Career Fair Prep

CIA Fall Career Fair

Monday, October 17, 2022

4-6 pm

Why attend a Career Fair/Networking Events?

Employers/Graduate Schools

- Generate applications quickly to fill available positions
- Save time and money
- Meet prospective candidates in person
- Improve Brand Awareness

Job Seekers: Students and Alumni

- Explore potential careers
- Build a network
- Talk to employers about current job openings
- Meet multiple employers in one place

Exploring Graduate School

As you explore various careers and opportunities, you should be considering whether or not grad school is the right choice for you?

- Do your research! Learn about opportunities that may require a master's-level degree

Benefits

✓ Teach at the undergraduate & graduate level

✓Advanced professional development

✓Added knowledge of your craft

✓Concentrated time on your art /work

✓Increased your earning potential

How to Prepare for the Fair

- Practice Introducing Yourself: Elevator Pitch
- Updated Resume and Portfolio
- Research to help determine who you would like to speak with
- Develop Questions
- Dress for Success
- What to bring

Elevator Pitch

Introduce Yourself

Create a short introduction statement that's concise, easily remembered and understandable that helps you sell yourself in just 30 seconds

- Name
- Major
- Status/School Year
- Relevant experiences and valuable skills
- Interests
- What you are looking for – needs to connect to their opportunity

If you're wearing a mask, be sure to speak loudly, slowly and clearly!

Resume

A resume is your marketing document where you demonstrate your related skills and accomplishments to potential employers.

- Create a Standard Resume and a Creative Resume
- Tailored to a specific jobs – use the job descriptions to include specific skills and language
- Produce a master resume to keep up with all your experiences
- 1 – page document for current students
- Alumni may have more than 1 page but focus on relevant experiences

Resume

Student Name
City, State | Email | Phone Number | Portfolio Link

EDUCATION
Cleveland Institute of Art, Cleveland, OH
Bachelor of Fine Arts in Illustration — May 2023
GPA: 3.4

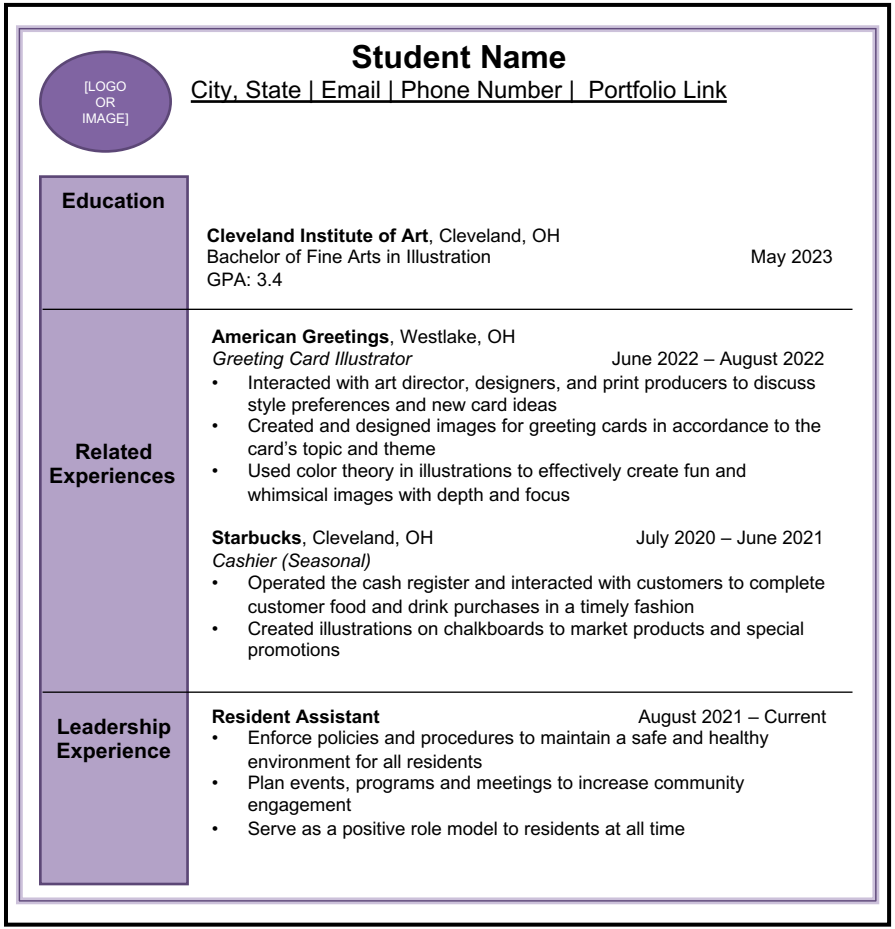
RELATED EXPERIENCES
American Greetings, Westlake, OH
Greeting Card Illustrator — June 2022 – August 2022
- Interacted with art director, designers, and print producers to discuss style preferences and new card ideas
- Created and designed images for greeting cards in accordance to the card's topic and theme
- Used color theory in illustrations to effectively create fun and whimsical images with depth and focus

Starbucks, Cleveland, OH — July 2020 – June 2021
- Operated the cash register and interacted with customers to complete customer food and drink purchases
- Created illustrations on chalkboards to market products and special promotions

CAMPUS INVOLVEMENT
Resident Assistant — August 2021 – Current
- Enforce policies and procedures to maintain a safe and healthy environment for all residents
- Plan events, programs and meetings to increase community engagement
- Serve as a positive role model to residents at all time

- ✓ Organized and Concise
- ✓ Read in a 'Z' format
- ✓ Includes relevant experiences and list of your accomplishments

Creative Resume



Student Name

[LOGO OR IMAGE]

City, State | Email | Phone Number | Portfolio Link

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Starbucks, Cleveland, OH — July 2020 – June 2021
Cashier (Seasonal)

- Operated the cash register and interacted with customers to complete customer food and drink purchases in a timely fashion
- Created illustrations on chalkboards to market products and special promotions

Leadership Experience

Resident Assistant — August 2021 – Current

- Enforce policies and procedures to maintain a safe and healthy environment for all residents
- Plan events, programs and meetings to increase community engagement
- Serve as a positive role model to residents at all time

- ✓ Intentional Color Scheme that may include your personal branding
- ✓ Read in a 'Z' format
- ✓ Self-designed image or logo
- ✓ Content (experiences and skills) is still the focus of your resume

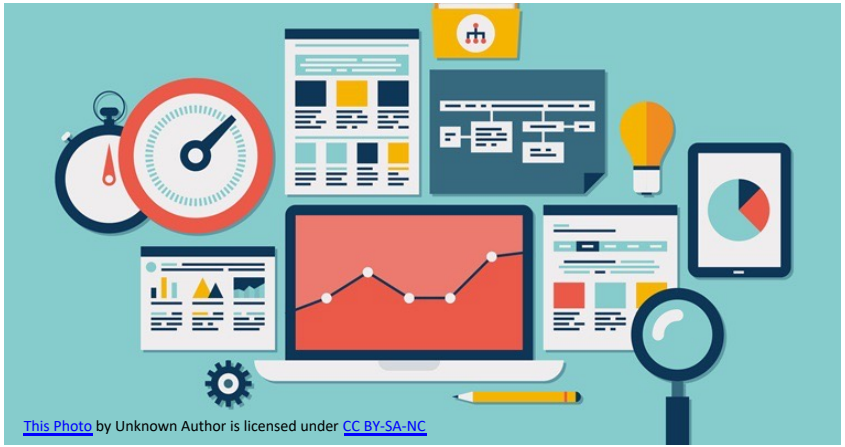
Portfolio

To develop an effective portfolio:

- Curate your strongest samples - tailor works based on the opportunities you're applying to
  - Include class projects + professional work
  - Include short descriptions of your work
  - Organized and easy to navigate
  - Consistent style with website/resume
  - Include an 'About me' page
- Use one of the following platforms:
  - Adobe Portfolio
  - Square Space
  - Weebly
  - Wix
  - Art Station

Research

- Know what they have to offer
- What they do
- Who are their clients? Target audiences?
- History
- News Articles, Social Media Presence


This Photo by Unknown Author is licensed under CC BY-SA-NC

Find a list of Graduate Schools & Employers who are attending the fair on myCIA

DRESS FOR SUCCESS

Buisness Formal

Buisness Casual

Smart Casual

Casual

Art By Eden Begley Illustration 2023

While preparing your resume and portfolio for a career fair or other networking events, you should also prepare your wardrobe. How you dress for a career fair depends on your reasons for attending and what you would like to accomplish. Regardless of how you dress, wear minimal perfume or cologne and accessories. Here are some examples of how to dress:

Buisness Formal

A suit or nice pants with a blazer in navy, nude, black or brown, and the same colors for shoes which should be loafers or short heels based on your preference. Low tone colors for your shirt or blouse with minimal designs.
Dress in Business Formal attire when seeking an internship or job.

Buisness Casual

Fashionable combinations such as a shirt, or sweater with a vest in a variety of colors paired with slacks, a patterned skirt, or corduroy pants. You can still wear loafers or more relaxed shoes, just avoid open toed shoes.
Dress in Business Casual attire when seeking an internship or job at companies that have a more relaxed culture when it comes to professional dress. If you are unsure, it's always better to dress formally than to dress too casual.

Smart Casual

You can wear jeans, more casual pants, and open toed shoes, but dress it up a bit. A nice shirt or blouse, paired with a more casual vest is appropriate.
Dress in Smart Casual when seeking part time work or simply just attending a career fair to explore careers.

Casual

Jeans, pattered shirts orblouses, and sneakers are acceptable, just pull out your most polished casual clothing to dress on the nicer casual side.
Dress in Casual attire if you're not necessarily seeking an internship or job. This is most appropriate for first year students and those seeking to attend the fair to explore various careers.

What to Bring and more…

- Resume - bring copies in a folder or padfolio
  - If you registered for the fair, resumes will be included in the resume booklet given to all employers and schools
- Approach graduate school reps and employers alone
- Take notes after each conversation
- Collect business cards/contact information
- Create an order/list based on your interest and start with employers lower on your list and get some practice

Develop Questions

- Create questions based on your research
- Get information to help your search/application process

1. How did you get into this field of work?
2. What is the hiring process for college students/graduates?
3. How would you describe the culture of the organization ?
4. Are there professional development opportunities?

Post-Fair Workshop
Date: **Tuesday, October 18**
Location: Peter B. Lewis Theater
Time: 12 - 1 pm

You attended the career fair, and gathered a few contacts that fit your interest, now what? Come learn how to follow up with employers and graduate school recruiters.

There's still time to register! Find a list of employers here on the Career Fair page on myCIA

Thank You

Career Services is located in the Student Affairs Office, Rm 120: M-F 8:30 am – 4:30 pm
Schedule Career Advising Appointments on College Central!