



CAREER DEVELOPMENT HANDBOOK

HOW TO GET A JOB IN THE DIGITAL MEDIA INDUSTRY



**"THE BEST WAY TO
PREDICT THE FUTURE
IS TO CREATE IT."**

-ABRAHAM LINCOLN



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GETTING STARTED

WHEN YOU'RE UNEMPLOYED, YOUR JOB IS TO *FIND A JOB*.

LUCK OR TALENT?

You have likely heard the expression, "You make your own luck," and people talk about being in the right place at the right time. But, what role does good fortune really play in career success?

While luck is indeed a career factor, hard work and dedication play important roles as well. The harder you work, the luckier you will be. Luck can be defined as preparation meeting opportunity. Luck may launch your career but hard work will help you sustain it. Luck is being smart enough to keep yourself valuable by staying current and ahead of the curve in your field. Getting the job of your dreams means being in the right place at the right time. Luck can also be about who you know and how you work your connections.

RESEARCHING YOUR JOB TITLE

First, you need to be aware of what occupations, or job titles, you are able to fill. It is very likely that what you are training for has more specific job titles, or even optional occupations, that you will be qualified to pursue. The two most common ways of researching your job titles are www.onetcodeconnector.org and www.bls.gov.

RESEARCHING THE JOB MARKET

Next, you need to have an understanding of what companies will hire. If you limit your search to a specific area, you're limiting your opportunities and not taking into account the various roles you are qualified for.

It is imperative to the success of your job search that you do a quick analysis of the companies you are applying to, as this will also give you more insight into your field of interest. You should be able to understand the basics of what the companies do, what they find interesting or rewarding, and what problems they might need help solving. This process is one that will require you to be self-motivated and self-sufficient; companies want to see that not only do you have the credentials but that you also have the mindset to get the job done. Stay up-to-date on news that affects your industry so that you can demonstrate to your prospective employers your dedication to the craft.

RESEARCHING YOURSELF

Having knowledge of your digital footprint is extremely important. In today's hiring process more and more employers are using simple internet searches to know exactly who they are hiring. Conducting a google search is all they need to find any piece of information on you they wish to know. This includes photos, videos, language, etc. keep in mind we live in a very social media-friendly society where anyone can view your Facebook, Instagram, LinkedIn, and the list goes on. The last thing you want is some post that might even be off-brand for you to make the first impression with a job recruiter.

WHERE AND HOW TO APPLY

PURSUE MULTIPLE CHANNELS OF OUTREACH.

CREATING A LIST OF EMPLOYERS

After you have researched job titles and the job market you should have a good idea of some companies that are actively looking for employees. Take this time to create a list of potential employers. Online there will most likely be an area that can connect you with their Human Resources department, this may also be labeled Career Sections, Career Opportunities, etc. If a contact or system for applying is not clearly listed online see the section below for your next steps.

BEING PROACTIVE

Use the phone. Call every company you are interested in working for and ask the receptionist if they are hiring. Whether they are hiring or not, ask who the appropriate contact would be at the company and for their phone number or email. Send a cover letter and resume to that contact. Even if they are not hiring, they may have some tips on how to improve your resume/cover letter when applying to the next company.

KNOWING THE TOOLS

The internet will be your best friend during these exciting times. Indeed, Simply Hired, Monster, Career Builder, and other job boards are great for finding opportunities in your field. Virtual job fairs have also become pretty popular; research when these are going on so that you can submit your resume to multiple companies easily.

USING SOCIAL MEDIA

Create a LinkedIn.com account. LinkedIn is a great way to get involved in online networking and view job postings that are exclusive to the site. Utilize your account to follow companies in which you would like to work, specifically following recruiters within those companies.



NETWORKING

IT'S ALL ABOUT WHO YOU KNOW.

MAKING CONNECTIONS

This step is crucial to your success in finding a job. Most positions filled today are through personal contacts and networking. The best jobs rarely make it to the web. If you want to work in the industry you need to be around individuals that already do, building your brand in the process. This is also an opportunity to get involved. Volunteer and add substance to your resume. If you actually sit on the board of an industry association, often the president will pass down job opportunities to the board members. You can join the association kickball or flag football team. In the end, you will build relationships and create a personal set of contacts with mutually beneficial career interests. You should network with everyone. If you are unemployed, make sure everyone you know is aware that you have graduated and are now looking for a job.

Connect with F.I.R.S.T. Institute to stay up-to-date with Employment Opportunities, Internship Opportunities, Guest Speakers, and Events. We welcome you to post status updates and photos about your career progress and achievements, recent projects, etc. on our Facebook and LinkedIn pages.



NETWORKING MISTAKES

WAITING TOO LONG

Don't wait until after you graduate or already lost a job. Effective networking means creating contacts and relationships while you're still in college or employed.

BEING CLUELESS

Make sure you know why you are going. Do you want a job? Are you looking for contacts or a mentor to provide guidance? Don't forget business cards. Spend a few extra dollars to print professional-looking cards on good, quality paper.

BEING POMPOUS

You need to listen to what everyone else is saying. People help by offering advice. They are not interested in hearing how much you already know.

DRESSING DOWN

Look sharp at networking events. Mind your manners, shake hands firmly, stand up straight, make eye contact, and show respect in any way you can.

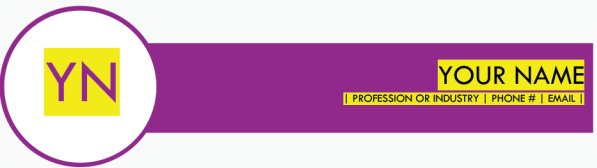
BEING A WALLFLOWER

Men and women with contacts and power meet many people; they remember only those who stand out from the crowd. Be assertive and act like a leader but don't go overboard. You want to convey self-assurance, not obnoxiousness. Follow up every conversation with a thank you note, email, or call. Let your contact know whether their suggestions panned out or not.

THE RESUME

EDIT, EDIT, EDIT.

It may seem tedious but every resume you send out needs to be customized to the job description and a cover letter should always be included. Every email, cover letter, resume, and thank you note are a representation of you. Don't make mistakes. Below are sample resumes for recording arts, digital film, and graphic design graduates.



OBJECTIVE
(Type the title of the job/internship you are applying for)

SUMMARY OF QUALIFICATIONS
Dynamic and motivated professional who is proficient with Pro Tools and Logic Pro. Dependable and organized team player with the ability to communicate effectively and efficiently. Experienced in installation of audio equipment such as amplifiers, loudspeakers, microphones, and mixing consoles.

SKILLS
Mixing Console Proficiency:
SSL XL-Desk
Mackie 16 VLZ
Behringer X32
Behringer Producer

Software Proficiency:
MacOS
Microsoft Office
Pro Tools
Studio One
Uwise
Melodyne
Drumagog
QLab

Cable Termination:
RJ45
TRS
BNC
XLR

EDUCATION
DIPLOMA • EXPECTED GRADUATION DATE • F.I.R.S.T. INSTITUTE
Recording Arts and Show Production
Diploma program includes emphasis in the following:
Fundamentals of Sound, Session Set-Up and Organization, Digital Audio Workstation Editing and Mixing, Equalization, Compression, Delay, Reverb, MIDI Production, Jingle Production, Radio Commercial Production, Podcasting, Remixing, Signal Flow, Patch-bays, Recording, Hybrid Analog/Digital Studio Editing and Mixing, Front of House Mixing, Live Sound Recording, Staging, A/V Technology Applications, ADR Recording, Field Recording, Game Audio, Foley, Sound Design for Visual Media, Soldering, Scoring, S.I. Mixing, Mastering, Sound Reinforcement

EXPERIENCE
CHOOSE PROGRAM PROJECTS RELATED TO JOB LISTING, AND FURTHER EXPLAIN BELOW:
Podcast, Radio Spot, Jingle Production, Remix Production, Recording Sessions, Mixing Sessions, Audio Restoration, Sound Design, Game Audio, Soldering/Crimping, Sound Reinforcement, Tech Rehearsals, Live Events

POSITION ON PROJECT • STUDENT PROJECT • DATES FROM – TO / PRESENT
(Explain what you did on this project that would benefit the company you are applying for. Explain your duties and how you made progress)

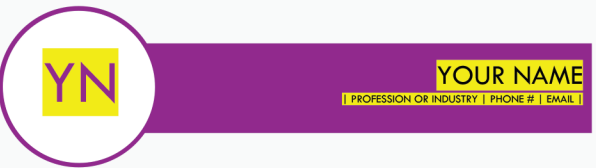
JOB TITLE • COMPANY • DATES FROM – TO / PRESENT
(Explain what you did in this job that would benefit your next job or company. Explain your duties and how you made progress for your company)

POSITION ON PROJECT • STUDENT PROJECT • DATES FROM – TO / PRESENT
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OBJECTIVE
(Type the title of the job/internship you are applying for)

SUMMARY OF QUALIFICATIONS
Dynamic and motivated professional who is proficient with Adobe Premiere and After Effects. Dependable and organized team player with the ability to communicate effectively and efficiently. Experienced in camera operation, live video production, video editing, photography, and boom mic operation.

SKILLS
Camera Proficiency:
On-Campus Students:
BlackMagic Design Ursa Cinema Camera
BlackMagic Design Micro Studio Camera
Panasonic Broadcast Cameras
Panasonic GH5, GH6
Canon 17
GoPro Action Cameras

Software Proficiency:
On-Campus Students:
macOS
Celtx
Premiere
After Effects
Photoshop
Lightroom
Audition
Microsoft Office

EDUCATION
DIPLOMA • EXPECTED GRADUATION DATE • F.I.R.S.T. INSTITUTE
Digital Filmmaking and Video Production
Diploma program includes emphasis in the following:
Scriptwriting, Budgeting, Scheduling, Dialogue Editing, Scene Transitions, Non-Linear Editing, Video Effects, Time/Space Perception, Sound Effects, Compositing, Motion Graphic Design, Live Video Production, Video Switching, Teleprompters, Camera Operation, 3 Point Lighting, Photography, Location Scouting, Digital Audio Recorders, Boom Mic Operation

EXPERIENCE
CHOOSE PROGRAM PROJECTS RELATED TO JOB LISTING, AND FURTHER EXPLAIN BELOW:
Commercials, Short Form Documentaries, Music Videos, Short Film

POSITION ON PROJECT • STUDENT PROJECT • DATES FROM – TO / PRESENT
(Explain what you did on this project that would benefit the company you are applying for. Explain your duties and how you made progress)

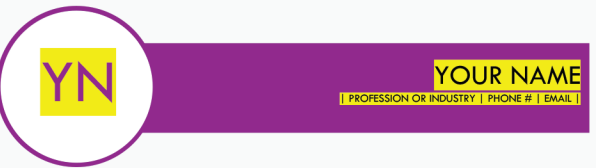
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(Explain what you did in this job that would benefit your next job or company. Explain your duties and how you made progress for your company)



OBJECTIVE
(Type the title of the job/internship you are applying for)

SUMMARY OF QUALIFICATIONS
Dynamic and motivated professional who is proficient with Adobe Illustrator and InDesign. Dependable and organized team player with the ability to communicate effectively and efficiently. Experienced with logo and print design, web design and optimization, and WordPress.

SKILLS
Coding Proficiency:
HTML
CSS
JavaScript
jQuery
Bootstrap

Software Proficiency:
Adobe Photoshop
Illustrator
Bridge
InDesign
After Effects
Adobe XD
Microsoft Office

EDUCATION
DIPLOMA • EXPECTED GRADUATION DATE • F.I.R.S.T. INSTITUTE
Graphic Design and Web Development
Diploma program includes emphasis in the following:
Color Theory, Sketching, Design Process, Typography, Logo Design, Print Design, Web Design, EPUB, Photography, Web Optimization, Debugging, Fundamental Elements of Graphic Design, Web Wire Frames, WordPress, Motion Graphics

EXPERIENCE
CHOOSE PROGRAM PROJECTS RELATED TO JOB LISTING, AND FURTHER EXPLAIN BELOW:
Logo Creation, Minimalist Movie Poster, Book Cover, Brand Book, Product Photography & Mockup, Motion Graphics

POSITION ON PROJECT • STUDENT PROJECT • DATES FROM – TO / PRESENT
(Explain what you did on this project that would benefit the company you are applying for. Explain your duties and how you made progress)

JOB TITLE • COMPANY • DATES FROM – TO / PRESENT
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THE COVER LETTER

FIRST IMPRESSIONS MATTER.

COVER LETTER TIPS

You must send a customized cover letter with every copy of your resume, whether it is electronic or a hard copy. Your cover letter serves to:

CONNECT YOURSELF WITH THE JOB

CONNECT WITH THE RECIPIENT

DEMONSTRATE YOU'VE DONE YOUR HOMEWORK

FLESH OUT YOUR RESUME

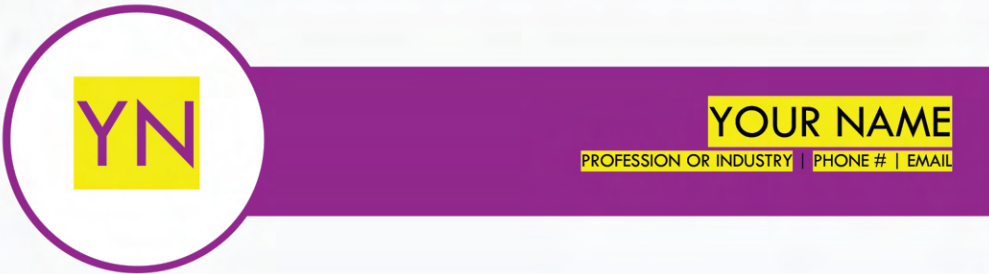
SHOWCASE YOUR STYLE AND CLARITY

DESCRIBE SKILLS THAT SET YOU APART

If you know the name of the hiring manager, address them directly. Keep it brief, but informative. Use spell check and proofread your work. Proper grammar and punctuation are very important.

SAMPLE TEMPLATE

Below is an example of how your cover letter should be formatted.



CONTACT

Address
City, ST ZIP
Email
Telephone

RECIPIENT NAME

TITLE • COMPANY • ADDRESS • CITY, ST ZIP

Date

Regarding: Job/Internship Posting Title

Dear (Insert name of Hiring Manager/Recruiter if known),

I'm applying for your (NAME OF THE POSITION) position that you had available on (NAME OF PLACE YOU FOUND THE JOB POSTING). I was drawn to your listing because it seemed to suit my particular skillset perfectly. I believe working at your company would be a great opportunity for me to be challenged and also express my creativity.

I'm currently enrolled as a (YOUR PROGRAM NAME) student at F.I.R.S.T. Institute. Through this program, I have developed various (TYPES OF SKILLS YOU LEARNED) techniques that I believe will give me a solid foundation if chosen for the position. I am familiar with (EQUIPMENT OR SOFTWARE YOU ARE FAMILIAR WITH). I'm confident to say that I have a strong work ethic and am always reliable.

Please refer to my resume attached. The best time to call me is during the day. I hope to speak with you soon. Thank you for your time and consideration.

Sincerely,
Your Name

THE PORTFOLIO

A PICTURE'S WORTH A THOUSAND WORDS.

CUTTING THROUGH THE NOISE

Not enough can be said about portfolios. Many people do not realize the importance of having a good portfolio. It's more than just a collage of content that plays for a few minutes. It is your statement as an artist, showing whoever sees it, this is what you do and the kind of person you are. There are a lot of factors that contribute to the "feel" of your portfolio.

01 / 07

JACOB HAWKINS

Home
Services
About
Portfolio
Blog
Skills
Contact



Hello
I'm Jacob
Hawkins

GIVING IT STRUCTURE

Make sure your portfolio is laid out nicely. Do something that looks professional and shows you didn't just slap it together. Your portfolio should look and feel like your personal website and printed business cards, presenting itself as a complete package.

Try to develop a strong theme. Your work may be varied which is good because it shows the viewer you can do many things. However, be sure to develop a strong binding element. This will show you have focus and maturity. Please remember to include contact details. Don't assume that because you have given a business card with the portfolio that this is enough - you have to assume that the portfolio will be viewed by someone who doesn't have any other information about you.

TIPS

- Content is very important and so is presentation.
- Show the range of skills you have obtained.
- Graphic Design & Web Development students should include a solid set of ideas that are well executed. It is easy for the interviewer to recognize what software does what effect. You need to write down your ideas, make storyboards, and get organized.
- Never include any tutorial material on your portfolio.

CREATING A PERSONAL WEBSITE

A presence on the web is important. You can direct potential employers to your site through your social networks, portfolio, and business cards. Website templates are fully functional websites designed with multiple pages and navigation. They make it quick, convenient, and affordable to maintain, update, and tweak your website. You can create a free, easy-to-design website at www.Wix.com or Develop a Vimeo/YouTube page to host demo reels and LinkedIn for professional networking.

DESIGNING BUSINESS CARDS

Your business cards should have the same look and feel as your website - same font treatments and colors. You should include all basic information:

- First and Last Name
- Title
- Phone number
- Email
- Website
- Social media handles
- Brief description of services

We recommend creating and printing your business cards at www.VistaPrint.com.

H.

Home About Services Works Journey Blog Contact

Rosalina
William



About Me

You can't use up creativity.
The more you use, the more
you have in your significant mind.

Does any industry face a more complex audience journey and marketing sales process than B2B technology? Consider the number of people who influence a sale, the length of the decision-making cycle, the competing interests of the people who purchase, implement, manage, and use the technology. It's a lot of meaningful content here.

30 Years Of
Experience

Any Type C
& Discussio

Let's talk with me

info@hexbo.co

PREPARING FOR THE INTERVIEW

SUCCESS IS 90% PREPARATION AND 10% PERSPIRATION.

GETTING AN INTERVIEW

Brand Yourself. Control the way you project yourself to the world. Who are you and what are your strengths and weaknesses? To answer this, you must first assess your skills as they will identify your strengths.

PREPARING FOR THE INTERVIEW

At last, the opportunity you have been waiting for: an actual meeting with a real person!

After you receive the call for an interview, start preparing. Thoroughly research the company's website and try to find them on LinkedIn, Facebook, and Twitter. Look at their most current postings so that you can speak intelligently. Sometimes just understanding and speaking the industry lingo can land you a job when it is entry level.

You should have at least five questions prepared and ready to ask about the job or company at the end of your interview. Questions can be about your team, the company, or responsibilities. This is not the time to ask about salary, vacations, or benefits. You must wait on the interviewer to bring these items up once you are actually offered the position. You can ask how decisions are made and communicated, if teamwork is emphasized, whether there are established career paths for employees, and what the organization's priorities are for the next ten years.

Other good questions to ask are why the position is available and how long the last person held the position. According to Kent Kirch, Global Director of Recruiting at Deloitte, interviewers are more impressed with your questions than any selling points you try to make. It tells the interviewer you thought about this interview before you walked in the door and gives you a strategic edge.

Be prepared to answer the following questions and have your answers scripted and committed to memory. Note that you should keep all answers within 60 seconds in length. The longer you speak without interruption; the less attention the interviewer is giving you.

TELL ME ABOUT YOURSELF

You should have an elevator speech prepared for this exact moment. It should be no more than thirty seconds in length, or about the time it takes to ride in an elevator. It should state who you are and what you do that can benefit the company - much like a verbal business card or tagline.

WHAT ARE YOUR GREATEST STRENGTHS?

Have two or three in mind and be able to tie them into positive characteristics that would be required by the job you are interviewing for.

WHAT ARE YOUR WEAKNESSES?

Take these and spin them into positives. Always put a positive spin on what you cannot do. If you lack a skill or knowledge about a program, emphasize how quickly you learn. Give an example of a time when you were able to get up to speed in a similar situation.

WHAT DID YOU ACCOMPLISH AND WHEN DID YOU LAST WORK IN A TEAM PROJECT?

This is a good time to show the interviewer you are a team player and to present your demo reel.

HOW DO YOU HANDLE STRESS?

The best answer is to say it makes you a better worker, even if it doesn't. Good verbiage is "I thrive in stressful situations." Give an example.



TAKING THE INTERVIEW

RELAX AND BE CONFIDENT.

BEING READY FOR THE UNEXPECTED

You only get one chance to make a first impression. The clothes you wear on an interview give the reviewer clues as to what kind of person you are and how you will fit into the company culture. We suggest researching the dress code of the company where you will be having your interview and then shoot for the high end of the company's code. If you are ever in doubt, wear a black suit, white shirt, and close-toed black shoes. It is better to be overdressed than underdressed. Everything must be clean - from your hair to your nails. Jewelry should be simple and classic such as a formal watch, pearls, or cuff links. Perfumes and colognes should be nonexistent - just skip them altogether. Cover all tattoos and take out any visible body piercings.

You should bring your cover letter, resume, references, letters of recommendation, demo reel, pen, notepad, and cash for parking. Know where you are going before you leave home and be on time. When you are offered an interview, make sure you get all of the basics such as what time to be there and directions to the location. Arrive at least fifteen minutes early as many employers consider this to actually be on time. You are too low on the totem pole wait, you're not even on the totem pole to keep people waiting. Be flexible. Be prepared to wait while the interviewer is in a meeting. Sometimes things happen that can't be helped. If you are going to be late for your next appointment, call and say so.

Also, be prepared for the secretary to come out and say, "Listen, I know you had an appointment, but my boss just can't make it. Will you please leave your resume and reel?" Ask if there's someone else who can see you or if you can schedule another appointment now. No? Okay. Leave your reel and be nice about it. Mind your manners.

Don't chew gum, smoke, or swear and DO turn off your cell phone. Please be nice to administrative assistants. Assistants will be sure to tell their boss who comes in and is rude or treated them poorly. Rudeness says something about you. That person you perceive as a stone wall is there for a reason - someone wants them there.

MEETING THE INTERVIEWER

Hold your resume and anything else you have brought to the interview in your left hand. This frees up your right hand for a handshake and will also ensure your right hand is dry and free of perspiration. When the interviewer introduces themselves, repeat their name so you can more easily commit it to memory. Wait for the interviewer to offer you a seat before you sit down.

LISTENING

You should talk no more than half the time and it is optimal if you talk only one third of the time. Don't get comfortable. Do not say anything negative to hurt your chances before the final decision.

TALKING ABOUT SALARY

Do not bring up salary until they do. You should always have a range in mind and this information can be found at www.salary.com. Negotiation comes later with a formal offer of employment. Don't ask what they can do for you; tell what you can do for them.

What you should be selling: Yourself, your confidence, your ability to communicate, that you have your stuff together with clearly-defined career goals, your leadership ability, enthusiasm, and positive attitude. Remember to focus on your positives - every answer is a chance to sell/market yourself. Do not talk about your personal life. Interview goals are to ensure you are understood and to make the best presentation of your talents. Never provide one sentence answers to interview questions.

CONDUCTING YOURSELF PROFESSIONALLY

Avoid fillers such as "um" or "like". No sexist or racial slurs. Avoid slang and overused words. Don't fidget, mumble, lie, complain, or seem needy or desperate. Only answer the question that is asked of you to avoid rambling. Questions you do not have to answer: Anything that has discriminatory implications regarding age, color, disability, gender, national origin, race, religion, number of children, etc.



RECOGNIZING INTERVIEW TECHNIQUES

As soon as you hear the words, “Tell me about a time when...,” you should be aware your interviewer is probably using a behavioral interviewing technique. This technique uses your experiences and behaviors as an indicator of your future success. If you can demonstrate through examples that you accomplished something before, the interviewer will have a tendency to believe you can do it again.

Preparing your stories is one of the most beneficial exercises you can do to become focused before your interview. If you say you’re good at something, be able to prove it with a story. You should be able to back up anything you put on your resume or say in an interview with a story.

Here are just a few potential questions even though exact questions you might be asked are virtually limitless:

- Tell me about a time when you failed. What happened and how did you recover?
- Tell me about a time when you succeeded. Give specific examples.
- What is your process for multitasking?

AVOIDING PET PEEVES

Don’t automatically trigger a negative response. Avoid the following:

- Lack of focus. Relate answers you give for one question back to another. Ask for clarifying or follow-up questions. This will show you are confident and thinking about the whole picture instead of enduring an interrogation.

- Averting your eyes. Make eye contact. Interviewers distrust those that will not look them in the eyes. If you are uncomfortable looking into someone’s eyes, look at their “third eye,” just above and between the person’s two eyes.
- Slang or street speak. This just doesn’t have any place in most business environments.
- Deception. Little lies leave a big impression and it is a major complaint among recruiters when a candidate is not completely truthful. This includes not being completely forthcoming with relevant information, embellishing accomplishments, hiding jobs, or leading the process on with no intention of ever following through. Building trust during the interview is key to getting an offer.



WHAT IS THE INTERVIEWER THINKING?

If I were having an interview with you, what would I be looking for? In the first few minutes, I would be gathering some first impressions about you as a person. Do you make good eye contact? How’s your handshake? How do you look? Do you seem comfortable? Whether I ask you directly or indirectly I am trying to find out several things about you:

- What area within the company might suit you best?
- Are you resilient enough to succeed in digital media?
- Are you willing to work hard?
- Can you take criticism?
- Do you seem to get along well with other people?
- Oral and interpersonal communication skills
- Teamwork
- Flexibility
- Computer skills
- Proficiency in the field of study
- Written communication
- Leadership ability
- Work experience
- Manners and attire
- Preparedness
- Your delivery of answers, confidence, and poise
- Overall packaging

Interviewers will ask different questions to get at the answers in their own particular way. They may want to know what your parents do for a living to discover what might be special in your upbringing that has influenced your creativity. Do you have a resume? Is your reel with you?

Hard to believe but some people have actually made appointments without having their reels available. If you don’t have your reel, cancel your interview. No excuses; they will understand.

Don’t worry about being a little nervous. Nervousness is expected and also flattering because it means the interview is important to you. At the end of the interview, the interviewer will likely suggest next steps but never leave an interview without asking if they are not offered. Simply ask “What’s the next step from here?” Try to get some kind of answer so you know where you stand and when to follow up with them. Last thing:

On the way out, say “thank you.”



AFTER THE INTERVIEW

THE INTERVIEW IS ONLY THE BEGINNING.

FOLLOWING UP

Within 24 hours you should send a thank you email to your interviewer. This is where you will stand out among other candidates for sure. You can follow-up by phone but should wait ten days to do so, no matter how hard that can be.

COMMON REASONS FOR REJECTION

- Not having any questions for the interviewer
- Unprofessional appearance
- Indifference/no enthusiasm
- Excessive nervousness
- Know-it-all attitude
- Little eye contact, lack of poise or confidence
- Lack of research on the company
- Poor communication skills
- Did not relate skills and strengths to the job
- Poor manners
- Misrepresented qualifications

DOES IT PAY TO SCHMOOZE?

Yes, in today's communication-driven world, just about everybody has to do it. One of the best ways to keep enhancing your qualifications, and fortifying your brand, is to build a network of talented people to think and grow with.

To make this easier, we ask that you think of schmoozing for what it is - networking - and everyone has to do it.

GETTING FEEDBACK

The best time to ask an interviewer for feedback is when they tell you the company is not interested. If you are lucky enough to get a phone call, use this opportunity to ask for feedback. If you receive an email, follow up within 24 hours. Do not put the interviewer on the spot by questioning why you weren't offered the job. Accept you weren't successful and ask a constructive question. Ask how you could improve, what your weak areas were, and if the interviewer has any specific interviewing advice for you. Be sure to ask with the right intent - tone matters. There should be no hint of you wanting to argue a point about your candidacy or that you feel angry or injured.

Some companies are hesitant to offer feedback but it will never hurt to ask. When you have shown evidence of being prepared and truly interested in the job and have followed proper interviewing etiquette, you will get feedback the easiest.

STAY CONNECTED AFTER GRADUATION



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