

# RECENT GRADUATES & STUDENTS CAREER FAIR GUIDE

WEDNESDAY, APRIL 10, 2024 | USC DAILY TROJAN

## CAREER FAIR

Thursday, April 11, 2024

10:00 a.m. - 2:00 p.m.

USC Trousdale Parkway

List of Career Fair employer participants.  
PAGE S3

Career Fair Layout Map  
PAGE S8

## Five 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 extended Drop-In hours M-F from 1-3:30 PM for a 15-minute resume review or schedule a 30-minute advising appointment 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 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](#), 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 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 or the biannual 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 and 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.

### 5. Trojan Network: Connecting with the USC Family

The 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.

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



# Four Ways to Make the Most of your LinkedIn Profile

If you want to leverage your LinkedIn profile to find an internship, a new job, or make new connections, here are ways you can stand out.

## #1 Choose a professional photo for your profile picture.

Your profile picture is your visual representation of you. It is recommended to aim for a profession-

banner to the top of your profile page that represents you. By doing so, you'll not only add visual interest to your page but also demonstrate your expertise and make a lasting impression on potential employers or connections.

## #2: Make a Positive Impression with your Profile Headline

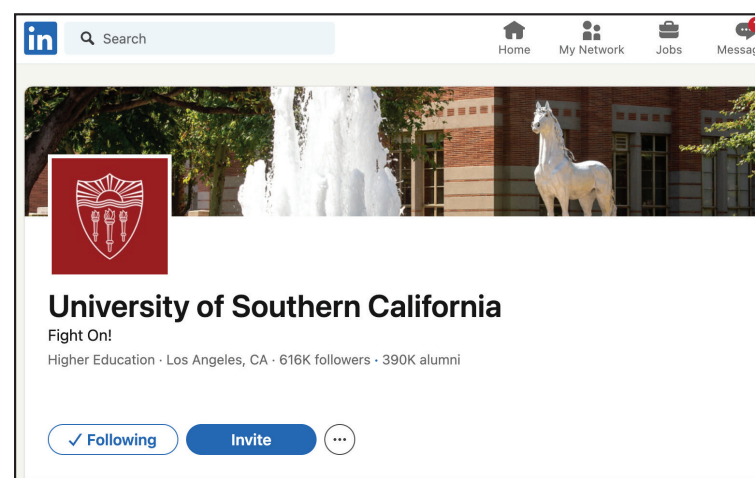
Your profile headline is

profile the next level by creating a headline that highlights your skills and career goals.

You want to create a profile headline that encourages someone to click on your profile to learn more about you. Use the headline field to say a bit more about how you see your role, why you do what you do, and what you are passionate about. For example, your LinkedIn Profile headline could include:

- Your degree and university name
- Your career goal
- Academic honors, awards, or scholarships
- An internship or major achievement
- Relevant technical skills

Recruiters begin their search for candidates using specific job titles and LinkedIn profiles with matching job titles in their headlines will appear higher in the search results. If you're looking



for an internship or a new job, your profile headline will stand out if it supports your resume by including relevant keywords and experience for the roles you are targeting.

## #3: Showcase Your Skills with a LinkedIn Summary

Your LinkedIn summary is the "About" section at the top of your profile, just under your profile photo.

Within it, you have the space to provide a professional overview that can

include your academic journey, work experience, skills, interests, and career goals. If you use this to your advantage, your summary will highlight what makes you a great candidate for an internship, job, or new opportunity.

Use it to tell your story and make it easy for recruiters to understand what you can bring to their organization. That said, keep it concise and engaging, as attention spans are

al image that reflects your industry and personality. Think of it as your first step to building your personal brand on LinkedIn and making yourself stand out from other recruiters.

Your LinkedIn profile picture can be a first impression, and captures your personality and professional brand. Also, consider adding a background

the text that appears below your name in the introduction section on your LinkedIn profile. Your headline matters because it's displayed in search results, so it's the first thing LinkedIn users will see.

By default, LinkedIn will create a profile headline for you using your current title and organization. You can take your LinkedIn

short. Don't be afraid to infuse your summary with your personality, whether that means being conversational, witty, or even a bit unconventional. Your goal is to make recruiters curious and eager to learn more about you, so let your personality shine through.

While you have 2,000 characters available to utilize, the best approach is to share a compelling introduction that is not too short and not too long. If you aim for 150-200 words that will make a strong first impression to a prospective employer. Remember to write it in the first person, versus the third person. Your summary provides a valuable opportunity to introduce who you are, so be clear, concise, and personable.

## #4 Showcase your Portfolio

LinkedIn profile can be a way to express your work ethic by showing your samples and media of your work that you can share with others. LinkedIn says it officially supports images, video, audio, presentations and documents, and you can add files and links to your Featured section, under each position listed in your experience section, and in your education section. Whether they are design samples, writing samples, presentations or even research and reports, relevant certificates or pictures to demonstrate your accreditation and your expertise to make you stand out.

By adding a portfolio to LinkedIn, you can update your followers about what you're working on and as well as relevant work samples & previous accomplishments to show off your skills and experience.

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# LinkedIn



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# Recent Graduates and Students Career Fair

 Thursday, April 11

 @ 10 AM - 2 PM

 Trousdale Parkway

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# Tips to Successfully Navigate a Career Fair

If you plan to attend the Recent Graduates and Students 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 Recent Graduates and Students 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, 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.

## 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. 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 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. You can also have your resume critiqued by the Career Center or your school-based career services office. 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!

## The Office of Academic Integrity & the Office of Community Expectations

[academicintegrity.usc.edu](https://academicintegrity.usc.edu)

[communityexpectations.usc.edu](https://communityexpectations.usc.edu)

Working to build and strengthen a culture aligned with USC's Unifying Values, **inside and outside the classroom.**





# 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 using Smart Resume through the USC Career Center's [VMock](http://VMock) website at [vmock.com/usc](http://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](http://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 50 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.

— USC Career Center



USC Career Center Photo



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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

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



USC Career Center

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 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 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 teach students the basics of creating a

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. 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 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



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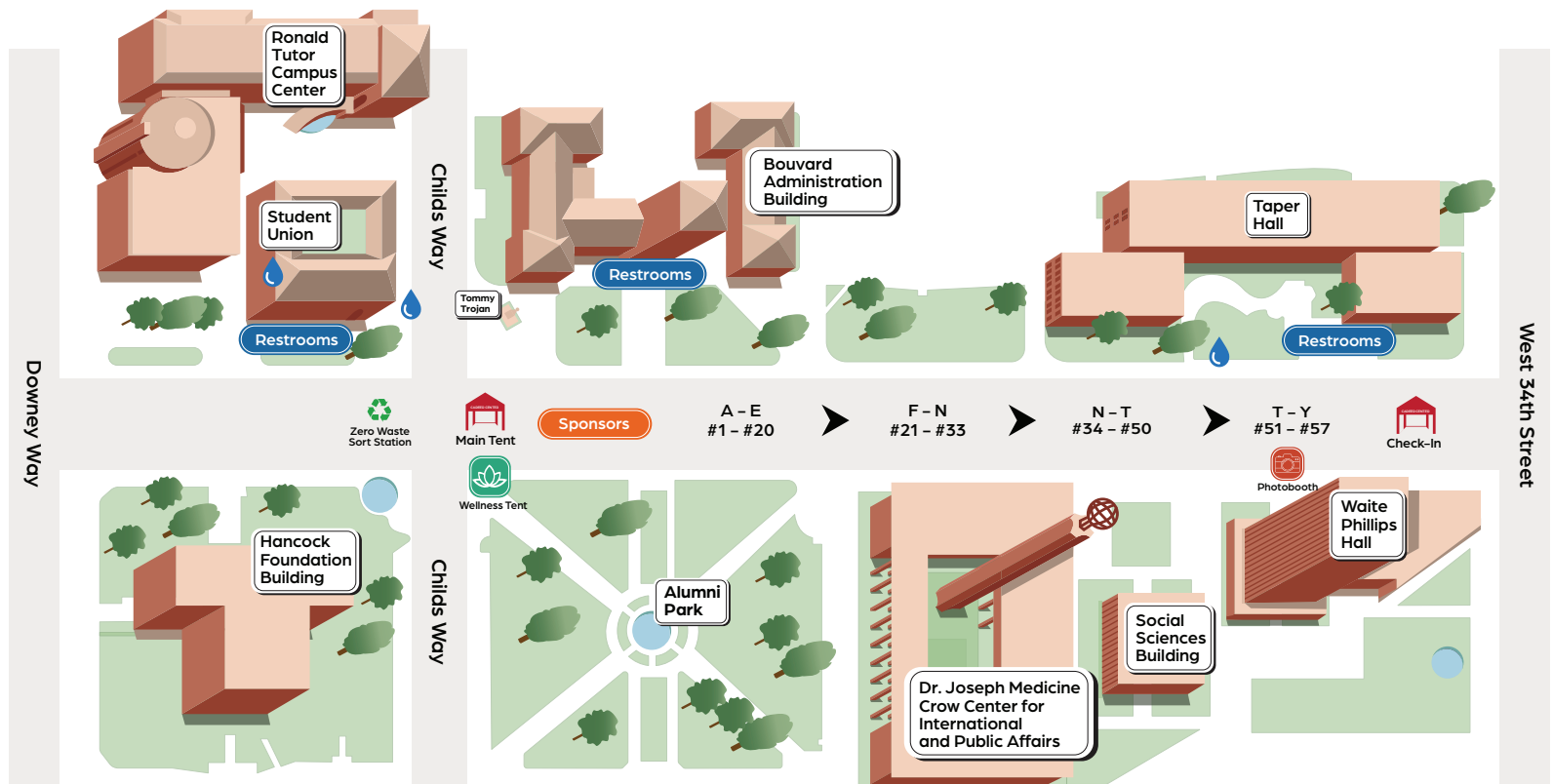
USC Career Center presents

# Recent Graduates and Students Career Fair

Map is approximate. Please check in at the **Main Tent** if you have any questions.

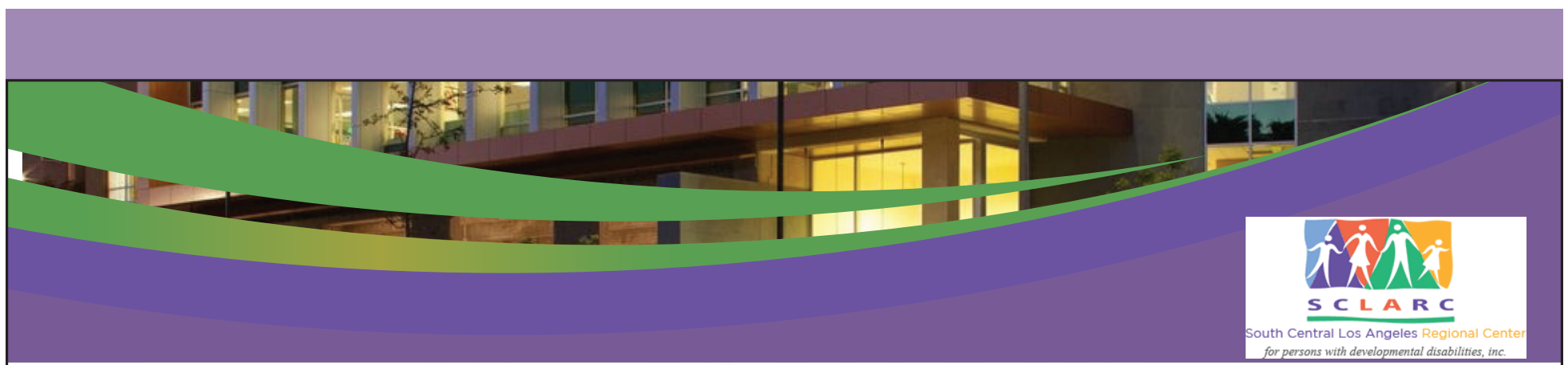
Tables are in alphabetical order with "A"s starting right after the sponsors (near Alumni Park) and ending with "Z"s at West 34th Street (near Taper Hall).

-  Main Tent
-  Photobooth
-  Zero Waste Sort Station
-  Wellness Tent
-  Sponsor Area
-  Water Station



[careers.usc.edu/events](https://careers.usc.edu/events)

**USC Student Life**  
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