



Everything I knew about the
college job hunt was

~~RIGHT~~ WRONG

and here's how you can **succeed**



HEY THERE!

My name is

Andrew Kung

and I'm a

recent college grad

who works at LinkedIn

When I was in my
last year of college,

I was extremely

NERVOUS
ABOUT FINDING A JOB
after graduation



I really had **no idea**

WHERE TO BEGIN...



So I did what

every other college student did

I APPLIED THROUGH:

CAREER FAIRS



ONLINE JOB POSTINGS

Search Results

Page 1 of 160 | [Next Page](#)

Job Title / Description (show titles only)	Company	Location (Distance)	Posted
 Business Administration / Sales and Marketing - View similar jobs Job type: Full-Time www.verityconcepts.net Business Administration Degree or Management Experience Wanted for Marketing & Sales Company - College Grads apply... View full job description Save to MyCareerBuilder Email to a friend	PAID TRAINING!!!	CA - Berkeley	2 Weeks Ago
 Business Administration / Sales and Marketing - View similar jobs Job type: Full-Time www.verityconcepts.net Business Administration Degree or Management Experience Wanted for Marketing & Sales Company - College Grads apply... View full job description Save to MyCareerBuilder Email to a friend		CA - Oakland	3 Weeks Ago
 Business Administration & Management - Entry level - View similar jobs Job type: Full-Time www.7marketinggroup.com Business Administration Degree or Management Experience Wanted for Marketing & Sales Company- College Grads apply... View full job description Save to MyCareerBuilder Email to a friend	Seven Marketing Group	TX - North Dallas	1 Week Ago
 Marketing Communications / Business Administration Assistant - View similar jobs Job type: Full-Time Marketing Communications / Business Administration Assistant PURPOSE: Marketing, communication & administration for our company - Paid Training...	Confidential	GA - Douglasville	2 Weeks Ago

COMPANY WEBSITES

[home](#) / [careers](#)

careers

Expect the best from a career at Target. Search our current openings to see if there is a fit based on your skills and interests.

search hourly careers

Find hourly store, hourly pharmacy and hourly distribution center jobs.

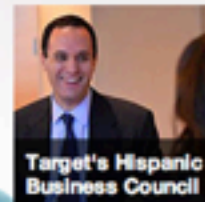
go

search management & corporate careers

search job title, keyword(s), city/zip code

go

Create an account or access your existing profile >



@TargetCareers 
Hot #job: group manager, creative lead for our #ecommerce business in #Minneapolis
<http://t.co/OrSuYdEmK>

© 2012
annual
report





It seemed **extremely** 
PRODUCTIVE...

And I felt like with each application, I was

ONE STEP CLOSER
TO A JOB



But there was just
ONE PROBLEM:



ANYBODY
THERE?



HELLO?

Companies
WEREN'T RESPONDING
to me

I spent
DOZENS OF HOURS
on **cover letters** and **resumes**



And all of a sudden,
I started to worry if I was

DOING THE
RIGHT THINGS...

My **biggest** fear

SEEMED
INEVITABLE:



After investing in **4 years** of
HIGHER EDUCATION...



I'd be

UNEMPLOYED

I'd let down myself, but most importantly,

MY FAMILY & PARENTS



There had to be
A BETTER WAY

I didn't know it at the time...

BUT THERE WAS



Now I'm on

THE OTHER SIDE OF THE TABLE



I've spent the last few months **reviewing
job applications and interviewing candidates**
AT LINKEDIN...



And here's

WHAT I'VE LEARNED

How recruiters **actually** 

DO THEIR JOBS



...and how companies

REALLY

hire students





That's what I want to

SHARE WITH
YOU TODAY

To get started, let me
**PULL BACK
THE CURTAINS**
on the lives of recruiters



First, they're extremely

BUSY



Imagine walking into the
office each morning to

HUNDREDS &
HUNDREDS

of applications



How would you know...

which ones to

INTERVIEW

which ones to

REJECT?



Imagine you're a recruiter and you have

TWO CANDIDATES



LET'S TAKE A LOOK

at Grace and Christine



BOTH CANDIDATES

are soon to be college grads
looking for a sales position



On paper,

THEY'RE
NEARLY
IDENTICAL:

Similar GPA,

Same university

1-2 prior internships

1-2 extracurricular/
leadership activities

But as a **recruiter,** 
I quickly find some pretty

STARK
DIFFERENCES



LET'S START

with

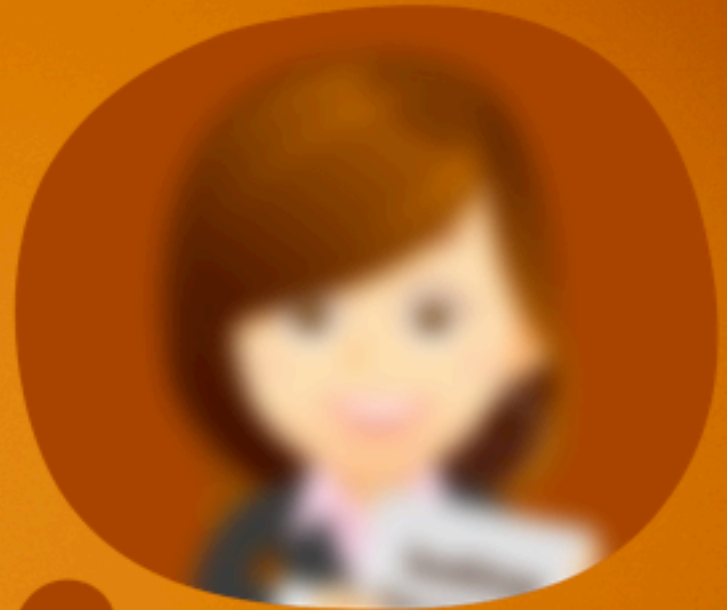
Grace

I VAGUELY
REMEMBER GRACE
from a career fair



MAYBE SHE GAVE ME HER RESUME

and told me she was
interested in sales?



INTERESTED
IN SALES?

She then **applied** through our

ONLINE JOB PORTAL



...but who

IS SHE?

To refresh my memory, the **first thing** I did was check her

LINKEDIN PROFILE



The image is a screenshot of a LinkedIn profile page for Grace Thomas. The browser window at the top shows the LinkedIn logo and a search bar. The profile header includes the name 'Grace Thomas', her current role 'Student at Middlebury College', and location 'Middlebury, Vermont | Telecommunications'. Below this, it lists previous roles: 'Jawbone, Middlebury College English Department' and 'Education: Middlebury College'. There are buttons for 'Improve your profile' and 'Edit Profile', and a '7 connections' indicator. A URL bar shows 'www.linkedin.com/pub/grace-thomas/95/895/9a0/'. The main section is titled 'Background' and contains three sub-sections: 'Experience' with 'Business Intern' at Jawbone (May 2013 - August 2013) and 'Student Intern' at Middlebury College English Department (September 2012 - December 2012); 'Volunteer Experience & Causes' with 'Cook' at Vermont Local Soup Kitchen & Senior Home; and 'Education' with 'Middlebury College' B.A. Economics (2010 - 2014). At the bottom, it lists 'Activities and Societies: School Band, Ticket Sales Associate for Performance & Theater Group'.

Grace Thomas
Student at Middlebury College
Middlebury, Vermont | Telecommunications

Previous: Jawbone, Middlebury College English Department
Education: Middlebury College

Improve your profile Edit Profile 7 connections

www.linkedin.com/pub/grace-thomas/95/895/9a0/ Contact Info

Background

Experience

Business Intern
Jawbone
May 2013 – August 2013 (4 months)

Student Intern
Middlebury College English Department
September 2012 – December 2012 (4 months)

Volunteer Experience & Causes

Cook
Vermont Local Soup Kitchen & Senior Home

Education

Middlebury College
B.A. Economics
2010 – 2014 (expected)

Activities and Societies: School Band, Ticket Sales Associate for Performance & Theater Group

And once I'm
on her profile,
WHAT
do I **notice?**

NOTHING



in Search for people, jobs, companies, and more...

Grace Thomas
Student at Middlebury College
Middlebury, Vermont | Telecommunications

Previous Education Jawbone, Middlebury College English Department
Middlebury College

Improve your profile Edit Profile 7 connections

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Middlebury College English Department
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 Volunteer Experience & Causes

Cook
Vermont Local Soup Kitchen & Senior Home

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2010 – 2014 (expected)

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Her profile is

VERY
SPARSE,

with only a few
internship titles
and companies

I HAVE NO IDEA

what her **actual**
roles were and
how she made
an impact





How am I supposed to
make a judgment call
on an applicant

WHO PROVIDES
NO INFORMATION?



SO I THINK
TO MYSELF...



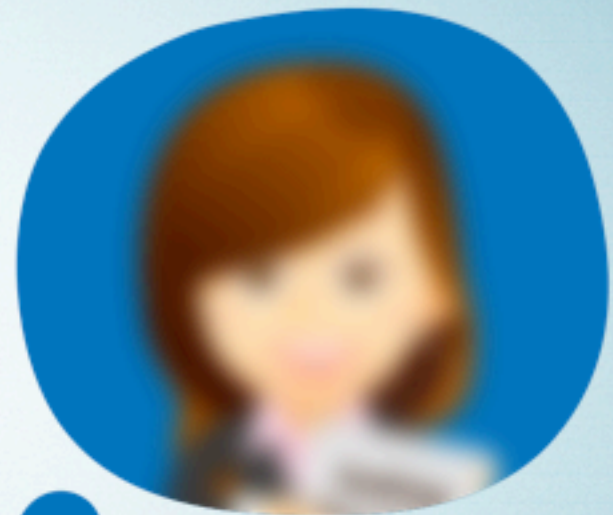
At the end of the day, I have to recommend

CERTAIN CANDIDATES

for the job...

And I definitely wouldn't put my **reputation**
and **credibility** on the line for

A CANDIDATE
I BARELY
KNOW





But you'd be **surprised** to find out that

MOST APPLICANTS

are like Grace...

I **can't** really

DIFFERENTIATE
THEM



Everyone has **similar**
backgrounds and
qualifications, so
NO ONE
stands out



Now
LET'S SEE
how **Christine** ←
approached the job hunt

Christine had

EMAILED ME

the night before the
career fair because
she knew I was going



I recently graduated, so she **mentioned** a few of our

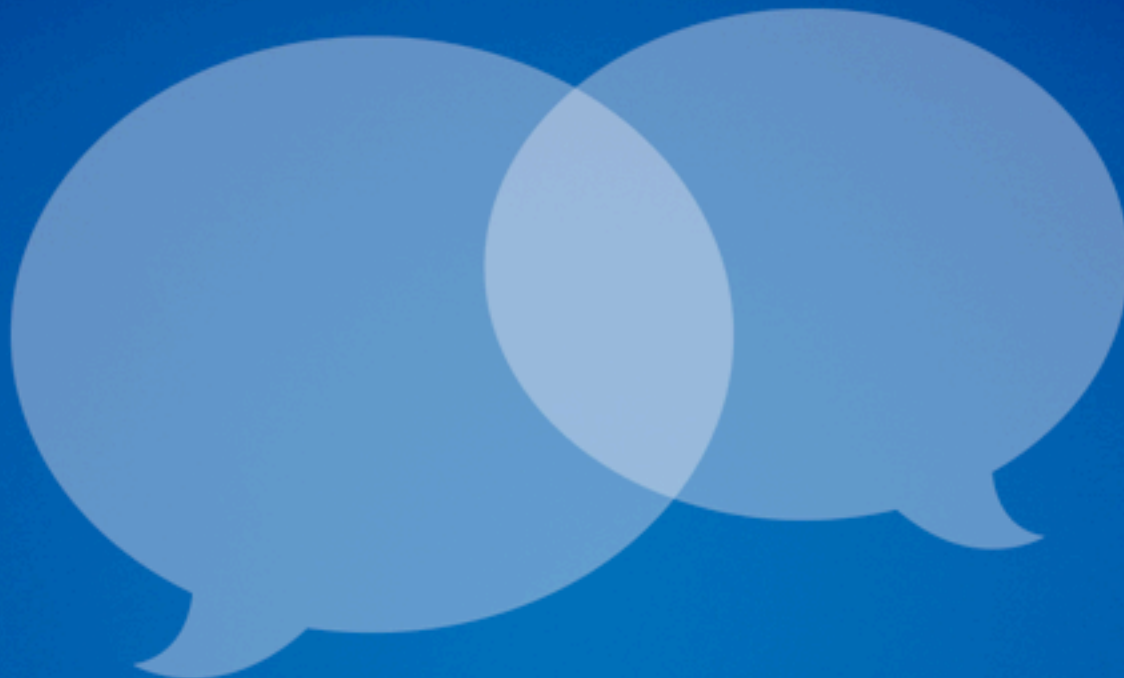
MUTUAL CONNECTIONS





And when she
arrived at the

CAREER
FAIR...



I instantly identified her and
WE CHATTED
about our **mutual connections**

She **talked** about her
interest in sales

and **asked** a lot of
insightful questions



Now here's what really
SURPRISED ME:



We came across the **topic** of
LINKEDIN'S BUSINESS DIRECTION...



And she demonstrated
her knowledge about

THE COMPANY:



- ✓ She knew **our business model - how we make \$\$\$**
- ✓ She knew our **mission/cultures/values**
- ✓ She had previously **reached out to alumni at LinkedIn**

Thoroughly impressed, I looked at her
LINKEDIN PROFILE
later that day and here's what I **noticed:** ↩







Christine Taylor

Aspiring Sales Professional + Tech Fanatic
Middlebury, Vermont

Previous **Fitbit, Middlebury Athletics Department**
 Education **Middlebury College**

[Improve your profile](#)
[Edit](#)

320 connections

www.linkedin.com/pub/christine-taylor/85/667/1a1/
[Contact Info](#)

Background



Summary

I'm a graduating senior at Middlebury College, studying Economics. Through my work experience, I developed a deep passion for sales – I just love the opportunity to work closely with clients and help them succeed. In addition, I'm a big techie who's always telling my friends about the latest-and-greatest apps. And so I would love nothing more than to continue to build upon this passion for sales at a fast-moving tech company.



Experience

Sales Intern

Fitbit

May 2013 – August 2013 (4 months)

Fitbit designs and creates wireless-enabled wearable devices that measure personal metrics on a daily basis. It's dedicated to helping people lead healthier, more active lives.

As a sales intern at Fitbit, I worked in a team of 5 to drive the success of our core products. In 3 months, I developed 2 corporate sponsorships and a 5% increase in total sales by cold calling and driving client meetings.





Christine's a

ROCK
STAR!

You can see at the **top** of Christine's profile that she has
AMBITION & CLEAR GOALS

Plus, I can put a
face to a name!



Christine Taylor
Aspiring Sales Professional + Tech Fanatic
Middlebury, Vermont

Previous Fitbit, Middlebury Athletics Department
Education Middlebury College

[Improve your profile](#) [Edit](#)

320 connections

www.linkedin.com/pub/christine-taylor/86/897/ab1/ [Contact Info](#)

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She gives clear descriptions of her **accomplishments** AND HER IMPACT IN VARIOUS ROLES

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Fitbit sales dashboard I designed.

Student Web Developer

Middlebury Athletics Department

September 2012 – November 2012 (3 months)

The Athletics Department at Middlebury needed to upgrade its website. So I taught myself HTML and CSS to revamp the site, leading to a 25% spike in traffic.

Check out my work below:

And she has **great recommendations** from FORMER MANAGERS AND TEAMMATES

Recommendations

Received (2) ▾

Sales Intern

Fitbit



Chrystal Lee
Director of Sales, North America at Fitbit

“Christine did a phenomenal job with us at Fitbit while she interned here during the summer. She’s an extremely quick learner who exceeded expectations since day 1 of her internship. Her ability to lead, drive impact, and take constructive criticism makes her an ideal asset to any organization. Feel free to message me for any reference inquiries.”

November 25, 2013, Chrystal managed Christine at Fitbit

Student Web Developer

Middlebury Athletics Department



Mark Williams
Athletic Director, Middlebury College

“Christine not only knows technology, but she’s also an amazing communicator. Her personality and positive attitude brought such spark to the Athletics Department and our site. I wish we could keep her after graduation!

November 25, 2013, Mark managed Christine Middlebury Athletics Department

Groups

ULTIMATELY,

Christine **isn't** any more qualified than Grace...



But I actually
KNOW WHO

Christine is





So now that I have to
submit my

CANDIDATE
RECOMMENDATIONS

Who do you think
I'M GOING TO CHOOSE?



And an even more **important** 

QUESTION:



How can **YOU**

STAND OUT
TO RECRUITERS?

It might **seem** complicated,
but it's just

TWO SIMPLE
THINGS:





Develop a compelling

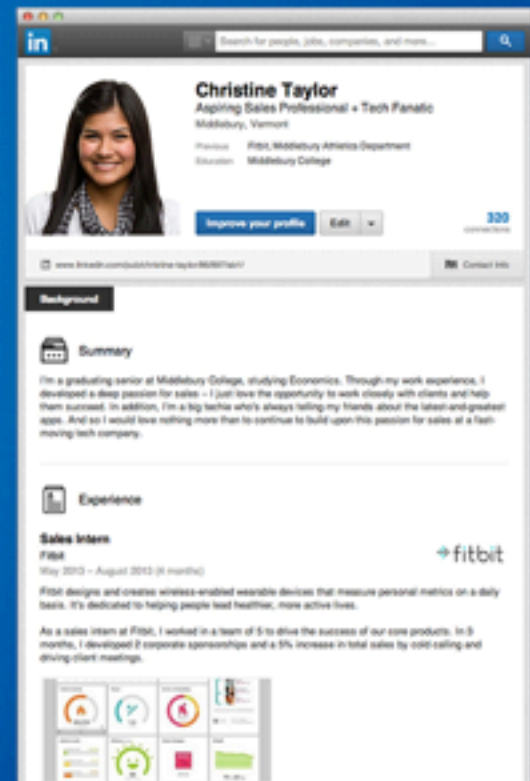
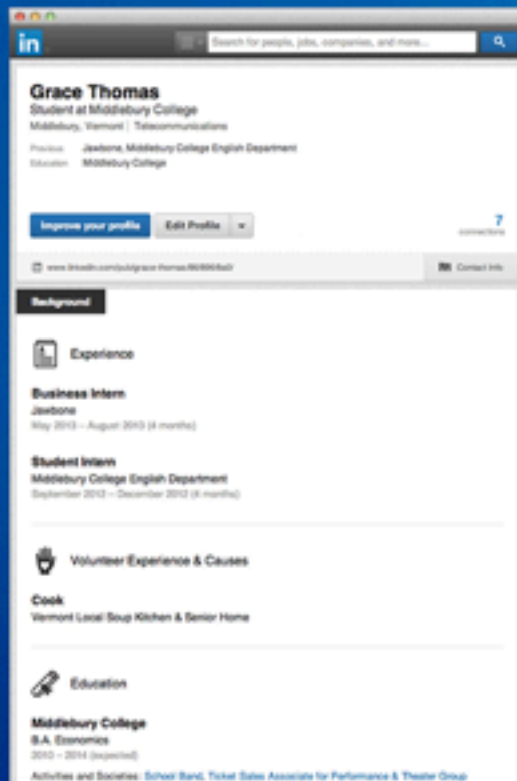
ONLINE PRESENCE

I learned the hard way that
cover letters and resumes **aren't enough**

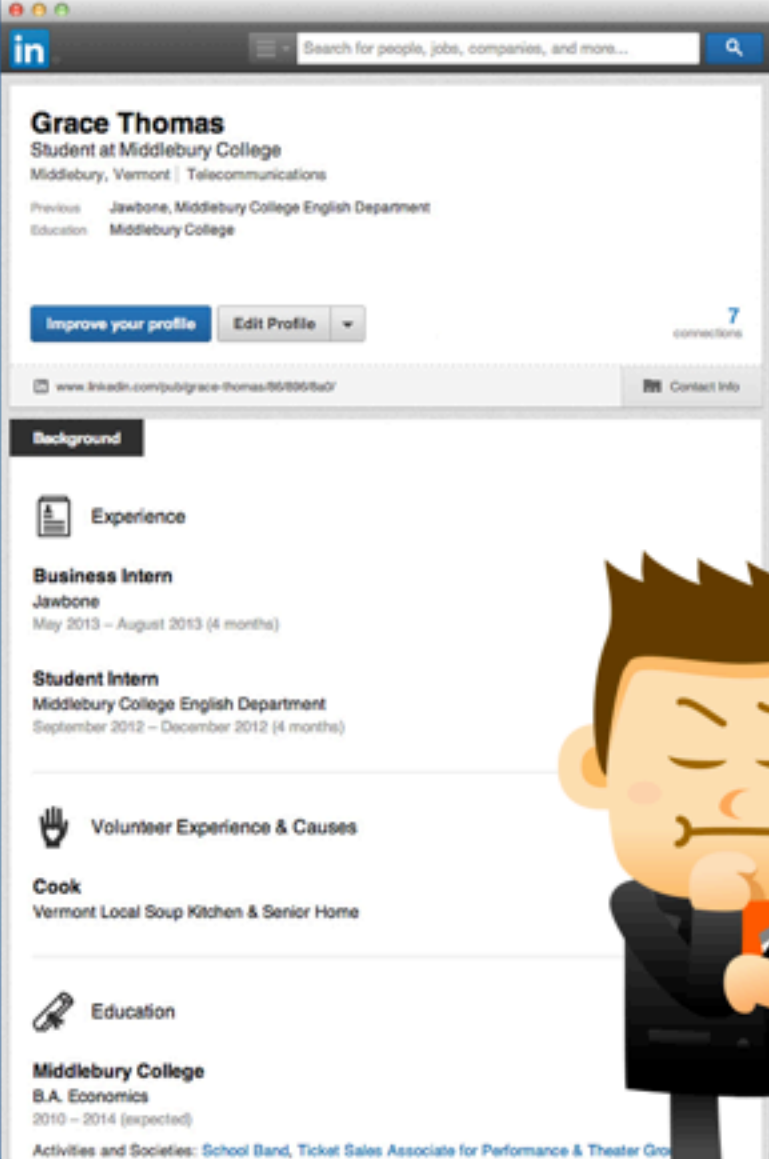
YOU NEED TO STAND OUT ONLINE



Now, both **Grace** and **Christine** had LINKEDIN PROFILES



But while **Grace's**
profile only
TOLD ME
what she's done



The image shows a screenshot of a LinkedIn profile for Grace Thomas. The profile header includes her name, current role as a student at Middlebury College, location, and industry. It lists her previous employer as Jawbone and her education at Middlebury College. Below the header are buttons for 'Improve your profile' and 'Edit Profile', and a '7 connections' indicator. A search bar is visible at the top. The 'Background' section is expanded, showing 'Experience' with roles like 'Business Intern' at Jawbone and 'Student Intern' at Middlebury College. It also shows 'Volunteer Experience & Causes' as a 'Cook' at Vermont Local Soup Kitchen & Senior Home, and 'Education' at Middlebury College for a B.A. in Economics. A cartoon character of a man in a suit, looking thoughtful with his hand on his chin, stands to the right of the profile.

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Improve your profile Edit Profile

7 connections

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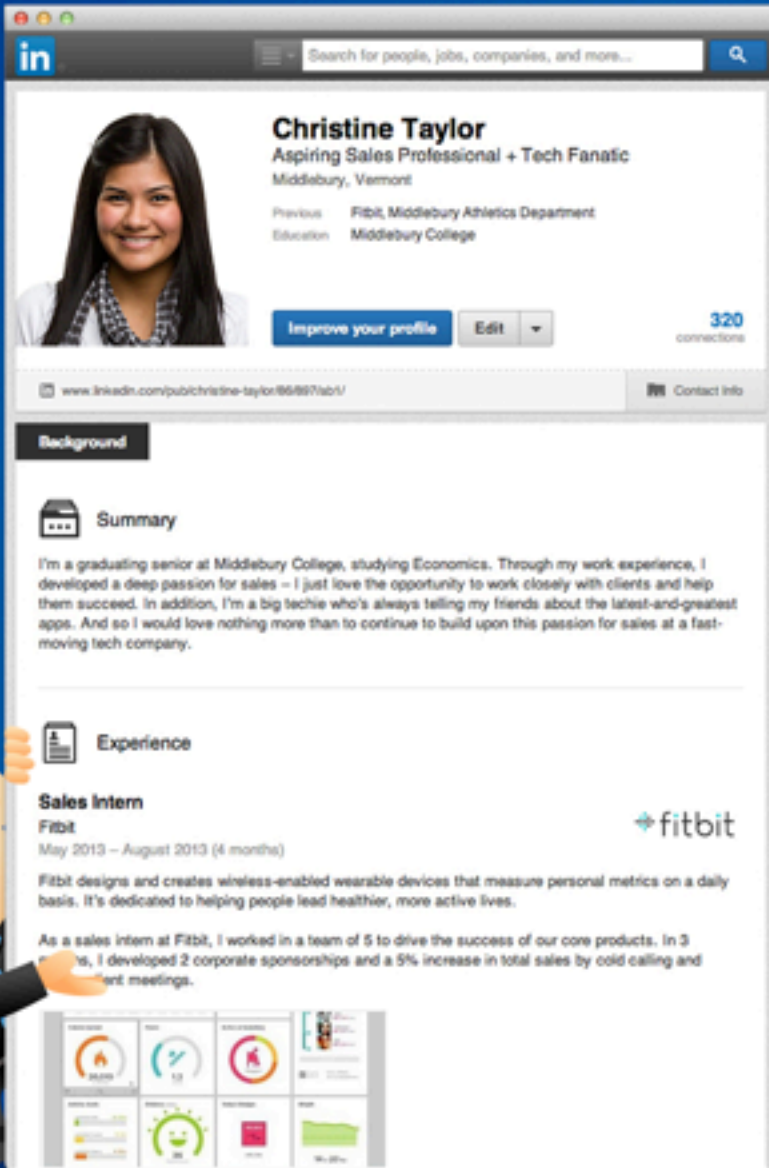
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www.linkedin.com/publicchristine-taylor/66/6677ab1/

Contact Info

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Christine's

SHOWED ME
through her use of
work samples,
testimonials, and
clear descriptions

Christine, however,
is **not a better candidate** just because of
HER LINKEDIN PROFILE...



But it's her

initiative and effort

IN POLISHING
HER PROFILE...





...that tells me

SHE COULD
DO THE SAME

for our company

2

WORK SMARTER

Not Harder

I WASTED LOTS OF TIME

standing in line at career fairs
and submitting applications online



Meanwhile, Christine took the time to **research** my **background** and our **mutual connections** via the

LINKEDIN ALUMNI TOOL

The screenshot shows the LinkedIn Alumni Tool interface for Middlebury College. The header includes the LinkedIn logo, a search bar, and navigation icons. The main section is titled "Middlebury College" and includes a "Share" button with LinkedIn, Twitter, and Facebook icons. Below this is a filter bar with "Attended" dates from 1900 to 2020, a checkbox for "Include people with no dates", and a "Change school" button. The results are categorized into three columns: "Where they live", "Where they work", and "What they do".

Where they live	Where they work	What they do
United States: 5	Middlebury College: 449	Program and Project Management: 2
San Francisco Bay Area: 3	U.S. Department of State: 44	Media and Communication: 1
Greater New York City Area: 2	Google: 38	Military and Protective Services: 1
	Deloitte: 36	Research: 1
	Harvard University: 30	Sales: 1
	LinkedIn: 5	

Below the categories, it states "5 students & alumni found" with a "Hide my connections" checkbox and a "Search profiles" button. Two profile cards are shown: Andrew Kung (LinkedIn GSO University Associate | Landscape Photographer | Sports Enthusiast | San Francisco Bay Area) and Connie Willows (Sales Lead at LinkedIn | Greater Chicago Area). Both profiles show a "Connect" button and "1 shared connection".

This showed me her willingness to go
ABOVE AND BEYOND

the norm



MANY CANDIDATES JUST:

Show up to career fairs,
submit their resumes,
go home, and
hope for an interview



...but not CHRISTINE





In addition, she did
her research about
our company through
her network and on

COMPANY
PAGES



IT SPEAKS VOLUMES

about her interest
and her eagerness
to learn



As a result, I'm **confident enough**

TO STAND UP FOR HER

So now that you've **heard**

MY STORY

and **seen** these

TWO APPLICANTS...



→ I want you to know that
it's okay to feel

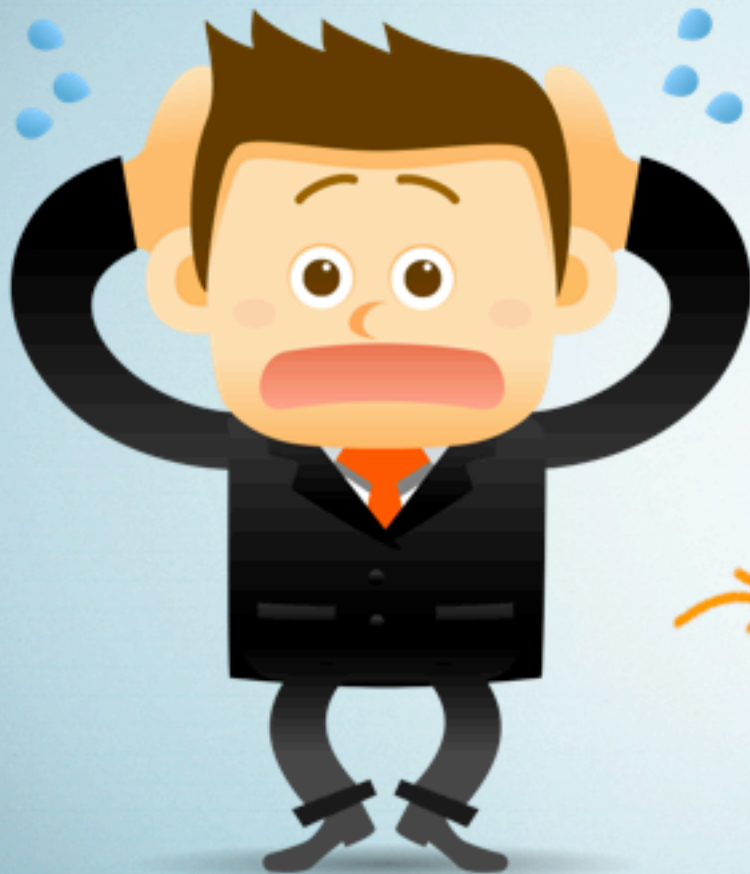
OVERWHELMED

by the job search





I was
IN YOUR SHOES
less than a year ago



And I understand the

→ ANXIETY

→ STRESS

→ UNCERTAINTY

behind it all

But now that I've seen the

different types of

JOB APPLICANTS...



I know what it takes to be a

highly successful

JOB CANDIDATE



What I shared with you
today is not a

~~QUICK FIX~~

to **finding a job** post-graduation...

But if you

BUILD YOUR
PRESENCE...

... Take

INITIATIVE...

work smarter

– NOT HARDER...

You **WILL** stand out from the rest



So **step away** from the norm, **start early**, and

TAKE COMMAND OF YOUR FUTURE



Your Career

STARTS HERE



[linkedin.com/students](https://www.linkedin.com/students)