

# Insider Knowledge on Getting Hired

A presentation by professional recruiters of ULINE on job searching and hiring tips for  
ANY career industry

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In today's world, it is important to shape your career by having good resumes and stand out in the crowd. Jordan Bryant and Jaclyn Tenuta were the guest speakers and recruiters from ULINE who helped students at the University of Wisconsin-Parkside gain insight on how students can improve their resumes and meet (or even exceed) the expectations during the application, interviewing and hiring process. It was a very thoughtful and engaging presentation which helped all the students avoid small mistakes and impress all the employers for their dream industry and role.

It is important to know many ways that one should prepare while launching their career in this tough competition for internships and jobs. Some improvements in your resumes and your attitude make a huge difference to grab wonderful opportunities at ease.

There are thousands of ways one can stand out in the crowd, and the most important one is to prepare yourself for the interviews and improve your resume. It is essential for everyone to reach out for interviews through various means and some of them are by grabbing the opportunity on *Handshake*, asking someone to refer you for the position, increase your contacts on LinkedIn, engage in connections for applying to specific roles, apply directly through company websites, and attend career fairs. This will surely help you to reach out to the employers and make them aware that you are looking for jobs or internships. It is vital to show that you are interested and you care. There are some ways in which you should do your resume. There are good resumes and bad resumes as well and it is important that you understand the difference between them. Following is a small chart which explains a good resume and bad resume criteria:

Good Resume	Bad Resume
<ul style="list-style-type: none"><li>• Organized and easy to read</li><li>• Error-free</li><li>• Focused on a job seeker for <b>relevant</b> skills and experiences</li><li>• Customized according to a particular position</li><li>• Condensed to 1 page</li></ul>	<ul style="list-style-type: none"><li>• Disorganized and difficult to read</li><li>• Spelling and grammar mistakes</li><li>• Distracting or inappropriate graphics</li><li>• Information that isn't necessary for the job role</li><li>• Too lengthy</li></ul>

There are some frequent questions asked by all employers and it is crucial that one answers them in the right way. The 5 common questions are:

1. **Tell me about yourself**

This is where you PITCH your own brand and tell them about yourself in short and concise words. You should start with your name followed by your educational background, why you are learning a specific

skill (it can also relate to the job you are applying for), skills, experience, and your passion to work for that organization.

2. **Why do you want to work at X company?**

You should have studied the company's website before you come for the interview and convince the recruiter why they should hire you. Ask your classmates, career staff, or any referrals about the company and their culture, and research the company through LinkedIn network. **DETAILS REALLY MATTER HERE!**

3. **Favorite project you worked on in college:**

In this you should be able to explain a project or assignment that you worked on and the different tools used, role played by you, and how you can connect that project with the job role you are applying for. Employers love specific examples from previous projects and experiences.

4. **What skills and strengths you can bring to this job?**

You should know your STRENGTHS, what you are passionate about. For this you can talk with your colleagues and current employer or a professor and ask them what they think about you and how you are represented. This will help you know the insight on your skills and strengths.

5. **What questions do you have for me?**

This is the most crucial question and we miss out on by asking about the salary or just by saying that we don't have questions. A salary question will show that you have either not studied for the position well or you are only interested in money, and this can make a bad impression. To stand out in the interview, you should ask them about their current challenges faced by them and how did they overcome them. You can even ask them about their favorite success story working for the company. This shows your interest in the company and makes the employer feel you can be a good fit for the company and not just the job role you are applying for. Again, research the employer website to learn enough about them to ask great questions.

It is also important to show your soft skills, which helps to distinguish between your teamwork and collaboration, communication skills and problem solving, or critical thinking, which plays a key role while exhibiting your talents. So, if you want to get hired, keep in mind to start with confidence, research intentionally, connect the dots, know your strengths, and ask thoughtful questions.

A powerful way to attract and impress employers during the interview is by implementing the 4 C's: **Confident, Concise, Clear and Compelling**. Adopt all these things and you will surely be able to get your dream job at ease.

**All the best and Thank You for reading!**

**For additional career resources and more information on Uline, you can visit the following:**

<https://www.uwp.edu/live/offices/AdvisingCareer/>

<https://www.uline.com/>

