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**Brought to you by: Industry & Career Development /[CareerDevelopment@AcademyArt.Edu](mailto:CareerDevelopment@AcademyArt.Edu)**



## KEYS TO RESUME SUCCESS

- A resume is a **ONE PAGE** concise summary of YOUR education, skills and work experience. Alternatively, it's one page for every 6-10 years experience.
- A resume is a **FACT SHEET** about you, a basic outline.
- The goal of a resume is to **GET AN INTERVIEW**. Its purpose is to get you in front of someone who can hire you.
- Your resume must be **CLEAR, CONCISE AND CONSISTENT**.
- List most **RECENT INFORMATION FIRST**. People read from top to bottom and from left to right.
- Keep resume short and to the point, no long paragraphs.  
**USE THE BULLET STYLE.**  
People **SCAN** resume for 15-30 seconds.  
**USE BOLDFACE OR CAPS** to highlight category headers, schools, companies and job titles.
- Be **INTENTIONAL** with each and every word. This is your chance to show the best of yourself.
- Use past tense for past work experiences.
- No pronouns. This is not a personal narrative. For example, do not use "I" statements.
- Do not list personal information (i.e. height, weight, age, marital status) unless you're an Acting major.
- Choose an easy to read font like *Courier New*, *Times New Roman* or *Arial* and use a font size of 10 to 12 points.
- Avoid shading and multiple use of lines.
- **PROOFREAD** using three different people, three different times!
- Save your resume as a PDF if you plan to email it, or as specified by the company for upload or email. Use resume quality paper for the copies you bring to your interview or intend to mail.



## RESUME FRAMEWORK (AN OUTLINE ON WHICH TO BUILD)

Search online for further examples of resumes in your field

**NAME ADDRESS, CITY, STATE, ZIP CODE, PHONE NUMBER, EMAIL, PORTFOLIO WEBSITE URL**

### EDUCATION

List most recently acquired degrees and course work first. Include courses taken at another school that are relevant to your degree. For example:

*(Alumni)*

**Academy of Art University**, San Francisco, CA. M.F.A. Graphic Design September 2006-May 2010  
OR

*(Current student)*

**Academy of Art University**, San Francisco, CA. B.F.A. Illustration September 2010-Present  
Anticipated graduation May 2014

### EXPERIENCE

List professional experience chronologically, beginning with your most recent experience. For each employer listed, list 3-5 accomplishments &/or responsibilities beginning the statement with verbs. Choose action verbs that demonstrate your level of responsibility. Include paid internships, student project collaborations (cite your contribution) and non-paid internships.

For example:

**ABC & Company**, San Francisco, CA June 2010- Present

*Production Coordinator*

- Managed accounts and all aspects of producing live and recorded events.
- Maintained data base of clients and correspondence including email, phone, and in-person meetings
- Collaborated with creative teams and presented to higher management. Project managed 10+ events annually.

### SKILLS/AWARDS

Bullet point your specific skills and software program knowledge, listing first what employers will value most for the types of positions advertised. Only highlight skills that are specific to YOU. Do not mention skills you are expected to know, like Microsoft Word, however if you are an expert in something like Microsoft Excel do list that specifically. List any foreign languages you speak &/or write as a skill.

For Example:

- Flash
- Branding
- Proficient verbal/written Mandarin
- Maya
- Typography
- Conversational French

List any awards you have received that are applicable to the job you are applying for.

For Example:

- Nominated and selected for annual Spring Show at the Academy of Art University. May 2011
- Awarded first place in illustration cover contest, Peephole Magazine August 2010

### COMMUNITY INVOLVEMENT / EXTRA CURRICULAR / LEADERSHIP (choose a header specific to you)

List professional organization memberships or any additional information, such as volunteer activities, community service and clubs, that help distinguish you professionally.

**NOTES:** Showcase the best of your experience and skills. Always sell yourself to the needs of the company and the job description or position you seek.



## RESUME CHECKLIST

### Overall

- Confirm document format requested by company for application. PDF, Word.doc, etc. Save accordingly.
- Save with your name, the word resume and the date. Example: AnnAcademy\_Resume\_Jan. 1st - 2013
- Resume quality paper for those you will bring to interview. Can it be scanned or copied easily?
- Overall clarity? – Can it be read quickly or scanned?
- Did you use an easy to read font and 10-12 point size?
- Is it concise? Is it clear? Is it consistent? Is it inviting to read; not too much information?
- Margins clean and even? You can use narrow margins if you are running out of room to keep it one page.
- Bullet points used?
- Is it the appropriate length – 1 page for every 6-10 years of work experience?

### Headings

#### **Education:**

- Does it list most recent first, only including college education, unless you went to an art magnet high school?
- Does it only include education that develops the degree you list?
- Does it list location and dates?

#### **Experience:**

- Does it list most recent first?
- Is it clear and to the point?
- Does it list your paid and non-paid internships and your contribution to student project collaborations?
- Are dates of employment included? What about the location?
- Is it easy to read and understand?
- Can it be viewed quickly for most important information?

#### **Skills/ Awards:**

- Are the strongest skills/qualifications presented first?
- Are software and design programs and expert computer skills listed? Are they representative of the best of YOU?
- All relevant Fine Art skills listed?

#### **Community Involvement/ Extra Curricular/ Leadership (choose a header specific to you)**

- Are clubs, professional affiliation, awards/honors and scholarships listed?
- Are volunteer activities listed?

### **Does your resume prompt the employer to contact you for an interview?**

	RESUME	CV (USA & Canada definitions)
<b>Audience</b>	Employers seeking to hire for a variety of positions	Fellow academics in your field
<b>Length</b>	1 page/ 2 page maximum	Highly flexible
<b>Focus</b>	Experience; job- related extracurricular & volunteer accomplishments	Academic achievements & scholarly potential
<b>Essential</b>	Skills and experiences related to the job you seek	Publications, presentations, teaching experience, education & training, honors and grants
<b>Goal</b>	Brief snapshot of your skills and experience that communicates your ability to perform the job you seek	Full history of academic credentials- teaching, research, awards & service

Countries in Europe and Asia often refer to a **CV** but expect a resume as defined by the above left



SYNONYMS FOR YOUR RESUME

**Carry Out**

execute  
pursue  
fulfill  
perform  
practice  
exercise  
undertake  
transact  
assume  
accomplish  
achieve  
attain

**Manage**

handle  
deal with  
represent  
operate  
oversee  
designate  
engineer  
execute  
supervise  
conduct  
engage in  
regulate  
check  
direct  
administer  
take charge

**Authorize**

entitle  
delegate  
empower  
qualify  
invest  
endow

**Important**

significant  
distinct  
essential

**Develop**

originate  
create  
derive  
cause  
effect  
generate  
bring about  
result in  
give rise to  
design  
devise  
make  
build  
construct  
synthesize  
form  
prepare  
organize  
sponsor  
prompt

**Point Out**

indicate  
exhibit  
display  
reveal  
demonstrate  
show  
credit with  
assign to

**Earn**

merit  
exceed  
excel  
surpass  
better  
progress  
advance

**Cooperate**

collaborate  
contribute to  
support  
sustain  
maintain

**Succeed**

accomplish  
achieve  
prevail against  
resist  
withstand

**Participate**

share  
collaborate  
coordinate  
synchronize  
combine  
pool  
take part in  
contribute

**Continue**

remain  
resume  
preserve  
persist  
adhere to

**Responsible**

reliable  
accountable  
answerable  
account for

**Plan**

design  
project  
proposal  
outline  
map  
model  
program

**Way**

method  
means  
system  
policy  
procedure

**Promoted**

elevated  
raised

**Ability**

aptitude  
capability  
competence  
proficiency  
qualifications  
knowledge  
skillfulness

**Implement**

execute  
enforce  
administer  
perform

**Job**

situation  
position  
post  
status  
capacity  
occupation  
calling  
profession  
career

**Business**

undertaking  
pursuit  
affair  
concern  
negotiation  
transaction  
venture  
operation  
procedure

**Achieve**

execute  
fulfill  
effect  
produce  
realize  
resolve  
accomplish

**Effective**

forceful  
potent  
valid  
strong  
vigorous  
productive  
influential  
dynamic



## ACTION WORDS

### Management Skills

administered  
 analyzed  
 assigned  
 chaired  
 contracted  
 consolidated  
 coordinated  
 delegated  
 developed  
 directed  
 evaluated  
 executed  
 improved  
 increased  
 organized  
 oversaw  
 planned  
 prioritized  
 produced  
 recommended  
 reviewed  
 scheduled  
 strengthened  
 supervised

### Technical Skills

assembled  
 built  
 calculated  
 computed  
 designed  
 devised  
 engineered  
 fabricated  
 maintained  
 operated  
 overhauled  
 programmed  
 remodeled  
 repair  
 solved  
 trained  
 upgraded

### Communication Skills

addressed  
 arranged  
 authored  
 corresponded  
 developed  
 directed  
 drafted  
 edited  
 enlisted  
 formulated  
 influenced  
 interpreted  
 lectured  
 mediated  
 moderated  
 motivated  
 negotiated  
 persuaded  
 promoted  
 publicized  
 reconciled  
 recruited  
 spoke  
 translated  
 wrote

### Research Skills

clarified  
 collected  
 critiqued  
 evaluated  
 examined  
 extracted  
 identified  
 inspected  
 interpreted  
 interviewed  
 investigated  
 organized  
 reviewed  
 summarized  
 surveyed  
 systematized

### Teaching Skills

adapted  
 advised  
 clarified  
 coached  
 communicated  
 coordinated  
 developed  
 enabled  
 encouraged  
 evaluated  
 explained  
 facilitated  
 guided  
 informed  
 initiated  
 instructed  
 persuaded  
 set goals  
 stimulated

### Financial Skills

administrated  
 allocated  
 analyzed  
 appraised  
 audited  
 balanced  
 budgeted  
 calculated  
 computed  
 developed  
 forecast  
 managed  
 marketed  
 planned  
 projected  
 researched

### Creative Skills

assessed  
 assisted  
 clarified  
 coached  
 counseled  
 demonstrated  
 diagnosed  
 educated  
 expedited  
 facilitated  
 familiarized  
 guided  
 referred  
 rehabilitated  
 represented

### Clerical or Detailed Skills

approved  
 arranged  
 catalogued  
 classified  
 collected  
 compiled  
 dispatched  
 executed  
 generated  
 implemented  
 inspected  
 monitored  
 operated  
 organized  
 prepared  
 processed  
 purchased  
 recorded  
 retrieved  
 screened  
 specified  
 systematized  
 tabulated  
 validated



## COVER LETTER OUTLINE FOR EMAIL

Think of a cover letter as any written piece of correspondence you will email, fax or mail to a potential employer. Cover letters can be attached to online applications, put in the body of an email, or mailed. If the cover letter is “optional”, take the opportunity to write one and show how YOU are the right fit for the position.

### **Email Version Notes**

The subject line will be the first thing most recipients will see of your email. Follow the exact instructions provided by the company about your subject line. If you do not follow them exactly your resume submission might not get routed properly. If no instructions are given regarding the subject line then we suggest you use something like: job title, your name and resume submission.

Begin your email Dear Ms. or Mr. and the person’s last name. If you have done research and you cannot find the name of the correct person you can put either, Dear Human Resources, Dear Creative Manager or something similar.

### **Email Example**

Subject: Graphic Design Internship – Ann Academy – resume submission

Dear Graphic Design Department Manager,

### **Paragraph #1**

First state why you are writing. Indicate what you know about the company and who referred you (if there is a personal referral). Personalize your letter by mentioning the company name and any specific knowledge you have of the company and its products or services. State in one sentence why you’re a good match for the position, and/or the company and/or its goals.

### **Paragraph #2**

Describe why you’re a good match by highlighting one or two of your most significant accomplishments or abilities. Pull inspiration from the job description itself; this is the place to sell yourself to the exact needs of the company and state that you possess the skills and talents they seek. Remember, your goal is to distinguish yourself from the other candidates. Do not repeat your resume. This can be done in a paragraph or in brief summary statements.

### **Paragraph #3**

Point out that a resume detailing your qualifications is enclosed. Thank them for their time and consideration. If you have contact information for the contact (name, email, phone number) then close by stating that you will follow up with them in set period of time (the next week for example). If you are writing to no one specific, invite them to contact you at their convenience to discuss your qualifications further.

Sincerely,

Your Name

Your title (Bachelor of Fine Art, Graphic Design Candidate)

Email address

Phone number

Final line should read: Enclosures: Resume, Portfolio or Reel (portfolio and reel, if applicable)

**NOTES:** Remember to enclose your resume, portfolio, and/or reel. USE SPELLCHECK and PROOFREAD! Check your grammar (ex. they’re vs. there vs. their). Follow-up if you said you would!



## COVER LETTER OUTLINE FOR LETTER OR ATTACHMENT

### Written Version Formatting

Draft a properly formatted letter following this example for the header:

**NAME ADDRESS, CITY, STATE, ZIP CODE, PHONE NUMBER, EMAIL, Portfolio website URL**

(This should be the same format as the header that you have on your resume and reference sheet)

Date

Name of Individual

Title

Name of Company/Organization

Mailing Address

City, State, Zip Code

Dear Graphic Design Department Manager,

### **Paragraph #1**

First state why you are writing. Indicate what you know about the company and who referred you (if there is a personal referral). Personalize your letter by mentioning the company name and any specific knowledge you have of the company and its products or services. State in one sentence why you're a good match for the position, and/or the company and/or its goals.

### **Paragraph #2**

Describe why you're a good match by highlighting one or two of your most significant accomplishments or abilities. Pull inspiration from the job description itself; this is the place to sell yourself to the exact needs of the company and state that you possess the skills and talents they seek. Remember, your goal is to distinguish yourself from the other candidates. Do not repeat your resume. This can be done in a paragraph or in brief summary statements.

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Sincerely,

Your Name

Your title (Bachelor of Fine Art, Graphic Design Candidate)

Email address

Phone number

Final line should read: Enclosures: Resume, Portfolio or Reel (portfolio and reel, if applicable)

**NOTES:** Remember to upload your resume, portfolio, and/or reel. USE SPELLCHECK and PROOFREAD! Check your grammar (ex. they're vs. there vs. their). Follow-up if you said you would!



## THANK YOU EMAIL OUTLINE

To present yourself in the best possible way to the people you meet or connect with for an internship or a job interview, it's imperative to express your thanks. At the conclusion of your interview or call, thank anyone you speak to for their time and for speaking to you. This includes anyone you speak to on the phone or meet with in person.

You should also send a thank you email and a handwritten note in the mail to the people you spend time with during an interview. Consider this anyone you interview with directly, the people in human resources who take the time to talk to you about the company or show you around, etc. You want to be remembered and set yourself apart.

In the current business climate we recommend a day-of email thank you note. Email is the best way to follow up with the people that would be most influential in hiring you, or anyone senior to him/her.

In addition to the thank you email a hand written note is encouraged and appropriate. As an artist, you can make a card that showcases or captures your design sense. You can also buy basic blank note cards at a stationery store.

If you do not know a person's email address ask them for a card (in person) or their email address (phone interview). If they ask why, say you would like to follow up on the meeting or call, and to thank them for their time. If that's too awkward while making the rounds talking to people at a company, you can familiarize yourself with the email convention of a company. These tend to be standard throughout an organization. The Academy of Art's email convention for example is: first initial last name (all together) @academyart.edu.

You can also look the person up on LinkedIn where sometimes they list email addresses, or you can send a LinkedIn message to anyone you are connected to.

### **Email Thank You**

Subject: Thank You for the Interview on (date)

Dear First Name (once you've spoken with them, it's okay to use their first name), or Hello First Name,

Thank the person for the interview. Refresh the employer's memory by stating the date and time of your meeting, the position (s) discussed, or the topics covered.

Reaffirm your interest in the organization and mention how several items that were discussed affected your outlook regarding a specific position or your general outlook of the company. It's very important here to demonstrate your clear understanding of the company's or department's goals and vision for the future. If there was a personal characteristic, work experience, or other type of pertinent information that you did not mention at the interview, use this email to provide this information to your interviewer. Sell yourself to the needs of the company and its goals

If applying for a specific job, state your continued interest, otherwise highlight your favorable impressions of the company. Finally, again thank the individual for his or her time and consideration in meeting you, and how you intend to follow up.

Sincerely,

Your Name

**NOTES:** Your actions speak loudly about you. If you state in your thank-you that you will follow up, do it. You can either call or send another email about 10 days later if you do not hear from anyone before then. It's okay to leave a voice mail.



## HANDWRITTEN THANK YOU LETTER OUTLINE

### **Hand Written Note**

In addition to the thank you email a hand written note is encouraged and appropriate. As an artist, you can make a card that showcases or captures your design sense. You can also buy basic blank note cards at a stationery store. We suggest that you keep it short, no more than four lines.

Dear First Name (once you've spoken with them, it's okay to use their first name)

Let the person know it was nice to meet them. Thank the person for the interview and specify the date you met with them.

Reaffirm your interest in the organization and the position you interviewed for. State your interest in the company and the position. State in one sentence why you are a good fit. Let them know you will follow up with them.

Sincerely,

Your Name

**NOTES:** Your actions speak loudly about you. It's good to state in your thank you that you will follow up with the people in a position to hire you, or make a decision about hiring you. The next step is to do it. You can either call or send another email about ten days later if you do not hear from anyone before then. It's okay to leave a voice mail. Make sure to write legibly and put your best foot forward.



## REFERENCES – YOU’LL NEED THEM TO GET A JOB

Once a company is seriously considering you for a position they will ask you for a list of references.

A reference sheet is a one page listing of 3-4 professional individuals who have agreed to provide references to potential employers for you. Ideally, these should be people who directly supervised your work. If you do not have any past supervisors, this can also be a teacher or someone that can speak about you as a worker. If you worked on collaborative projects during school, you can list a person with whom you collaborated. Make sure this project collaboration is cited on your resume, and is a part of your portfolio or reel.

### **WHY YOU NEED A REFERENCE SHEET...**

- To quickly provide potential employers with a list of the individuals who will provide them with information about you and your work.
- To make it easy for the employer to decide to hire you.
- What your professional references say about you is vital. Be sure they describe you in GLOWING terms! If you have any doubts about what a reference will say about you---**DON’T USE THAT PERSON!**

### **GENERAL GUIDELINE**

1. Ask your references for permission to include them as a reference.
2. Use the same format on your reference sheet as on your resume.
3. Do not abbreviate.
4. Be consistent in your formatting. Most recent reference at the top of the page.
5. Print your reference sheet on the same paper you use for your printed resume. Bring 1-2 copies with you to an interview, BUT ONLY GIVE REFERENCES TO AN INTERVIEWER WHEN ASKED.
6. Reconnect with your references to confirm that the contact info you provide – email address and phone number – is current. . DON’T let it be a surprise that someone is calling your reference to ask about your skills, work history and performance.
7. You will list your reference with their current contact information and company. If you worked with this references while they were in a previous position and company that should be noted. See example on next page
8. **PROOFREAD YOUR REFERENCE SHEET!**
9. USE SPELLCHECK and PROOFREAD! Check your grammar (ex. they’re vs. there vs. their).

**NOTES:** *References* are people that would happily receive a phone call or email from your potential employer. *Recommendation letters* are formally written letters and are often requested by graduate school, internship programs and occasionally a job position.



## REFERENCE SHEET OUTLINE

**NAME ADDRESS, CITY, STATE, ZIP CODE, PHONE NUMBER, EMAIL, PORTFOLIO WEBSITE URL**

(This should be the same format as your resume and cover letter)

Full Name of Reference

The Reference's current Title

The Reference's current Company Name

City, State, zip code of company

The Reference's current email address

The Reference's telephone number (including area code)

If your reference has changed positions since you worked with them use the example below:

Full Name of Reference

The Reference's current Title

The Reference's current Company Name

City, State, zip code of company

The Reference's current email address

The Reference's telephone number (including area code)

*Formally: Job title, Past Company Name where you worked together, city, state, 2010-2012*

Repeat for each reference.



## NETWORKING

### WHY IT'S IMPORTANT

Networking is key to your long-term professional success. It's easier than you think and the benefits are numerous.

The people you meet and work with throughout your career will shape your future job opportunities. Even the people you have little professional connection to – your hairdresser, your neighbor, your dad's basketball buddy, your sister's best friend – could be a future link to something great.

The people who know you, your interests, your work and your work history will guide you in many ways. In regards to networking, the people in your circle could hear of a job or project that might be of interest to you. They might be future professional collaborators. They might know, or BE, the person you will work with some day.

### WHAT IS NETWORKING ANYWAY?

- Networking is a lifelong endeavor.
- It's the continuous cultivation of a network of people influential in your life and work.
- It's connecting to and staying connected with people who share your interests and with whom you have something in common.

### HOW TO GO ABOUT IT

- Remember you already have a *professional* network – your classmates, your instructors, Academy of Art University alumni and anyone you've worked with. You share interests and commonalities with these people. Make the most of them.
- Say **YES!** to opportunities that come your way. Movie nights, group trips and events.
- Get involved: Attend an Industry on Campus event. The Academy of Art hosts companies, artist and designer presentations, industry panels and networking events year round. Keep an eye open for announcements.
- Get involved: Join a club or start one. Many professional organizations have student chapters. You might be a founder of a professional chapter on campus or join the regional chapter where you live.
- Get involved: Attend professional events that bring artists and designers under one roof.
- Create a LinkedIn profile now, as a student or a young professional. Maintain it over time. Join groups. Get endorsements. Follow businesses/topics of interest to you. Share and engage in conversation.
- Get your free membership to the Academy of Art University Alumni Association. Join the LinkedIn group. Attend their events. Volunteer your expertise. Stay in touch.
- Volunteer. Working behind the scenes of an industry event will lend you credibility.



## WHAT NETWORKING IS NOT

- It's not about getting a job now. The reality of networking is that you need to be constantly meeting new people and noting names and contacts so when you're looking for new opportunities you already have existing connections to contact.
- It's not about you. Remember when you meet new people, make it about them. People love to talk about themselves and their work. Listen to what they have to say. You might learn something and you'll certainly make them happy.
- It's not a short term thing, it's a lifetime commitment. It's important to plant seeds all the time so you always have a section of your garden in bloom.

## KEYS TO SUCCESS

- Start small. Meet a few people at a time through activities you like. It's not necessary to commit yourself to meeting 100 people in a given evening.
- Have a prepared speech. It might sound corny, but be prepared to tell someone in three sentences about your work, your strengths, what you're passionate about.
- Think about and be prepared to talk about your professional goals. Yes, they may change over time, but if you meet someone new and they ask you what you're interested in professionally have a good answer.
- Be an active participant. Muster the courage to get involved.
- Make yourself visible in the places you're most likely to meet like-minded professionals. Join relevant clubs and groups.
- Be passionate about the work or industry you're pursuing. Any hesitation on your end or uncertainty will result in people believing you're not committed.
- Follow the work of people you genuinely admire. Comment on their blogs, Facebook pages and Twitter. Never frame your comments around *you*. Always do it as a contribution to their work.
- Be sincere, friendly and nice. Smile and be genuine.
- Reciprocate. Connect the people you know to the people in your network that they would like to know. Remember though, your referrals reflect on you, so only refer people you can truly endorse.
- Follow up and show your gratitude. Email someone to say it was great to meet them. If someone gives you a referral or otherwise makes a connection for you, send them a thank you email or hand written note. This is NOT optional. You can always offer thanks to someone.



## **THINGS TO REMEMBER ABOUT NETWORKING**

- Networking can be thought of as “like meets like”. If you’re at a big design convention, the people in the room with you all have an interest in and passion for design. This could make things a little easier when starting an initial conversation with someone new.
- Choose quality over quantity. Be genuine and authentic in your pursuit of the people you hope to meet.
- Keep an open mind. Networking creates possibilities, and it might not always be what you expect or intend. You might be a fine art painter with dreams of showing in a gallery, but meet a recruiter from Disney who is looking for a background painter for an upcoming project. Consider pursuing a relationship such as this; you could learn something or meet someone along this path who could play an important role in your future.
- You have your experiences. They are what they are, for better or worse. It’s up to you to make those experience speak the BEST of you and to own your own future.
- Be an active participant. Whenever you can make a contribution in the classroom, at an event, as an intern, or being active within your online communities, strive to make a meaningful contribution.
- Consider your unpaid internship an opportunity to network in addition to gaining experience. Be remembered for the right reasons and take the time to meet other professionals in your industry.
- Be persistent with connecting but do not be overly aggressive. Use good judgment and consider the audience. Constant emailing or attempts to connect can rub people the wrong way.
- Resist the urge to open a conversation with a business card exchange. Take the time to talk and connect with someone before asking for their card or offering yours. Remember that networking is about making real connections and not just trying to get the most email addresses.
- Consider taking notes about your conversations with people you meet in a professional environment. When you contact them in the future, you will have context from your previous encounter to draw from and remind them of your connections.
- When you have the opportunity to network, seize it! Be engaged and open. Know your own limits and if you are not going to participate or bring anything to the table, consider not attending the event.
- It’s never too late to begin again. Maybe you traveled around the world for 6 months, or had to prioritize personal commitments over professional ones. Pick yourself up wherever you may be, reconnect with those who know you and your work and get back in the game.



## THE ART OF SELF-PROMOTION

### **WHY IT'S IMPORTANT**

Great work may speak for itself, but only if you tell people to listen. Self-promotion is crucial to your success. There is so much to pay attention to that without publicizing the existence of your art, people won't know to support it.

### **WHAT IS SELF-PROMOTION?**

- Self-promotion is a lifelong endeavor.
- It is the continuous cultivation of interest and awareness of your work.
- It is nurturing relationships with people who share your passions.

### **WHAT SELF-PROMOTION IS NOT**

Endlessly talking about how great you are. Instead, self-promotion is seeking and creating opportunities to engage with people who may love your work and appreciate your expertise.

### **YOUR PROFESSIONAL INTRODUCTION**

You need to be able to introduce your professional self to anyone in 3 sentences. Be able to specify what type of art or design you do, what your strengths are, and what you're passionate about. Be as specific as possible. For example:

"I am a BFA candidate in interior architecture and design. I love making small residential spaces as ergonomic and sustainable as possible. I draw a lot of inspiration from color and nonlinear forms."

"I'm a concept artist who interned for Riot Games last spring. I love being able to design photorealistic environments and will graduate with my MFA from Academy of Art University next May."

### **HOW TO BRAND YOURSELF**

Your brand is your professional identity—what you want someone to know about you. It combines your:

- Talents/Skills
- Beliefs/Values
- Interests/Passions
- Philosophy

Your brand should reflect your personality. It should be a consistent, accurate representation of who you are and what you're about.



To find out what your personal brand is, ask yourself:

- What are my biggest strengths?
- Where are my passions?
- What makes me unique?

Develop a slogan that properly captures your brand. Use it in social media and all of your professional interactions.

## **HOW TO GO ABOUT PROMOTING YOUR BRAND**

- **Learn and use social media.** 75% of HR departments are required to Google applicants and all of us tend to look online for information. Make sure you have a positive web presence that demonstrates your skills and qualifications. Ideally, the first result should be your online portfolio or personal website so people can view your art.
- **Engage with people in your city and field.** Do this both online and in person. Demonstrate your value and offer tips and support to fellow artists. Grow your community as you move through—and graduate from—AAU.
- **Actually try and make friends!** This is especially important once you're out of school. These are the people who will help promote your work and show up at events.
- **Never leave home without your business cards.** This is another important way for people to get a hold of you. Leave them with event organizers.
- **Sign up for event mailing lists.** This is an easy way to stay informed about what's happening in your field, and to interact with and grow your network.

## **WHAT TYPE OF SOCIAL MEDIA SHOULD YOU USE?**

Instagram, Twitter, Pinterest, Tumblr...the social media options are endless. Whatever works for you is what you should use. To help you choose, consider:

- The social media platform that is most relevant to the type of art you do. Something image-based like Instagram or Pinterest might make the most sense for visual artists, for instance.
- The amount of time it takes to maintain all of your social media platforms. Consider that:



## Social Media takes TIME



Original concept by Beth Kanter

Use HootSuite or TweetDeck to schedule your posts in advance and blast all your social media channels at once.

- The type of social media interaction that is most enjoyable and interesting to **you**. If you're having fun, you're more likely to maintain it!

### KEYS TO SUCCESS

- Make sure your website and social media link directly to where people can purchase your work.
- Stay up to date on what's happening in your industry. Sign up for mailing lists, Google Alerts, and RSS feeds related to what you do.
- Think of yourself as a business. Who might be interested in what you do? Market yourself to those groups.
- Comment on other people's blogs and art. If you see something you love, drop the artist a line and let them know! Fostering these types of relationships can go a long way in terms of building a network. Be genuine and help people out.
- Converse. Actually start and be part of conversations! Don't be the self-important person who drones on and on about his or her own work. See what people are up to, and offer what you know about a topic.



- Pay it forward. We remember the people who tip us off to a cool gallery or an amazing artist. That will generate more loyalty than anything else.
- Social media is constantly evolving, and what works for you may change. Don't be afraid to experiment!
- Use analytics to help focus your efforts and determine where you're having the most success.



## INFORMATIONAL INTERVIEWS

**INFORMATIONAL INTERVIEWS** allow you to gather information about a specific company or industry by talking with professionals.

The object of this face-to-face discussion is to:

- Meet and cultivate contacts with experienced professionals in businesses or industries of interest to you.
- Learn about specific companies, projects in development, job market conditions, and various hiring practices.
- To obtain referral names of other professionals to meet and interview.

### **WHY IT'S IMPORTANT:**

People hire people. The more professionals you know and the more information you have about companies and industries, the more likely you are to be successful. An informational interview provides an opportunity to learn the ins and outs of a job title of interest to you, get industry insight and to meet new people.

### **WHY WOULD A BUSY PROFESSIONAL SPEAK WITH YOU?**

Most people, by human nature, love to talk about themselves, their work and their career. Many professionals are keen to give back and support the next generation of professionals following in their footsteps. A savvy one is always on the lookout for good people.

### **FIRST STEPS:**

- Research the company or industry of interest to you. Who are the people making things happen? Do an internet search or read trade publications to get ideas.
- Check in with your instructors, department directors, classmates and friends. Let them know who or what you're interested in; maybe they know the person or someone at the company and can refer you.
- Use LinkedIn to research companies or people.
- Determine who you would like to interview: name and title, company if applicable. For a fine artist this could be a gallery owner or museum curator; for a freelance photographer this could be a magazine photo editor or an actual photographer; if you're considering a job in a company, find someone working in the job of interest to you.
- Get some form of contact information for this person: an email address, a company telephone number. Look at websites or blogs for contact info.
- If you have the email address of the person you would like to contact and were referred to this person by someone else, here's an example of how to format your email subject line:  
Subject: referred by Ann Academy - request for an informational interview
- If you have the email address of the person you would like to contact but no referral, here are examples of how to format your email subject line:  
Subject: like your work – request for informational interview



Subject: interested in your company – request for informational interview

- If you only have the company phone number, make the call. If you can only reach the operator or receptionist, ask to speak to the person by name. If unavailable, do not leave a message. Call back until you speak with him/her.
- Introduce yourself. State what you are interested in...if it's a person's gallery or work, or if it's a company and their work, projects or products. Be specific. Let him/her know that you would appreciate 15 minutes of his/her time to conduct an informational interview. Be open to time and date and in-person or on the phone.

## **RULES OF THE GAME - THIS IS NOT A JOB INTERVIEW**

- Remember that you are gathering facts for the future and cultivating connections for your network. Emphasize the fact that you are not seeking employment. And hold yourself to that.
- Be prompt. Stick to the 15-minute format. If the interviewer chooses to continue, all the better.
- You conduct the interview. Prepare the questions you would like to ask in advance. You will be leading the interview, so rehearse your question and have them written out for easy reference. Take notes on their answers.
- If applicable and if you feel there is a good rapport between you and the person you are interviewing, politely ask him/her at the end to refer you to a colleague who might provide you additional information.
- Develop an opening comment or icebreaker. A story about the person's work or why you like or use a company's product would be appropriate.
- The person you interview could very well ask to see your work. You have options here. Yes you could bring your business card, your portfolio and/or a copy of your reel. If, and only if, you are asked for any of these things should you take them out of your bag and present them. Make sure your portfolio is uploaded to your desk top and is easy to access without internet access.
- Your other option is to let the person know you are happy to email him/her with the info they seek. This is also great because you will then receive the person's contact info.
- Dress professionally to the situation.
- Follow up. Write a thank you note. This is NOT optional.
- Always remember an informational interview is not a job interview.



## SAMPLE QUESTIONS TO ASK AT INFORMATIONAL INTERVIEWS

Be prepared to ask at least five questions. You may choose from the list below. Remember, your goal is to stimulate conversation, listen and take notes.

- How did you get started in (fill in appropriately)?
- Can you describe a typical day?
- What do you like best about your work?
- What do you like best about your company?
- What advice do you have for someone just entering this industry?
- What specific skills and attitudes does someone need to succeed in this type of work?
- Do you belong to any professional organizations?
- What blogs or publications do you follow or read?
- What future trends do you see?
- Where do you see your work in five years?
- Who do you consider your competition? How do you rate them?
- How did you get your start?
- What was your career path?
- What is your educational background?
- How did you happen to join the company?
- What kind of people do you look for when hiring?
- What are the average entry-level salaries for this industry?
- May I have one of your cards?
- **What other professionals do you know that I could speak with? Could you give me their names?**

The last question is vital in the process of informational interviewing. Part of the goal of informational interviewing is to obtain at least two (2) referral names of professionals that you may contact. Again, let the flow of the interview and your rapport be the guide, as sometimes it might not feel right to ask.

## FOLLOW UP

- In the current business climate we recommend a day-of email thank you note. Email is the best way to follow up with the people that would be most influential in hiring you, or anyone senior to him/her.
- In addition to the thank you email a hand written note is encouraged and appropriate. As an artist, you can make a card that showcases or captures your design sense. You can also buy basic blank note cards at a stationery store.
- Keep the contact info of the person you interviewed. Consider connecting with them on LinkedIn. Keep in touch by the email or phone periodically.



## RESEARCH – COMPANIES, PROJECTS, PEOPLE, GALLERIES

- Keep it Simple and **FOCUS** any search: start with the Companies, People, Projects and Galleries that interest you most.
- Narrow your list of targets. Start with your top five. You'll get overwhelmed quickly if you try to research every Game company or Art Gallery in the Western U.S.
- Understand your art and style and match that to the companies and galleries you seek. If you're more goth warrior, skip over the companies doing pastels and kitties. If you're a figurative painter, skip the galleries looking for only for modern and abstract works of art.
- Visit the **AAU library**. The Academy of Art University has a library full of information for each department and finding a career. They also offer access to many online industry publications so you can do research anytime anywhere.
- Hit the streets. Visit the galleries, restaurants, cafes, bars and hair salons in your city, town or neighborhood to scout our potential places to hang your art.
- Read the publications that professionals in your field might read. Think of trade publications or popular culture magazines relevant to your field. Follow blogs of the people influencing the art and design area of interest to you.
- The internet is another tool in your research arsenal. Look at company websites, blog and social media profiles. Look for *Careers* or *Jobs* or *About Us* sections to further narrow your search.
- The **AAU Job Board** is an incredible resource to learn who is hiring and looking for artistic talent. It's exclusive to students and alumni of the school. You can search by company or gallery name, artistic talent or skill and access info on key people and contact information.
- **LinkedIn** is an invaluable research tool. You can search for people and people within companies. You can search for companies. You can follow specific companies; learn the players in each company, search job openings, and network with other professionals and alumni.
- **Workbook.com** is another great resource for you to find info about companies in your field. It's especially great when you're looking to discover firms in a specific industry or geography.
- Get clear on who you'd like to connect with. Are you looking for a gallery manager, the owner, the person who selects new works, an HR manager? Make inquiries – by email, phone or in person – to find the right person to connect with.
- Follow the trail. As you conduct your research you'll get bits of info that will expand (or contract) your search. Follow the links, referrals, and connections that lead you in your desired direction.



## JOB INTERVIEW OUTLINE

"No matter how many thousands of questions an interviewer could theoretically ask you, they all boil down to just five."

1. Why are you here? What about our company attracted you?
2. What can you do for us? How can you contribute to our products or services?
3. What distinguished you from 19 other people who can do this same job?
4. Will you fit in? Will you get along with, or irritate, all my other employees?
5. Can I afford you? (Know what your worth professionally. You can research this online. Never do salary negotiation until, in the second, or third interview, they have definitely said they want you. Always let the employers state a figure first.)

### **Some examples of how those 5 are conveyed specifically follow:**

1. Tell me about yourself
2. What are the most important rewards you expect in your career?
3. What kind of boss do you prefer? How did your last boss treat you?
4. What was the last problem you had at work and how did you deal with it?
5. What was the biggest mistake you have made and how did you deal with it?
6. Why should I hire you?
7. What are your salary expectations?
8. How do you feel about overtime?
9. What do you consider your greatest strength?
10. Tell me about your weaknesses? Areas of needed improvement?
11. How would a friend/coworker/teacher describe you?
12. What college classes/subjects did you like the best? The least?
13. Are you willing to relocate?
14. What did you enjoy most/least in your last job? Why?
15. Where do you see yourself in 5 years? Why?

**NOTES:** Remember - All questions have a hidden question. You must always answer the hidden question. Example: How do you feel about working overtime? Means: Will you do whatever it takes to get the job done? Can we count on you in a pinch?

Read the job description before an interview. The job description contains the necessary skills and you can match your relevant experience to those skills. SELL yourself to those skills and to the needs of the company overall! REHEARSE YOUR ANSWERS TO THESE QUESTIONS...PRACTICE WITH YOUR CLASSMATES, YOUR FRIENDS, OR IN THE MIRROR.



## ASKING JOB INTERVIEW QUESTIONS

Always have questions prepared to ask an interviewer. The interview is as much a chance for you to interview the company and assess them and the position as it is for you to be interviewed.

1. How would you summarize the top three priorities in this position?
2. Can you describe your ideal candidate?
3. What kind of training can I expect?
4. Can I use my art and design skills in this position?
5. Can you tell me some of the career paths available within your company?
6. To whom would I report?
7. When will the first job performance evaluation take place?
8. How long have you been with the company?
9. What are some of the objectives you would like to fill in this job?
10. What are the company's short and long term goals for the future?
11. When will the hiring decision be made?

**NOTES:** Remember - Find out, at the start, what the employer wants so you can sell yourself to the needs of the company. Always: Ask the first two questions as soon as you can in order to know how to sell yourself.



## JOB INTERVIEW DO'S

### DO...

- Turn off your cell phone BEFORE the interview
- Plan to arrive early. Account for time to find the building, check in with security, use the restroom, etc.
- Relate your skills & experience to the job to which you are applying
- Use examples to illustrate a point. If you are detail minded – use an actual example or story to enhance it
- Know “your story” and your elevator pitch. Rehearse it.
- Ask questions – they show interest, intelligence and thoroughness
- Know the company profile and the job description. Be informed and educated by conducting prior research
- Listen carefully, THINK before answering
- State career or job changes as moving FORWARD to something better, NOT as leaving something
- Make sure your portfolio is uploaded to your desk top, easy to access and does not require internet access.
- Make sure your hands and nails are clean – details count
- Make sure your hair is in place, off your face and clean – people look at your face. Keep your hands away from your hair and your clothes
- Look the interviewer in the eye and SMILE
- Shake the interviewer’s hand. Be confident and shake with a firm grip.
- Let the interviewer set the pace of the interview discussion and portfolio viewing
- Ask the interviewer when you can contact him / her to follow up
- Be enthusiastic and positive at all times



**Do** dress-up for the interview



**Do** dress according to company code



**Do** wear nice jeans if appropriate



## JOB INTERVIEW DON'TS



### DON'T...

- Be late!
- Have anything in your mouth except your smile
- Keep adjusting your clothes, fiddle with your hair, wear loud jewelry or wear strong perfume
- Read documents on the interviewer's desk
- Give one-word answers such as "Yes" or "No"
- Interrupt or talk over the interviewer. Don't dominate the conversation in an inappropriate way
- Say "Y' know" or "Um" or slang words
- Brag, lie or overstate
- Criticize your present or previous employer. Remember, state job changes as moving FORWARD to something better, NOT as leaving something
- Look at your watch during the interview
- Quote a salary



**Don't** be too casual or revealing.  
**Don't** wear shorts or short skirts



**Don't** wear sunglasses  
or hats.



**Don't** show cleavage

**NOTES:** If you have tattoos, consider your audience when going on an interview. As an example, a conservative architecture firm may not want clients to see employee's tattoos so consider covering up with a scarf, a high collar and or full sleeves. Use your best judgment to present yourself professionally.