

CAREER GUIDE

WEDNESDAY, FEBRUARY 5, 2025

| USC DAILY TROJAN

Career Fair
Thursday, Feb. 6
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. We want Trojans to know that 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 Handshake <https://careers.usc.edu/resources/handshake/> 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 the form of a workshop, information session, coffee chat, or various other formats.

Check out upcoming Trojan Talks on our website:

<https://careers.usc.edu/events/default/?ctag%5B%5D=trojan-talks>

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 any of our Career Fairs, Trojan Talks, or networking opportunities, these events <https://careers.usc.edu/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

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 Handshake 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 website at 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



USC Career Center

to review your resume during drop-in advising:

M-F, 1:00-1:30 pm in STU 110.

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.

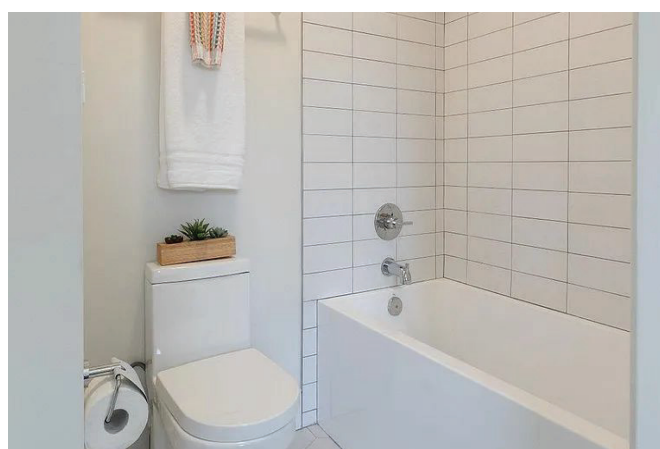
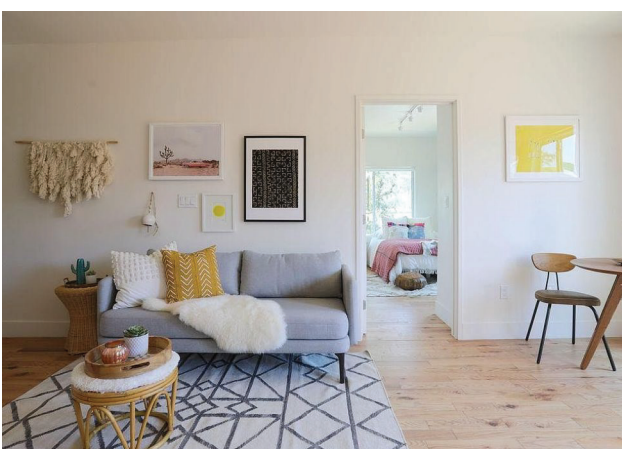
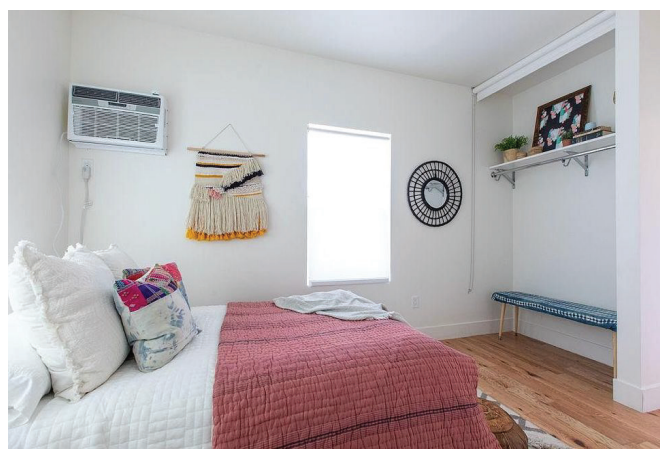
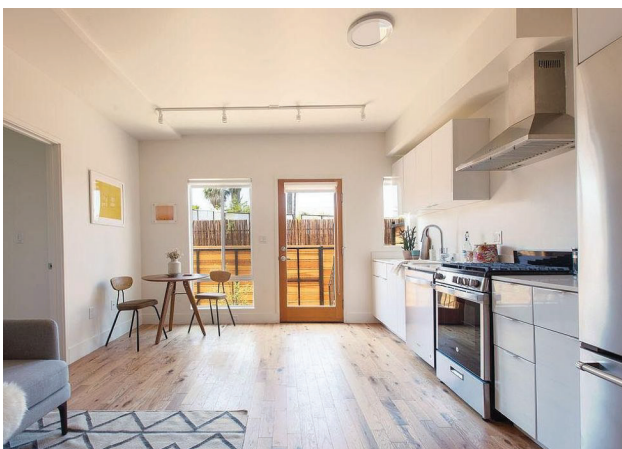
If you are interested in moving to the next level, such as a formal interview, ask about the next steps, but do not be too forward. Ask for the recruiter's business card or email address. Make sure you know the name of the person you spoke with from each organization. Once you have the recruiters' information, 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.

— USC Career Center

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Spring Career Fair

-  Thursday, February 6, 2025
-  10:00 AM to 2:00 PM
-  Outdoors on Trousdale Parkway

as of 1/31/2025

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careers.usc.edu/spring-career-fair/

USC Student Life
Career Center

Tips to Successfully Navigate the USC Career Fair

If you plan to attend the Spring 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.

Activate and Complete Your Handshake Profile

Confirming Your Class Year: Students are now able to edit their "class year" and should review their accounts to ensure they accurately reflect their class standing (1st year, Sophomore, Junior, Senior, Master's, Doctoral). You can update under "Settings" and select an option under "School Year."

Making Your Resume Public: If you plan on attending any career events where employers are present, you can scan a QR code sharing your Handshake profile with that employer. However, if your resume is not public, they cannot download your resume nor follow up with you.

You can make your resume

public by logging into your Handshake account, under "My documents," and selecting "Visible" on the resume to share.

Do Your Research

Log in to Handshake, click on the Events tab, then search "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. Wear a neatly pressed business suit or an appropriate outfit matching your prospective industry standards, 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.
- For the opportunity to

purchase discounted professional attire, participate in the JCPenney Suit-Up event.

<https://careers.usc.edu/events/2025/02/25/jcpenny-suit-up/>

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

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. Recruiters are noting your interaction and 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.

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.

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

— USC Career Center

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WEEK I: BS&FC MIXER | POPOVICH HALL (JKP 300) | FEB 5TH AT 11:30AM

WEEK II: SPORTS IN BLACK WITH USC ATHLETICS | POPOVICH HALL (JKP 300) | FEB 12TH AT 12PM

WEEK III: OUR HISTORY & DIVINE 9 | TCC 450 | FEB 20TH AT 11:00AM

WEEK IV: MUSIC OUR WAY | POPOVICH HALL (JKP 300) | FEB 28TH 3:00PM

REMEMBERING OUR DAY IN HISTORY: USC BSFC PHOTO IN FRONT OF TOMMY TROJAN
(ALL AFRICAN AMERICAN STAFF, FACULTY, AND STUDENTS)

PRAYER, PEACE, AND PURPOSE - WEEKLY PRAYER: WEDNESDAYS @ NOON
ALL EVENTS ARE IN PERSON AND VIA ZOOM

FOR ANY INQUIRIES, PLEASE REACH OUT TO CYNTHIA BRASS - BRASS@USC.EDU

Headshots to Handshakes

Headshots to Handshake'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 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 Drop-Ins

Learn how to connect with alumni, peers, and industry professionals, through the guidance of our Student Engagement Intern Team either through hosted workshops or LinkedIn drop-ins on Fridays. Interns teach students the basics of creating a LinkedIn profile, with an emphasis on telling your personal story. They can also provide tips on how to build your professional network on LinkedIn and the Trojan Network. This Spring, LinkedIn reviews will be available on a drop-in basis on Fridays in STU 110. Learn more on our website <https://careers.usc.edu/iris/>

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. Digital business cards will feature a QR code and embedded NFC technology directly linking employers to students' contact information.

— USC Career Center



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 professional 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 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 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 profile to 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.

Read more LinkedIn tips at:

<https://careers.usc.edu/blog/2023/03/09/four-ways-to-make-the-most-of-your-linkedin-profile/>

— USC Career Center

DAILY TROJAN



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Women of Troy

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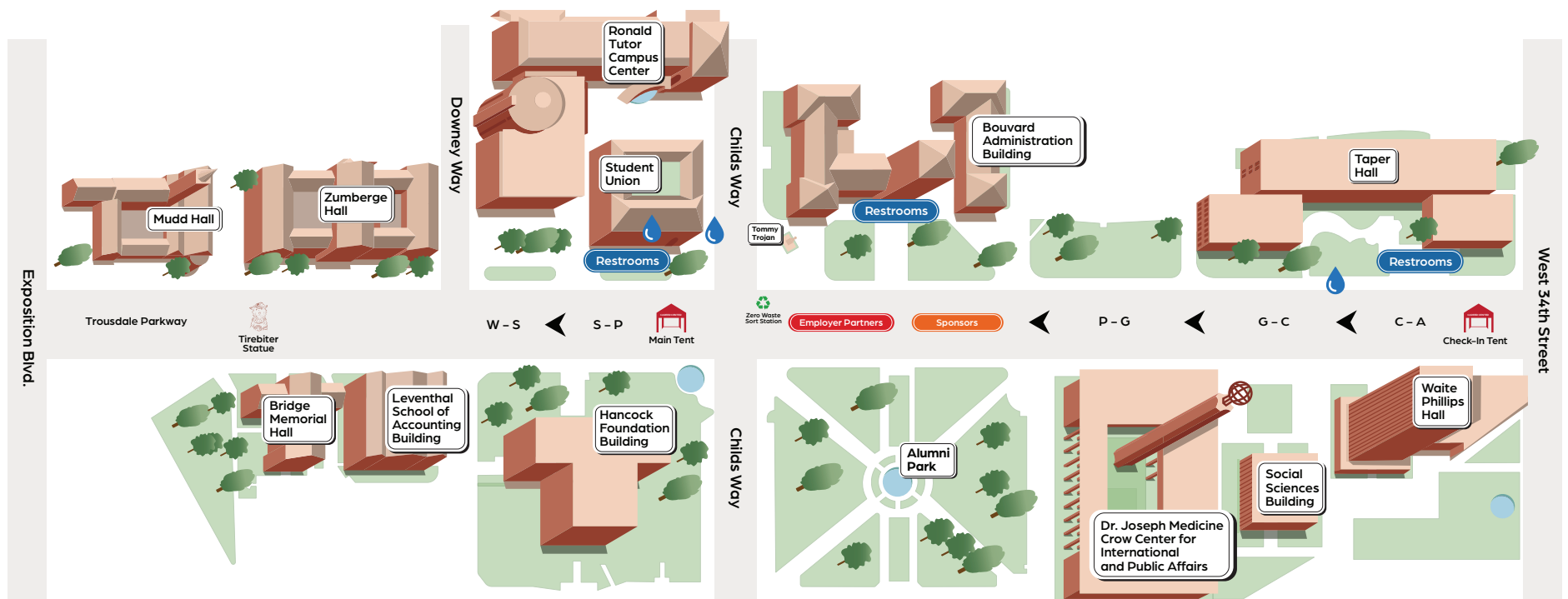
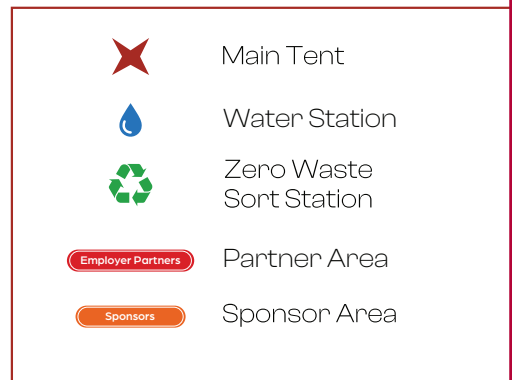
USC Career Center's

Spring

Career Fair

Map is approximate. You will have the opportunity to scan a QR code at each employer's booth sharing your Handshake profile.

Tables are in alphabetical order with "A"s starting at West 34th Street (near Taper Hall) and ending with "Z"s at Downey Way (near the Hancock Foundation Building).



Q careers.usc.edu/channels/employer

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