics that wrinkle easily, such as linen
- Blouse should be conservative to medium color – not bright color
- No short skirts – hem should be just above knee or just below



### The Shoes and Hosiery

- Closed toe **ONLY!** No sandals – even those with heels; conservative colors – no gold, silver, red
- No “spiked” heels – should be comfortable for walking: heels should be 1 inch to 2 ½ inches high
- Neutral colored hosiery only: taupe, off black, navy, off white – avoid textures

### The Jewelry, Make Up and Hair

- Seven pieces of jewelry maximum – count gold or jeweled buttons as jewelry
- One earring per ear – should be small, not dangling; watch – dress, not sports
- Go easy on the blush, eye shadow and lipstick; wear little or no perfume
- If hair is longer than shoulder length, wear pulled back from face

### The Accessories

- Carry either a purse or briefcase – but not both – should be neutral color
- A nice portfolio containing a note pad and extra copies of your resume and references page may be carried along with your purse; carry nice pen



## DRESS FOR SUCCESS - FOR MEN

### The Suit

- Always wear a suit! Expensive is not necessarily better – should be proper fit
- Medium to dark colors, solids or conservative stripes
- Tip of jacket sleeve should fall 5 inches above tip of thumb when thumb is extended down
- Shirt: pastels, solids, conservative stripes; sleeves extend one half inch below jacket sleeve edge



### The Socks, Shoes, and Tie

- Socks nice, thick material; dark, solid or small pattern; hide leg hair when legs are crossed
- Shoes should be leather; should be lace-up or dressy loafer; should shine
- Tie in small, repetitive pattern or solid – no “theme” ties (e.g., “Tabasco”)
- End of tie should touch top of belt - should contain loop in which to insert small end of tie

### The Jewelry, Hair and Accessories

- Wedding band/watch is sufficient; wristwatch should be dress, not sports
- Hair should be “business cut” – short and neat; long hair for males is discouraged
- Face should be clean-shaven; if beard, keep short and neatly trimmed; use aftershave sparingly
- Carry nice portfolio containing a note pad and extra copies of your resume and references page

## OFFICE OF CAREER SERVICES

A DIVISION OF STUDENT AFFAIRS

SOUTHEASTERN LOUISIANA UNIVERSITY

SLU 10492 HAMMOND, LA 70402

STUDENT UNION ANNEX ROOM 241

985-549-2121

[WWW.SELU.EDU/CAREER](http://WWW.SELU.EDU/CAREER)