

CAREER GUIDE

WEDNESDAY, FEBRUARY 7, 2024

| USC DAILY TROJAN

Career Fair
Thursday, Feb. 8
10:00 a.m. - 2:00 p.m.
careers.usc.edu

USC Career Center's
Spring
Career Fair

List of
Career Fair
employer
participants
PAGE S3

5 Reasons to Use the USC Career Center



USC Career Center Photo

To some, the USC Career Center may just be the space next to your favorite lunch spot on campus. In reality, we are a lively hub of resources and opportunities tailored to propel Trojans toward success. Here are five compelling reasons why you should make the USC Career Center your go-to resource:

1. Preparation Services: Crafting Your Professional Identity

Turning a laundry list of skills and experiences into a compelling resume is no small feat. That's where the USC Career Center steps in with its top-notch preparation services. From fine-tuning your resume to ensuring your cover letter stands out, they provide the guidance needed to make a stellar first impression. It's the kind of support that transforms a mere application into a ticket to your dream job.

Stop by for Drop-In hours M-F from 1-3:30 PM for a 15-minute resume review or schedule a 30-minute advising appointment <https://careers.usc.edu/channels/appointments-requests/> for a more in-depth meeting.

2. Personalized Career Planning: Navigating Your Path

Feeling lost in the sea of career possibilities? The Career Center specializes in helping you find your professional compass. Through one-on-one sessions <https://careers.usc.edu/channels/appointments-requests/> with our talented advisors, you will discover your strengths and interests. Once you've found your direction, they can help you chart a course, and explore internship and on-campus job opportunities that align with your goals. It's like having a career GPS right at your fingertips.

Use connectSC <https://careers.usc.edu/resources/connectsc/>, the Career Center's all-in-one platform to access online resources, jobs, and events.

3. Trojan Talks: A Glimpse into Your Future

Trojan Talks <https://careers.usc.edu/resources/virtual-trojan-talks/> are an insider's guide to the professional world. These sessions feature representatives from different organizations who inform you of everything you need to know—organization culture, qualifications of new hires, details on the recruiting process, and information about open positions. It's like getting a sneak peek into your future

workplace, helping you make informed decisions about your career path. Trojan Talks can take place in form of a workshop, information session, coffee chat, or various other formats.

Check out upcoming Trojan Talks on our website.

4. Career Fairs + Events: Where Opportunities Knock

The USC Career Center doesn't just wait for you to seek opportunities; it actively brings them to your doorstep. Whether it's the lively Career Carnival <https://careers.usc.edu/career-carnival/> or the biannual Career Fair <https://careers.usc.edu/spring-career-fair/>, these events are goldmines of possibilities. It's not just for graduation-ready seniors; there are fairs catering to different opportunities, including specialized events like the Graduate Schools Fair <https://careers.usc.edu/graduate-schools-fair/> and On-Campus Student Job Fair <https://careers.usc.edu/on-campus-student-job-fair/>. These gatherings can help you land a job, but they're also about exploring industries, networking, and expanding your horizons.

Explore the events the Career Center has to offer.

<https://careers.usc.edu/channels/explore-events/>

5. Trojan Network: Connecting with the USC Family

The Trojan Network <https://careers.usc.edu/resources/trojan-network/> is the ultimate game-changer. It allows you to connect with Trojan alumni to expand your network. Think of it as an exclusive LinkedIn platform, where alumni sign-up because they *want* to connect with other Trojans! Get insight into job postings, find a mentor, gain valuable career advice specific to your field, and build experience with short-term projects posted by alumni. Through the Trojan Network, you can tap into the wisdom and experiences of those who've already paved the way. We are a powerful community that extends far beyond the classroom, so make use of it!

Access the Trojan Network. <https://careers.usc.edu/resources/trojan-network/>

The USC Career Center is not just a back-up support system; it's a catalyst for your success. So, why navigate the professional landscape alone when you can have a team of experts and a network of Trojans cheering you on? Take advantage of these resources, and let the USC Career Center be the wind beneath your wings as you soar toward your career goals.

— USC Career Center

Tips to Writing an Effective Resume

There are many ways to construct your resume. Once you find a style, maintain it throughout.

A thoughtfully constructed resume will help get you and your credentials noticed by recruiters at the Career Fair. The following information has been created to guide you in writing a quality resume. The most acceptable and readily used format for college students is the reverse chronological resume, in which your most recent experience is listed first. How you choose to construct your resume, in terms of style, is up to you. However, it is important to remember that

consistency is the name of the game. Always maintain the same style throughout your resume. **Contact Information** Put your contact information at the top of your resume. Contact information should include your name, phone number, and email address. Your address is optional. You can also include a link to your LinkedIn profile or personal website/portfolio. **Education** List your degrees in reverse chronological order with the most recent degree first as well as any study abroad experiences you may have. You may also include relevant coursework to highlight specific skills and knowledge. If your GPA is 3.00 or above, go ahead and list it in this section.

*A typical first-year undergraduate student resume may include high school.

<p>THOMAS TROJAN *</p> <p>(213) 123-4567 • thomas.ttrojan@usc.edu • www.linkedin.com/in/ThomasTrojan</p> <p>EDUCATION</p> <p>University of Southern California Bachelor of Arts, English Presidential Scholar Lee Foundation Scholar</p> <p>Hartford, PA June 20XX</p> <p>WORK EXPERIENCE</p> <p>Pixel Production Assistant</p> <p>• Viewed footage and gave creative feedback to 15 development executives • Provided administrative support to marketing and publicity departments</p> <p>Williams, PA March 20XX-April 20XX</p> <p>Old Navy Cashier</p> <p>• Provided customer service in high-volume retail store, helping over 100 customers • Reported end-of-day sales and reconciled receipts totaling \$2,000 daily</p> <p>Los Angeles, CA August 20XX-Present</p> <p>COMMUNITY SERVICE</p> <p>USC Joint Educational Project</p> <p>• Developed curriculum teaching third graders about global warming • Manage classroom environment of 26 students</p> <p>Hartford, PA May 20XX-April 20XX</p> <p>ATHLETICS</p> <p>Hartford-Horsham High School Men's Wrestling Team Captain</p> <p>• Provided leadership to 19-person team, placing second in division senior year • Scheduled community fundraiser and soccer workshops for K-6 students • Led team to regional playoffs • Practiced 15 hours per week and competed four times per</p> <p>Hartford, PA 20XX-20XX</p> <p>ACTIVITIES</p> <p>Hartford-Horsham High School Yearbook Staff</p> <p>• Wrote copy for 18 student organization pages</p> <p>Sophomore Class Treasurer</p> <p>• Supervised \$3,500 budget and distributed funds appropriately for activities and events • Co-ordinated fundraisers raising \$5,300 for local homeless shelter</p>	<p>Tressa Traveler</p> <p>Los Angeles, California 90089 (213) 555-5555 ttravel@usc.edu tressa.wordpress.com</p> <p>EDUCATION</p> <p>University of Southern California Annenberg School for Communication and Journalism Bachelor of Arts, Communication Minor in Communication Policy and Law</p> <p>Los Angeles, CA May 20XX GPA 3.67</p> <p>HONORS</p> <p>USC Dean's List Alpha Lambda Delta Honor Society National College Honor Society</p> <p>Fall 20XX-Present</p> <p>WORK EXPERIENCE</p> <p>Target Presentation Team Member</p> <p>• Use company guidelines to set new merchandise displays • Create signs and labels to drive sales by 10% • Ensure shelves are stocked with current products</p> <p>Manhattan Beach, CA July 20XX-August 20XX</p> <p>Manhattan Beach Recreation Department Camp Counselor</p> <p>• Taught volleyball fundamentals and sportsmanship to 20 middle school-aged girls • Met with parents to set expectations and review progress • Attended weekly training sessions with five camp administrators</p> <p>Manhattan Beach, CA Summers 20XX, 20XX</p> <p>ATHLETICS</p> <p>University of Southern California Division I Women's Beach Volleyball Team</p> <p>• Back-to-back NCAA Beach Volleyball Championships, 20XX and 20XX • 12-time starter on National Championship Team • Completed 12-24 events over a three-month period</p> <p>Los Angeles, CA 20XX-Present</p> <p>Mira Costa High School Captain, Girls Varsity Volleyball Team</p> <p>• All-Conference First Team, All-CIT Tournament MVP</p> <p>Manhattan Beach, CA 20XX-20XX</p> <p>USC PROJECT EXPERIENCE</p> <p>Content Analysis of Popular Films: Examining Character Portrayals</p> <p>• Coded films for eight hours per week in laboratory and assessed conflicts in coding sheets with three team members</p> <p>August-December 20XX</p> <p>SKILLS</p> <p>Microsoft Office, Conversational Spanish, Instagram, Twitter, Snapchat, Facebook</p>
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Skills Highlight relevant skill sets (e.g., technology, languages, laboratory, video editing, and statistical software, etc.). **Experience** List your most recent experience first. Include internships,

volunteer positions, and part-time employment. Use action verbs to highlight accomplishments and skills. **Leadership and Activities** List leadership positions in university or community organizations. Highlight university

and community activities, including community service, athletics (which could be a separate heading), or volunteer experience.

Academic Projects If you have specific academic projects that qualify for the position, include them in their own section with details on what you accomplished through the project. If you also have an online portfolio or personal website that is applicable to the job position, then you can also include it <https://careers.usc.edu/blog/2021/05/07/a-be-ginners-guide-to-creating-an-online-portfolio/>.

References References are not usually listed on your resume unless an organization specifically requests them. A prepared list of 2-4 references should be printed on a separate sheet of paper that matches your resume format. Bring a hard copy (or multiple copies, if needed) of your resume and references with you to the interview.

Other Headings Choosing to highlight information such as interests and professional associations as separate headings is acceptable if relevant to the position. Personal information (e.g., religious and political affiliations) is not acceptable unless relevant to the position.

Resume Checklist

- Makes a clear, concise, and positive impression in 30 seconds or less.
- No spelling, grammar, or punctuation errors.
- One page (more if writing a curriculum vitae/CV for an academic or research position).
- Organized, easy to read, and has a balance between content and white space.
- Uses standard fonts such as Times New Roman, Arial, Century, Calibri, or Verdana in sizes 10, 11, or 12; do not use a font size smaller than size 10.
- Highlights skills and accomplishments that match keywords found in the job description.
- Quantifies accomplishments, if possible (e.g., how much \$ raised, # of people served, and % of time saved).
- Utilizes accomplishment statements.

<https://careers.usc.edu/resources/guide-to-effective-resumes-cover-letters-and-linkedin-profiles/>

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Spring Career Fair

📅 Thursday, February 8, 2024
🕒 10:00 AM to 2:00 PM
📍 Outdoors on Trousdale Parkway

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Teach For America
The Painted Turtle
The Wall - Las Memorias
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Tips to Successfully Navigate the USC Career Fair

If you plan to attend Career Fair, showing up is not enough! To make sure you stand out, read the Career Center's strategies and tips to get the most out of our career fair in person.

Do Your Research
Log in to connectSC, click on the Events tab, then click on Spring Career Fair, and RSVP to see the full list of participating employers. Research employers by visiting their websites and find out what positions they are recruiting for. Knowing about the organization will help you ask well-thought-out questions and make you stand out. Look up alumni on the Trojan Network <https://careers.usc.edu/trojan-network/> USC's premiere networking platform, and connect with people from organizations you are interested in to gain more insight. Hone in on your research by selecting the employers you're most interested in learning more about and visit them first on the day of the event.

Dress to Impress
Conservative, professional business attire is required. Remember, you are dressing for a business function, not a night out, or a day at the beach. Wear a neatly pressed business suit, and keep in mind the following:

- Dress in a dark or neutral color matching business suit.
- Wear freshly pressed clothing and polished dress shoes.
- Keep makeup as natural as possible. Avoid flashy or bright nail

polish.

- Grooming is important: hair and nails should be neat and clean.

Take advantage of the upcoming JCPenney Suit-Up event <https://careers.usc.edu/events/2024/02/20/jcpenney-suit-up-event-2024/> hosted by the USC Career Center and its campus partners, February 20-March 5, which provides current students, alumni, faculty and staff with discounts on professional attire. Funding is also available for current students in financial need.

Know Your Elevator Pitch
Prepare a 30-second introduction, or your elevator pitch, to use with employers. Students can practice answering this important question through our Big Interview mock interview platform <https://careers.usc.edu/resources/big-interview/>.

You don't want to sound like you are reading a script, but you do want to sound like you thought about why you are there. It might be something like, "Hello, I'm Tommy Trojan, a senior in Business Administration with an emphasis in Marketing. My experiences include working as a marketing intern for a finance company and leading their social media strategy. I'm looking for a position related to



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marketing when I graduate this May. I read on your website that (name of organization) has an entry-level position in your corporate marketing department, and would really like to learn more about this role."

Bring a Well-Polished Resume
A resume is a type of advertisement.

Cover the basics: your education, work experience, leadership/extracurricular experience, and skills. You can receive tailored constructive feedback on your resume instantly through the USC Smart Resume tool through the VMock website <https://www.vmock.com/usc>. You can also have your

resume critiqued by the Career Center or your school-based career services office <https://careers.usc.edu/resources/school-based-career-services/>. Cover letters are not necessary at a career fair. Carry a simple padfolio or folder to keep your resumes organized and ready. Not all employers will

take your resume, and may refer you to their website. Either way, it is always good to be prepared.

First Impressions Count
It is common to be nervous when meeting with employers, so be aware of what your body language says and practice your conversational skills. Maintain eye contact, smile, be enthusiastic, and have a positive attitude. Let employers know how serious you are. Find a balance of asking questions, and active listening. Do not monopolize the conversation. With COVID, be respectful of the recruiter's space. Recognize that in this unique environment, recruiters may not shake hands out of safety precautions. Recruiters are taking note of your interaction and their overall impression of you as a potential candidate.

Know What to Expect the Day Of
The best way to approach the Career Fair is to create a plan for the day. Be prepared to wait in line, be patient, and be respectful. Focus on your top employers but be prepared that you may not see them. If you find a position that an employer recommended, follow up based on the recruiter's suggestions (apply for a position on their website, send your resume to them, connect with another person). Remember, employer representatives are taking note of candidates they are interested in, but they have to follow recruiting procedures.

Ask the Right Questions
Use each discussion with a recruiter as an opportunity. Increase your knowledge of the employer and its job

options, the qualities, and skills the recruiter is looking for in a candidate. Examples of questions to ask:

- What career opportunities are available in your organization?
- What opportunities do you have for _____ majors?
- What type of training is available?
- What do you look for in candidates?
- What key skills/experiences are highly desirable?
- Do you have any tips for success in this field?
- Note: Do not ask about salary, benefits, or work hours.

Explore Your Options
Talk with as many recruiters as you can who might be interested in your major, experience, skills and accomplishments. Keep an open mind! For example, a healthcare company may not be only looking for health science majors – it may have openings in finance, data analytics, and management.

Follow Up with a Thank-You Email
Ask the recruiter how you can follow-up. If they provide you with their business card, write notes about your interaction with them so that you can mention this in your thank-you email and jog their memory about who you are. Add potential contacts on LinkedIn or the Trojan Network.

Good luck and with the right preparation and professionalism, you will be sure to impress employers in person!

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AAMA Air and Water Leakage Testing
Electronic Leak Detection
Field Adhesion Testing

Getting the Most Out of the Career Fair

Attending an in-person career fair can be both exciting and intimidating. Here are some helpful tips from the USC Career Center to make you feel confident and well prepared for the Career Fair!

Be Well Prepared
This is your moment to make a lasting first impression with an employer. Only a small percentage of students will stand out in the minds of recruiters by the end of the event. Be one of those memorable students! Dress professionally, be confident, make eye contact, and most importantly, be prepared. Research the organizations before the Career Fair and bring plenty of copies of your most recent resume. Do not have your friends hanging around you when you talk to employers.

Develop a Strategy
Develop a specific strategy for maximizing your time at the Career Fair. A list of participating organizations is available in connectSC before the event. Make a list of the organizations you are interested in and research them. Visit their websites, learn their latest news, prepare questions you cannot easily find answers to on their websites, and find out which positions they are looking to fill. Your preparation will become evident in your interaction with the organization's representatives. You will be able to engage in relevant conversation and ask insightful and well thought out questions. Do not be the student asking, "Can you tell me about your organization?" If you are interested in an interview, prepare and strategize accordingly.

Be a Strong Candidate
Know who you are and be confident in your presentation. In the 30 seconds that the recruiter reviews your resume, they should quickly learn

about your experiences, accomplishments, and skills. Ensure that your resume is polished, concise, and digestible. Get a resume critique by utilizing Smart Resume through the USC Career Center's VMock website at <https://www.vmock.com/usc>. Log in with your USC nine-digit ID and upload your resume for immediate feedback. Resources are also available through the Career Center website careers.usc.edu or meet with our Career Advisors to review your resume.

Initiate Conversation
You only have a short window of time to make an impression with recruiters at the Career Fair. In 3-5 minutes, you should be able to deliver your elevator pitch and ask well thought out questions. Take the initiative to begin the conversation and ask questions that will help you decide whether you would like to work for a particular organization. Do not be afraid or intimidated by the recruiters; they are there to meet and screen potential candidates. Recruiters understand that many students want to talk with them and are happy to engage in conversation. However, do not overstay your welcome. Remember, this is not an interview. You want to make a good impression, so avoid monopolizing their time during the fair and do not stay longer than needed.

Know Your Audience
It is easy to get overwhelmed with over 150 organizations at the event. Prepare a specific list of questions for each organization with which you plan to meet. Know to whom you are

speaking, and do not call the recruiter by the wrong name. Additionally, do not mention another organization's name. The representative will realize that you are not paying attention and will not move you forward in the recruitment process.

If you are interested in moving to the next level, such as a formal interview, ask about the next steps, but do not be too forward. Ask for the recruiter's business card or email address. Make sure you know the name of the person you spoke with from each organization. Once you have the recruiters' information, you can thank them for their time or ask follow-up questions by sending a thank you email. If an interview is not scheduled immediately, do not worry; your email might help the employer decide to invite you back.

Make Connections Through Networking
Career Center workshops, Career Fairs, informational interviews, Trojan Talks, Trojan Network and LinkedIn are all ways to begin building a network. Networking can help you clarify and define your interests in various career fields, as well as connect you to internship and full-time opportunities. Events sponsored by the Career Center throughout the school year offer the chance to meet professionals in your field of interest and get your resume in front of potential employers.

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Jayne Mann
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Introducing: Headshots to Handshakes

The USC Career Center's newest program: Headshots to Handshakes. The program's goal is to teach all USC students how to network, improve their personal brand, and tap into the University's extensive alumni family via LinkedIn and the Trojan Network.

Headshots to Handshakes is a program developed by students for students. The Student Engagement Intern Team has worked diligently to bring the program to life, working directly with USC alumni at LinkedIn to create a program tailored to USC students.

Through the program, the Career Center will offer

a.m. to 4 p.m.

2. LinkedIn and Trojan Network Workshops

Learn how to connect with alumni, peers, and industry professionals at the Career Center's 30-minute LinkedIn and Trojan Network workshops. The Student Engagement Intern Team will host in-person workshops that will

and 3 p.m. for the Spring 2024 semester.

3. Digital Business Card

Upon completing a professional headshot and attending a networking workshop, students will be eligible to receive a complimentary USC digital business card. The USC Career Center will offer students digital



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three new resources to current USC students:

1. IRIS Booth

Students can now get free professional headshots at the Career Center! The new IRIS Booth offers students the opportunity to take high-quality pictures that they can use for their LinkedIn and Trojan Network profiles. The IRIS Booth is located in STU-110 and will be open every Monday - Friday from 9

teach students the basics of creating a LinkedIn profile, with an emphasis on telling your personal story. Workshops will also provide tips on how to build your professional network on the two platforms. Students will be admitted into the workshops on a first come first serve basis. Workshops will be held in STU-110 on Wednesday, Thursday, and Friday every 30 minutes between 1 p.m.

business cards to use at career fairs, networking events, and other events. Digital business cards will feature a QR code and embedded NFC technology directly linking employers to students' contact information.

The Headshots to Handshake program will continue year-round with workshop times subject to change.

— USC Career Center

NOTICE: Career Fair photo booth cancelled due to weather concerns.

Due to the uncertainty of weather conditions, headshots will not be available on the day of the fair, Thurs. Feb. 8. However, free headshots are available to USC students, staff, faculty, and alumni at the USC Career Center every Monday - Friday from 9 AM - 4 PM located in STU 110. Learn more at careers.usc.edu/iris.

The Career Center will be closed on Thursday, February 8, 2024, for the Career Fair.

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USC Career Center's

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Map is approximate. Please check in at the **Main Tent** (in front of Student Union) or at the **Check-In Tent** in front Taper Hall prior to entering the fair.

Tables are in numerical order with #1 starting at West 34th Street (near Taper Hall) and ending with #110 at Downey Way (near Hancock Foundation Building).

✖

Main Tent/Check-In Tent

♻️

Zero Waste Sort Station

🌿

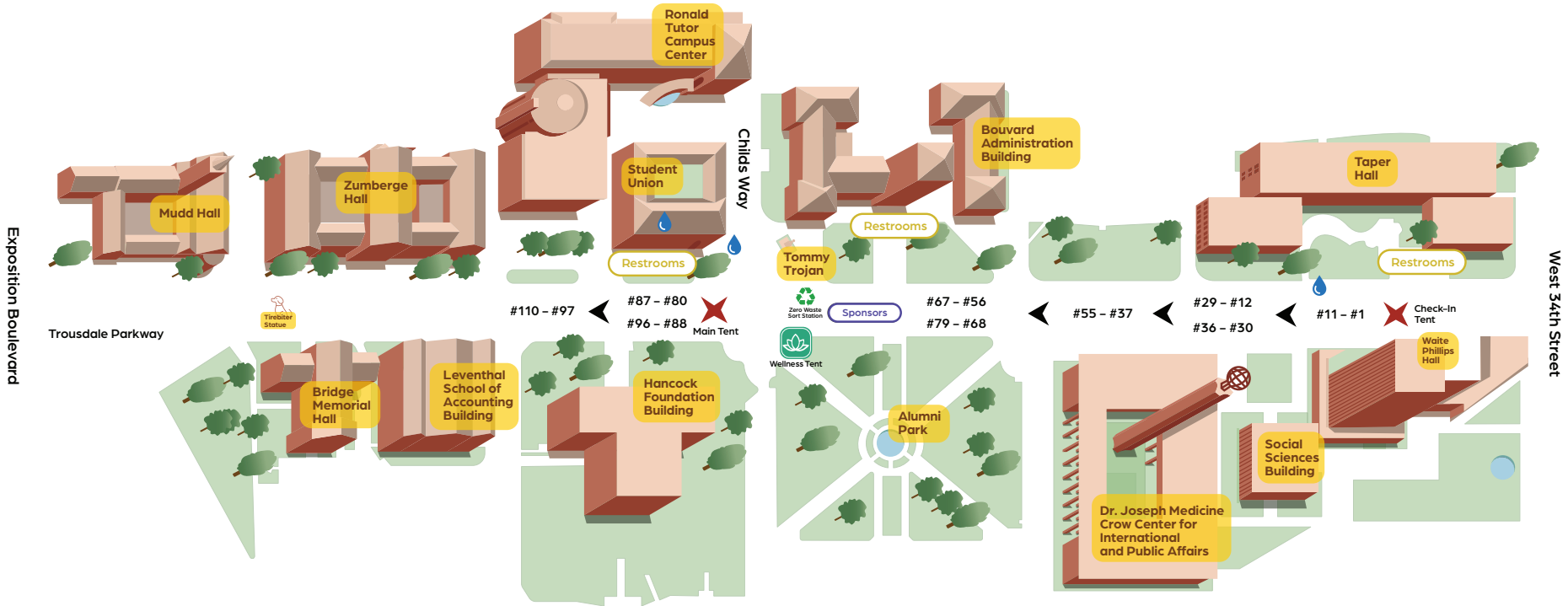
Wellness Tent

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Water Station

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