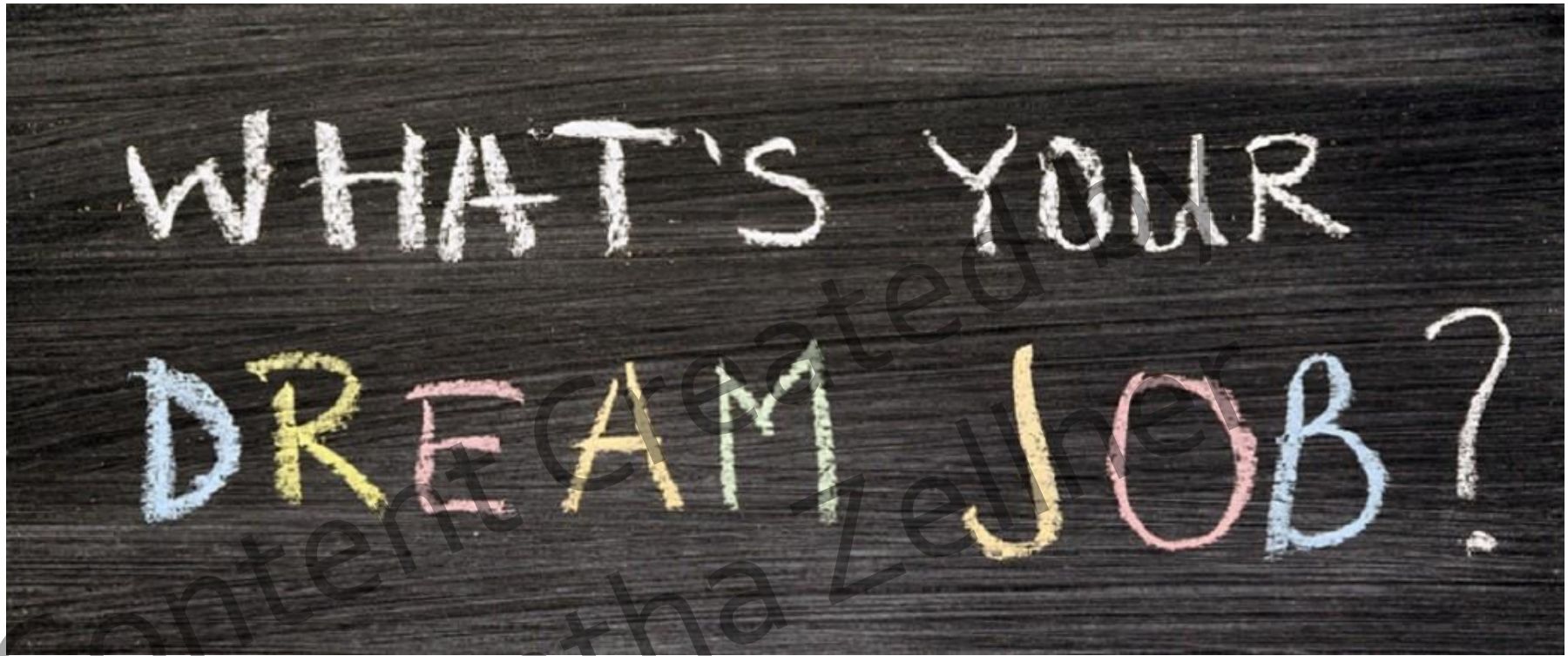


Content Created by  
Samantha Zellner

# Internships 101

Sammy Zellner

National Conference for College Women Student Leaders



# Icebreaker!

Share your name, dream job, and dream company/organization you'd like to work in.

Candidate

1. Gain experience

2. Better understand or "test drive" a career

3. Build confidence and new skills

4. Enhance communication skills

5. Get a foot in the door at a company

6. Build your network

## Why are internships so important?

By Beth Braccio Hering, CareerBuilder.com

April 14, 2010 11:09 a.m. EDT

Why is getting an internship important?

# Cashiering to Corporate

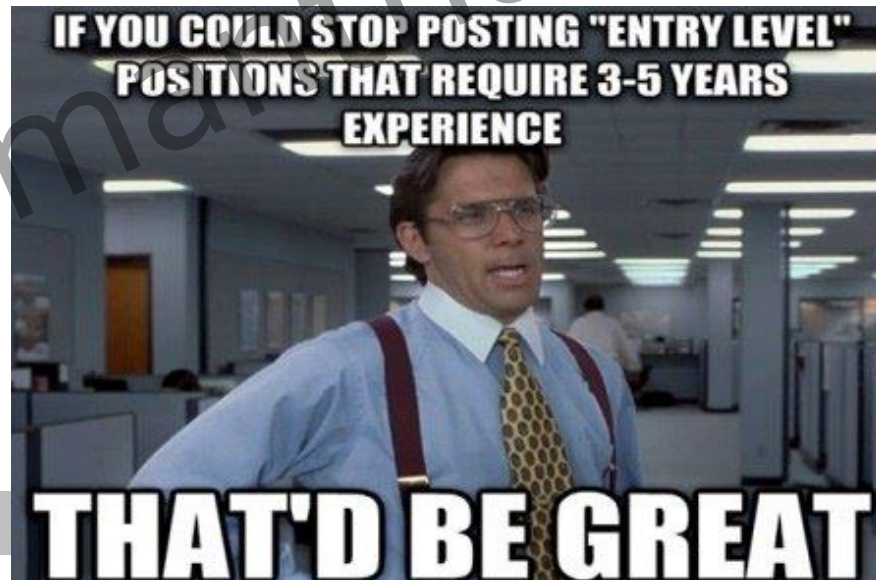
How to identify your dream job and make your past experience match it.

## What skills do I need to get that job?

- Look at online job postings & their corresponding qualifications
- Don't be afraid to apply to a position just because you don't meet all the qualifications!

## What experiences do you have?

- There is no such thing as "no experience"
- Job experience can come from student organizations, projects in & out of school, and even minimum wage jobs!



### Scenario 1

#### Work Experience:

Member of your university's sports team, no working experience

#### Job Description:

Public relations internship at a media firm

### Scenario 2

#### Work Experience:

Grade school tutor

#### Job Description:

Sustainability internship for your local community

### Scenario 3

#### Work Experience:

Sales representative at TJ Maxx

#### Job Description:

Interior design internship at an architecture firm

### Scenario 4

#### Work Experience:

Student worker at your university's library

#### Job Description:

Engineering internship with an automotive company

# Building your Brand

Write the resume & cover letter to get your foot in the door.

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Samantha Zellner

# Resume



**John Doe**

Business Student

An independent and self-motivated business student with proven and tested business, procurement, sales, and marketing skills. Currently searching for an internship in Paris.

john.doe@gmail.com 22883344 Paris, France linkedin.com/in/john.doe john.doe

## EDUCATION

### MSc - Global Business Management

University of Paris

09/2017 - Present

Main Courses

- Operations Development and Strategy
- Innovation and Change Management
- Strategy, Organisation and Market Creation
- Global Innovation and Technology Management

### BSc in International Business

London School of Economics

09/2014 - 06/2017

Main Courses

- Corporate Communication
- International Economics
- Corporate Governance

## TECHNICAL SKILLS

**Digital Marketing** Google Ads, Google Analytics, SendGrid, Hubspot Sales, Facebook for Business, Typeform.

**Business, Research and Data Analysis** Proficient User in Microsoft Excel & Powerpoint, Mendeley, NVivo, Surveyxact.

## SOFT SKILLS

Time Management Efficiency Customer Service Multitasking Teamwork Storytelling

## VOLUNTEER EXPERIENCE

### Volunteer in the Student Organization

London School of Economics

03/2015 - 05/2017

Achievements

- In charge of organizing Kick-Off activities for approximately 250 international students in 2015 and 2016.
- Increased the social media presence of the student's organization by 48% in 2016.

## PERSONAL PROJECTS

Co-founded "Oscar Wilde Book Club" (2015 - Present)

- A literature club which at the moment has over 150 active members

Launched a recycling program for the Business Campus (2015)

- Created materials and informed all the students on the campus to differentiate and be aware of their waste.

## LANGUAGES

French

Spanish

English

Content Created by Samarina Zellner





# Cover letters

## Make sure you answer:

- How do you fit in company culture?
- How does your experience match the job description?
- What gaps or deficiencies exist between your experience and the job description? (AND – how will you overcome them?)

### KIMBERLY J. MYERS

1305 Tacoma Ave. S  
Tacoma WA 98402

kmyers@esd.wa.gov

(253) 552-2547

October 08, 2011

Human Resource Office  
Employment Security Department  
RE Posting # WSS 4 1154X & 1353X

To Whom It May Concern:

I am very interested in your WorkSource Specialist 4/ Career Broker positions. My background seems to match the skills and abilities that you are seeking.

Job Requirements	My Qualifications
Experience in WorkSource One-Stop	WorkSource Specialist 3 at WorkSource Pierce & Lakewood
Bachelor's Degree	Bachelor of Science degree in Secondary Education
Professional experience in social or human-resource services	<b>8+ years</b> experience in position of employment specialist (with case management experience); duties include: <ul style="list-style-type: none"><li>➤ Train and assist in placement of individuals with impairments</li><li>➤ Assess clients' job skills, interest, work history, and education level</li><li>➤ Develop individual training and job readiness plans for clients</li></ul>
Experience monitoring & recording data into multiple management systems	Experience monitoring and recording data into <b>SKIES</b> and <b>GUIDE</b> systems
Experience leading, evaluating, coaching and mentoring staff	<b>7 years</b> experience working with individuals with diverse barriers to employment, identifying those barriers, and developing and maintaining plans to overcome those barriers

In addition, I have partnered with DSHS and community colleges in previous employment and am experienced in working closely with their case managers for the benefit of my clients.

Kim J. Myers

# Navigating your Network

Make strategic connections to  
confidently steer through  
your industry.

Find opportunities to network

Online

School

Other

LinkedIn

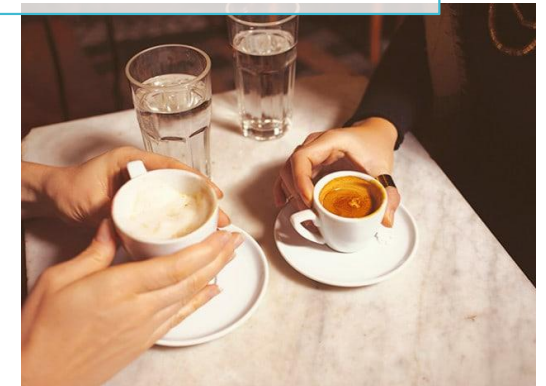
Google

internships near me

All News Shopping Maps Books More

About 629,000,000 results (1.00 seconds)

What other networking opportunities can you think of?



Put yourself  
out there!

**Online – Easy**  
LinkedIn  
Connections,  
Online job  
applications

**Career Chats –  
Intermediate**  
You only have 1  
chance to make  
a 1<sup>st</sup> impression!

**Formal Career  
Fair –  
Challenging**  
Use your  
elevator pitch!

## Activity: Elevator Pitch

### Elevator Pitch Recipe

- Name, major, school, *graduation date*
- What position are you interested in?
- Why are you interested in this company?

Combine all parts in the listed order above after firmly shaking hands. Speak confidently, and don't forget to use "I am..." statements.

1. Take 1-2 minutes to write down your elevator pitch.
2. Find a partner and present your elevator pitch.

# Impress the Interviewer

Acing your interview to land  
your dream job!

# Types of interviews

## Structured Interview

- Predetermined questions
- Formal setting

## Unstructured Interview

- Open ended questions
- Less formal

## Behavioral Interview

- Specific questions about your experience
- Be prepared to discuss past challenges you have overcome!

## Panel/Group Interview

- Multiple people interviewing you at the same time
- Typically structured or contains behavioral questions

## Phone/Skype/Video Interview

- Not in person
- Be aware of background environment & noise

## Technical Interview

- Typically seen in STEM careers
- Numerical reasoning problems or logic tests

What questions should you be asking?

What is your favorite part of your workplace?

What are the day to day responsibilities of this job?

What are the next steps in the interview process?

What other questions would you ask during your interview?



## Post interview etiquette

1. ALWAYS send a thank you note – or at least a follow-up email.



2. Be patient.



3. Be prepared for them to say no. It's not you – it's them.



Cashier to  
Corporate

Build your  
Brand

Navigate your  
Network

Impress the  
Interviewer

# Recap!

Follow these simple steps to obtain your dream internship and job.

Thank you!

Let's connect!

Sammy Zellner

Email: [szellner@swbell.net](mailto:szellner@swbell.net)

LinkedIn: Samantha Zellner