

GRADUATE CAREER
MANAGEMENT CENTER



Raymond A. Mason
School of Business
WILLIAM & MARY

Welcome to the GCMC!

Brett Alpert, Ph.D.

Associate Dean of Career Services & Executive Director
Graduate Career Management Center

Keynote: Career Readiness, Lessons Learned

Greg Wallig '94

Managing Principal, Public Sector

Grant Thornton LLP

Vice-Chair, William & Mary Analytics Advisory Board



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Welcome MSBA Class of 2022

Your Graduate Career Management Center



GCMC Team

Corporate Relations &
Employer Engagement



Brett Alpert
Associate Dean
Executive Director

Graduate Career
Advising & Education

Operational
Effectiveness

Executive
Partners



Ed Shugrue
Executive
Partner
(CREE Liaison)



Tom Numbers
Executive
Partner
(Advising
Liaison)



Mike Ryan
Director
CREE



Amy Moyer
Associate Director
CREE



Rosalyn Hundley
Associate Director
CREE



Patrice Lincoln
Director
Advising



Dennis Amrine
Associate Director
Advising



Juliana Olm
Associate Director
Advising



Stephanie Larson
Associate Director
Advising



Colleen Lynch
Assistant Director
Recruiting &
Operations



Pierce Brown
Data Coordinator

Career Advising

Each Graduate Business student gets a designated Career Advisor



Patrice Lincoln
Director



Dennis Amrine
Associate Director



Juliana Olm
Associate Director



Stephanie Larson
Associate Director

patrice.lincoln@mason.wm.edu dennis.amrine@mason.wm.edu juliana.olm@mason.wm.edu stephanie.larson@mason.wm.edu

If you do not know who your career advisor is, we are happy to introduce you



Our **summer startup appointment** is designed to give you a head-start on your career goals. It includes an introductory meeting with your dedicated career advisor, a quick resume review, and the initial **development of career goals and target companies**

Schedule your summer start up appointment in Handshake

Career Advising

Career Strategy: Target companies, search and interview strategy, milestones and adjustments

Reviews: Resumes, Cover Letters, LinkedIn Profile, Email Communication, Thank You Notes

Mock Interviews: Behavioral interview prep (One-way video, Zoom, Phone, etc.)

Network Prep: Eye-contact, small talk, point of common interest, take-away, follow-up

Negotiation: Job offer evaluation and negotiation (whenever possible)



Career Workshops

LinkedIn

Interview Prep

Conference and Career Fair Prep

Networking

Offer Evaluation and Negotiation

2-Hour Job Search

Case Interview Prep

International Student Workshops

And More!

Find recordings of workshops [here](#)



MSBA Timeline

September: Early
recruitment

W&M Meet the Firms – Sept. 10

W&M Fall Career Fair – Sept. 16-17

Grace Hopper (Women in Tech) – Sept. 27-Oct. 1

W&M Tech Day – Nov. 5

Fall
Semester

Winter Break

Lull in recruitment

February-April: Just in time hiring (60-90 days)

W&M Spring Career Fair – mid-Feb.

Spring
Semester

April/May: Capstone

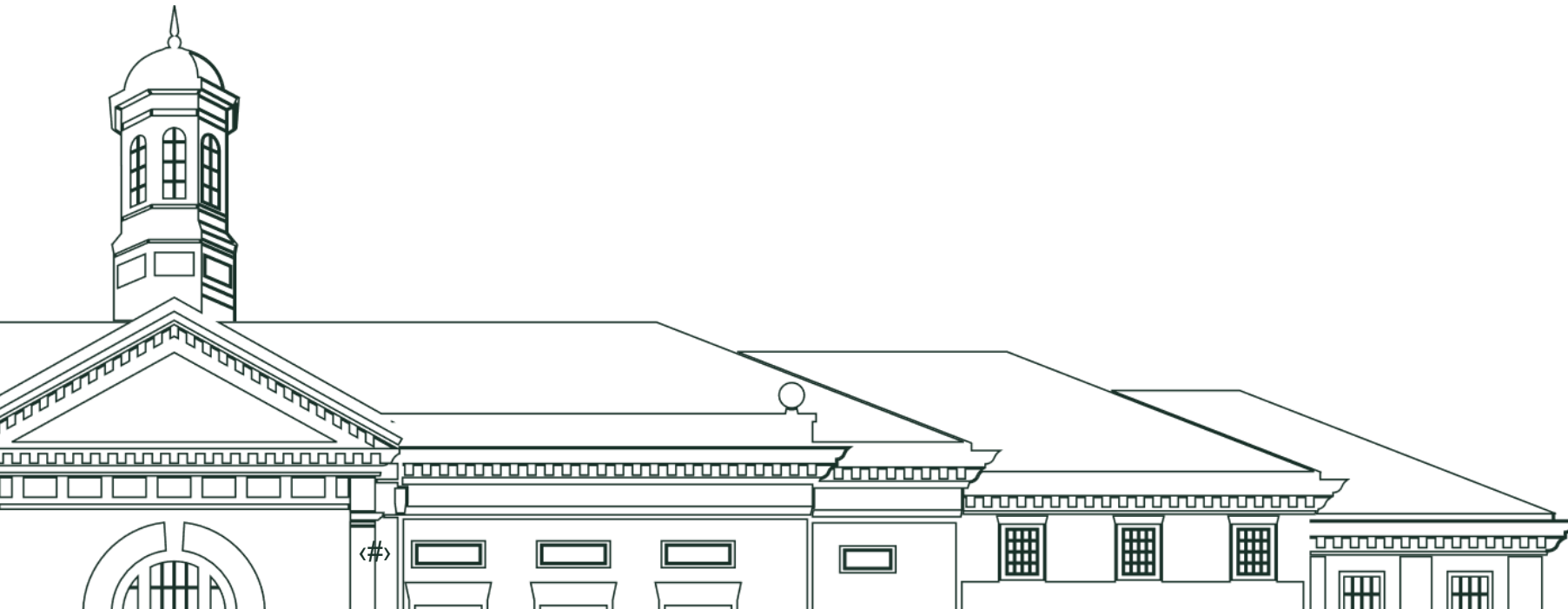
May: Graduation

*Your Advisor will continue working with you post-graduation if you have not found a position



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Questions?



Technology Platforms



Jobs

Employer Info Sessions & Events

Scheduling GCMC Appointments

GCMC Workshops

Access to GCMC Tools

Employer Connections



W&M Campus-Wide Fairs

Career Fair Jobs

Temporary access during W&M recruiting season (Sept – Oct)



Employers conduct 25,000+ student searches per month on Handshake.

Utilize Handshake to apply for jobs, connect with recruiters, attend events, and more

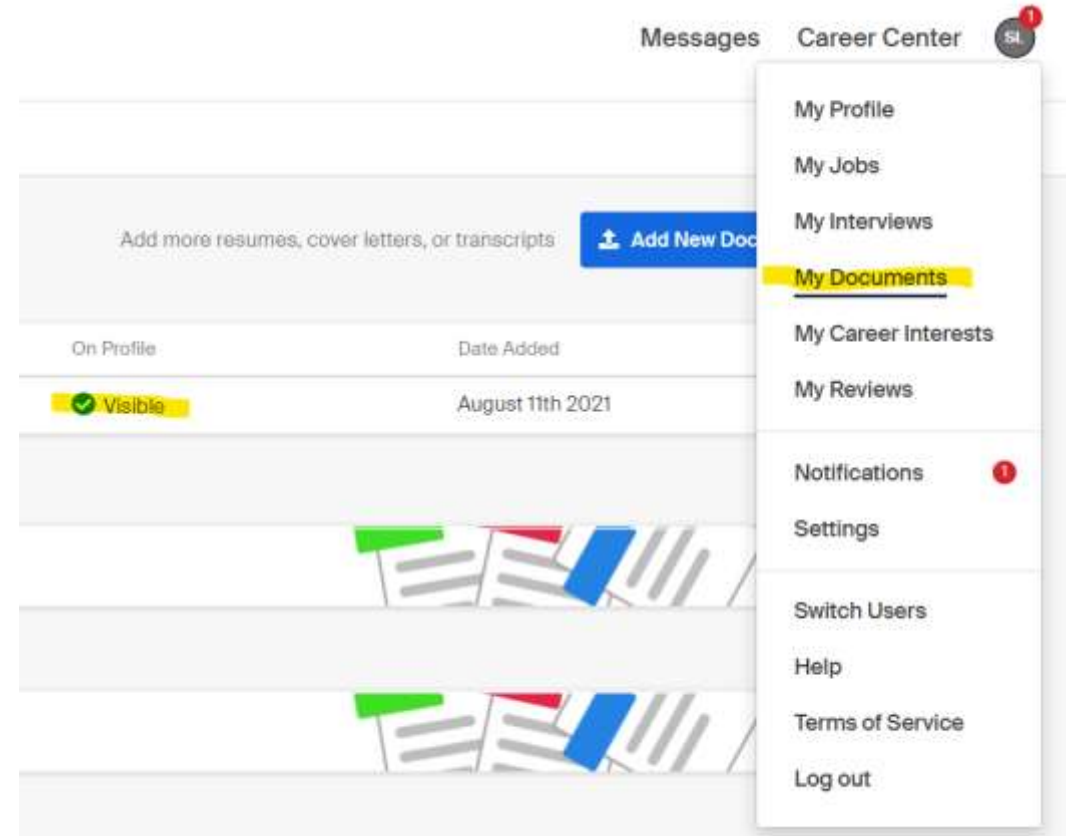
Start with building your profile





Upload your resume and set to visible.

**Tip:* When you upload a resume, you can autofill profile sections with content from your document





Build your profile and update your **Career Interests**

When you update your Career Interests:

- A recruiter is 5x more likely to message you (this is how employers find students)
- Handshake will tailor your job recommendations

INTERESTS

A screenshot of a Handshake user profile. The profile is for Nalini Robbins, a Boston University graduate. It shows sections for 'My Journey', 'Education', 'Work & Volunteer Experience', 'Organizations & Extracurriculars', and 'Courses'. The 'Your Interests' section is highlighted with a red box and contains the following information: 'Your Interests' (Only visible to employers), 'JOB HUNT' (Actively looking for a job), 'JOB INTERESTS' (Full-Time Job), 'CITIES' (Boston, Massachusetts, United States of America, New York City, New York, United States of America, Washington, District of Columbia, United States of America), and 'ROLES'. A red arrow points from the 'INTERESTS' text to this section.



Additional job/internship tips:

- **Follow employers of interest** – receive notifications when they post a new job/internship
- **Attend virtual events** – employers host virtual networking and recruiting events through the platform
- **Respond to recruiters ASAP** – don't forget to check your notification preferences so you don't miss a message!

My Profile
My Jobs
My Interviews
My Documents
My Career Interests
My Reviews

Notifications 1

Settings

Switch Users

Help

Terms of Service

Log out



Additional Resources

Access these resources and more in the Resources section in Handshake

Resume – line by line feedback to develop a compelling resume

Aspire – boost your LinkedIn profile

CareerFit – explore target career paths and your match level



Research industry trends, explore company rankings, and more

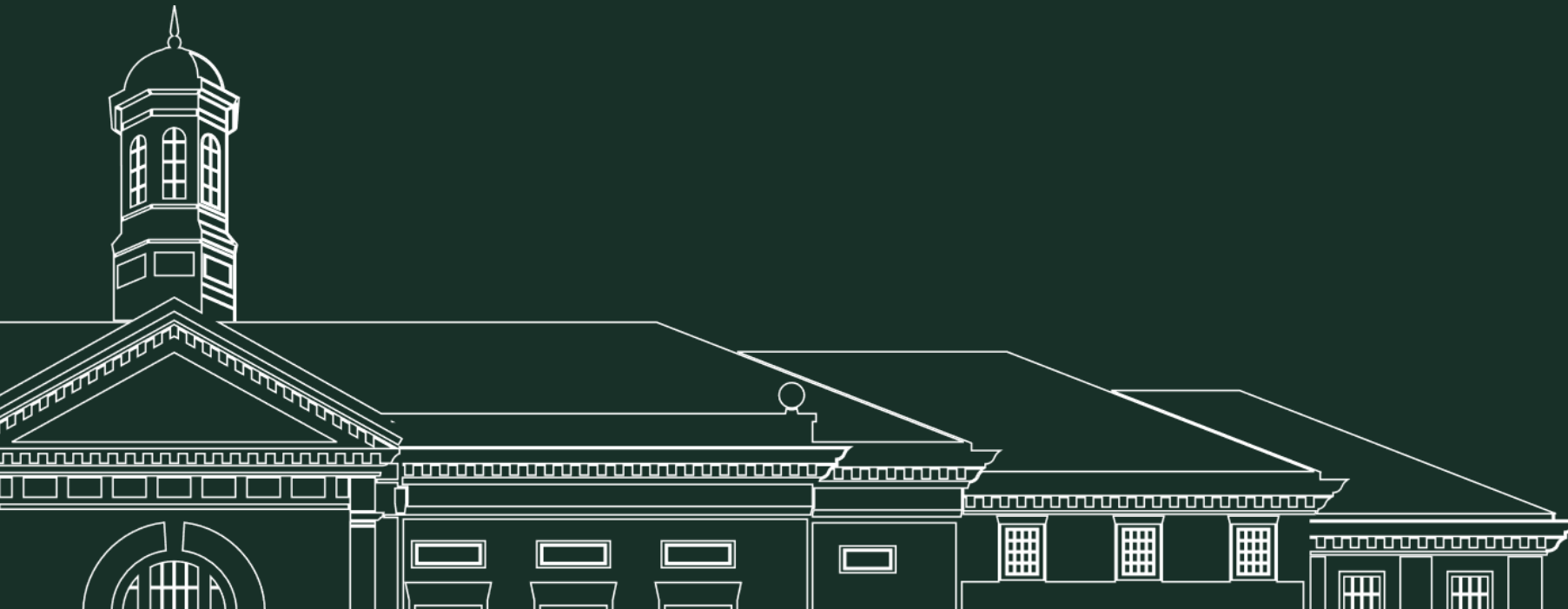


Practice your pitch and answering specific questions through pre-made or custom mock interview sets



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Questions?





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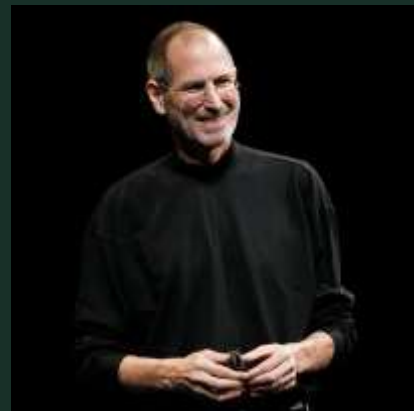
Personal Brand Statement

Graduate Career Management Center

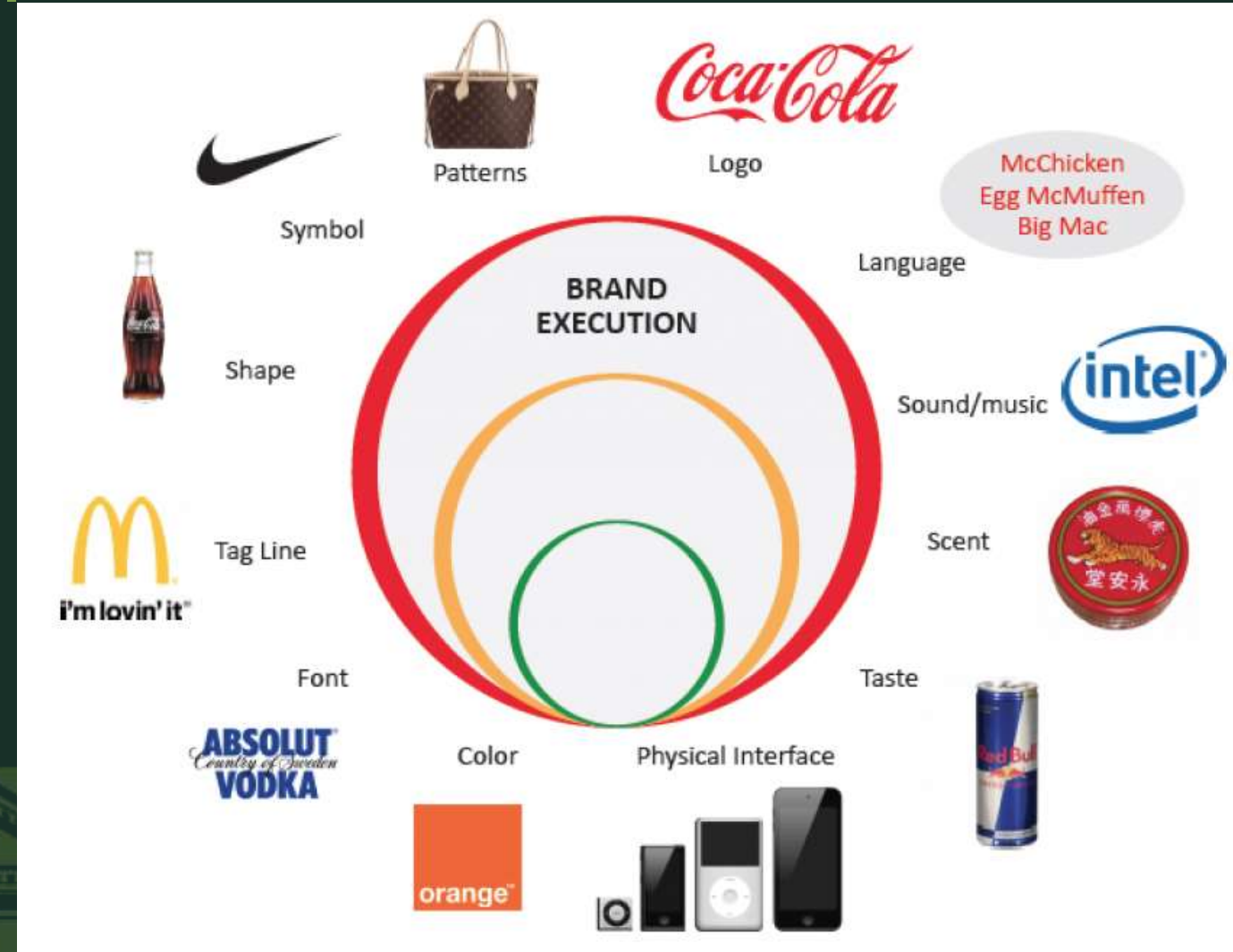




JUST DO IT.



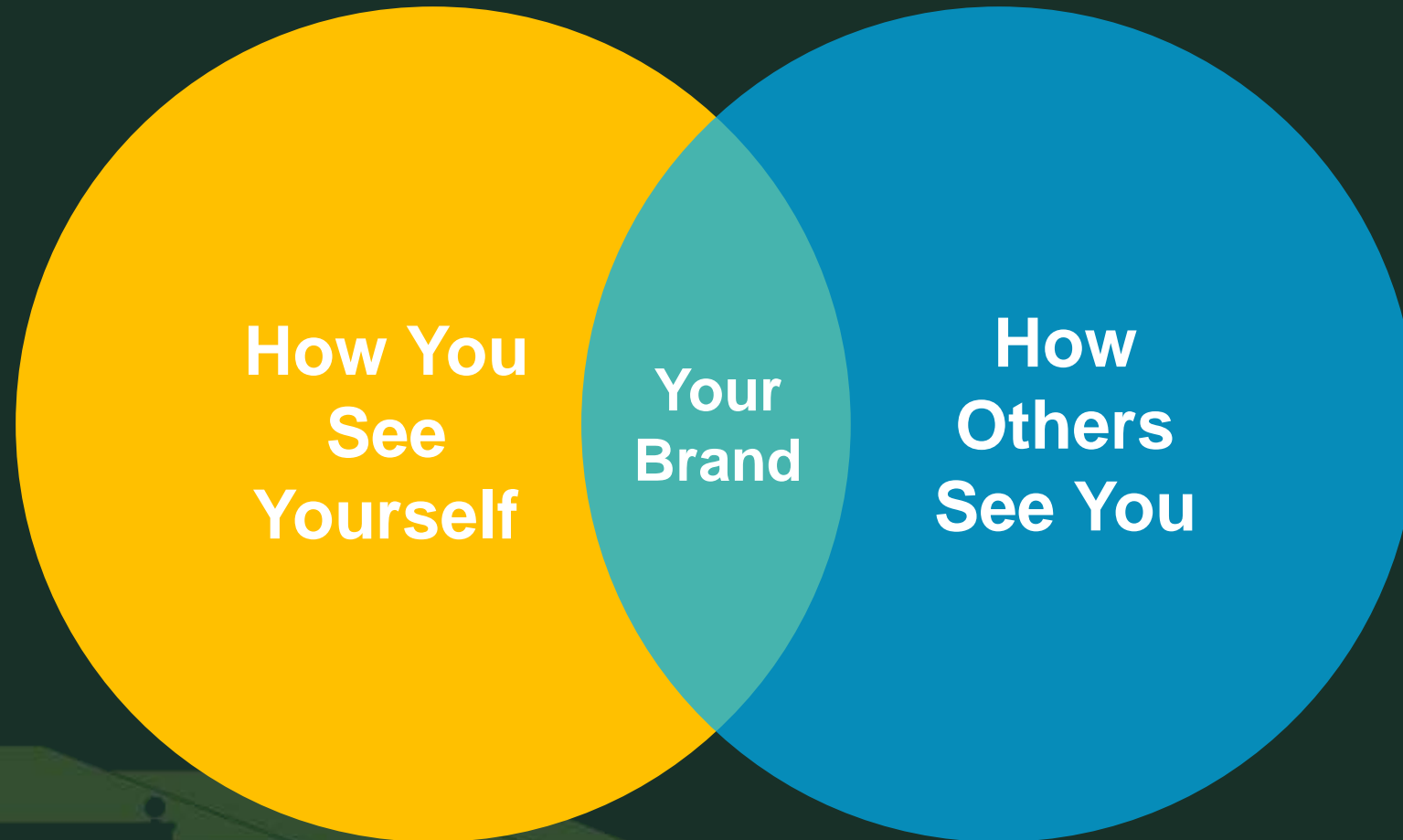
Company's Brands & Components



Branding is endowing products and services with the power of a brand (Kotler & Keller, 2015)

Branding is the process of giving a meaning to specific organization, company, products or services by creating and shaping a brand in consumers' minds.

What is a personal Brand?



Personal Branding Components



Digital Presence

Personal Social Media



Professional Social Media



Online Portfolio/Blog  

E-mail (Signature & account) 

Career Search

Resume
Cover Letter
Elevator Pitch
Interview Skills
Networking Approach

Experience & Skills

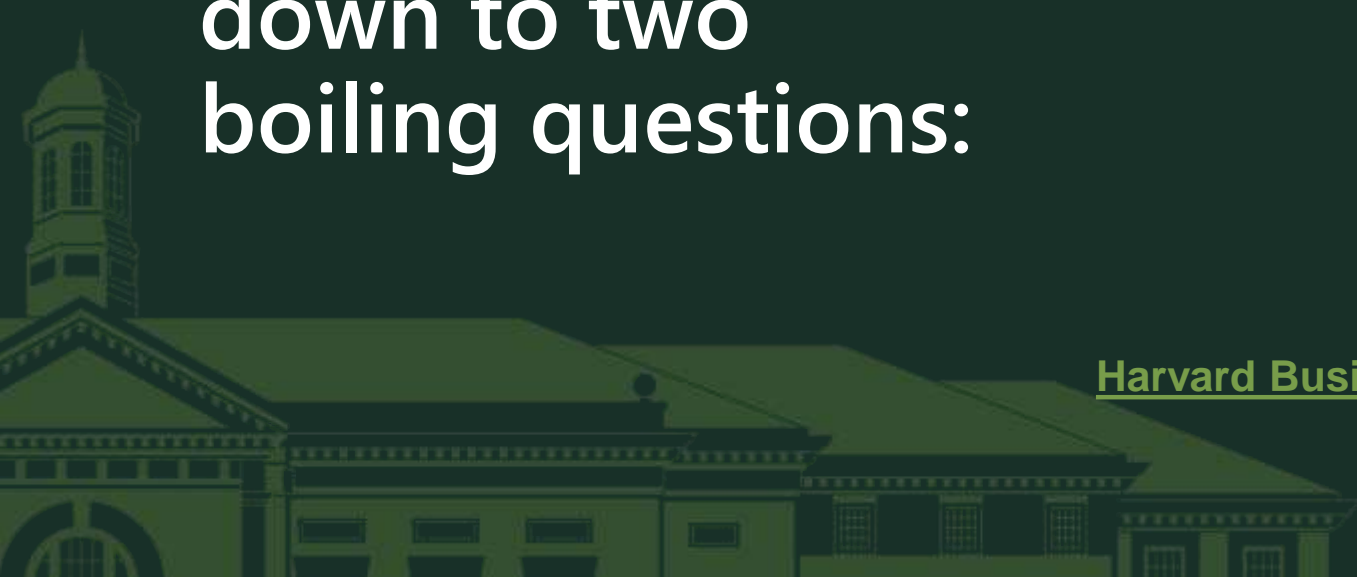
Associations
Degrees
Certifications
Non-profit associations
Conferences
Languages

More

Elevator Pitch
Non-Verbal Communication
- Body Language
- First impression
- Appearance
Likability factor
Attitude
Professionalism
Work Style
Performance
Trust
Preparedness
EQ & IQ

Why a personal brand is important?

- **Your personal brand is the foundation of your story/strategy!!!!**
- **95%** Employers consider an “elevator pitch” important
- **69%** people form a first impression of somebody before they even speak
- **78%** of recruiters say they find their best quality candidates through referrals
- **98%** Employers do background research about candidates online
- **79%** have rejected a candidate based on their social media content



The rapid decisions
that people make
within seconds
from seeing you for
the first time come
down to two
boiling questions:

Can I trust this person?

Can I respect this person?

Harvard Business School professor Amy Cuddy in Business Insider



Elements of a successful personal image



- **Inspiring:** Create enthusiasm and make people feel empowered.
- **Memorable:** Stand out from the crowd for the right reasons.
- **Approachable:** Be open, communicate clearly and make people feel comfortable around you.
- **Genuine:** Remember to be the unique charming you.
- **Engaging:** Create lasting relationships and allow people to commit to you.

What Makes a Strong Brand?

Consistent

Fulfills Expectations Every Time

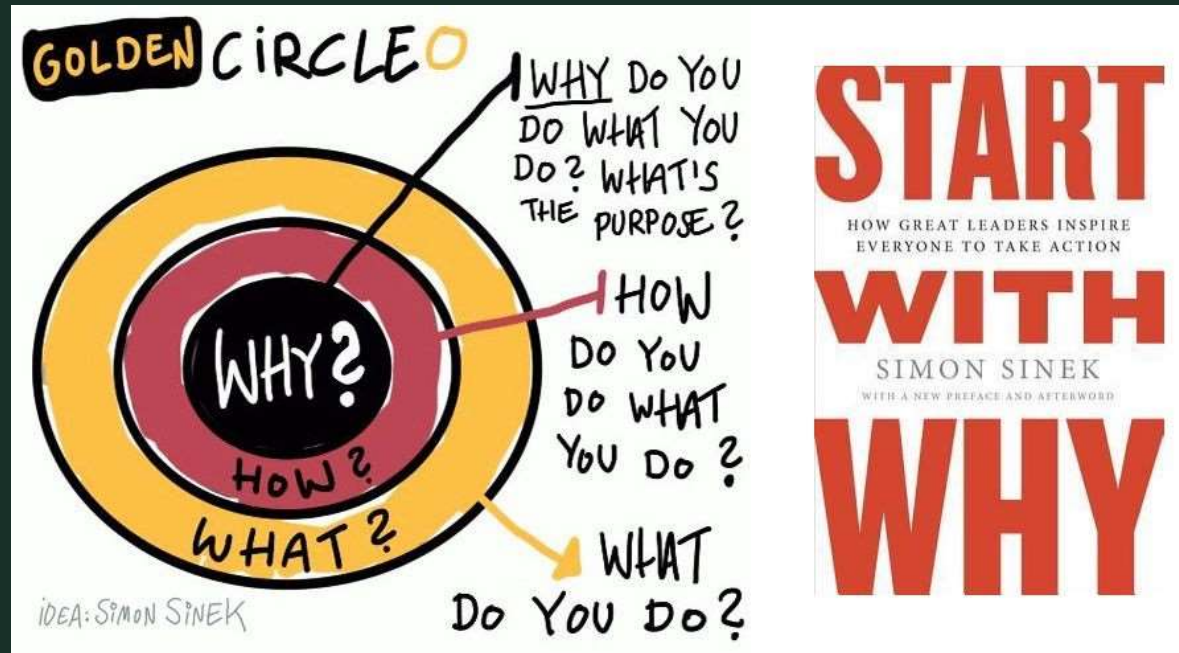
Compelling

Provides Reasons to Choose You Over Others

Clear

People “Get” You at a Glance

How to start creating your own brand?



Start with why,
W&M!

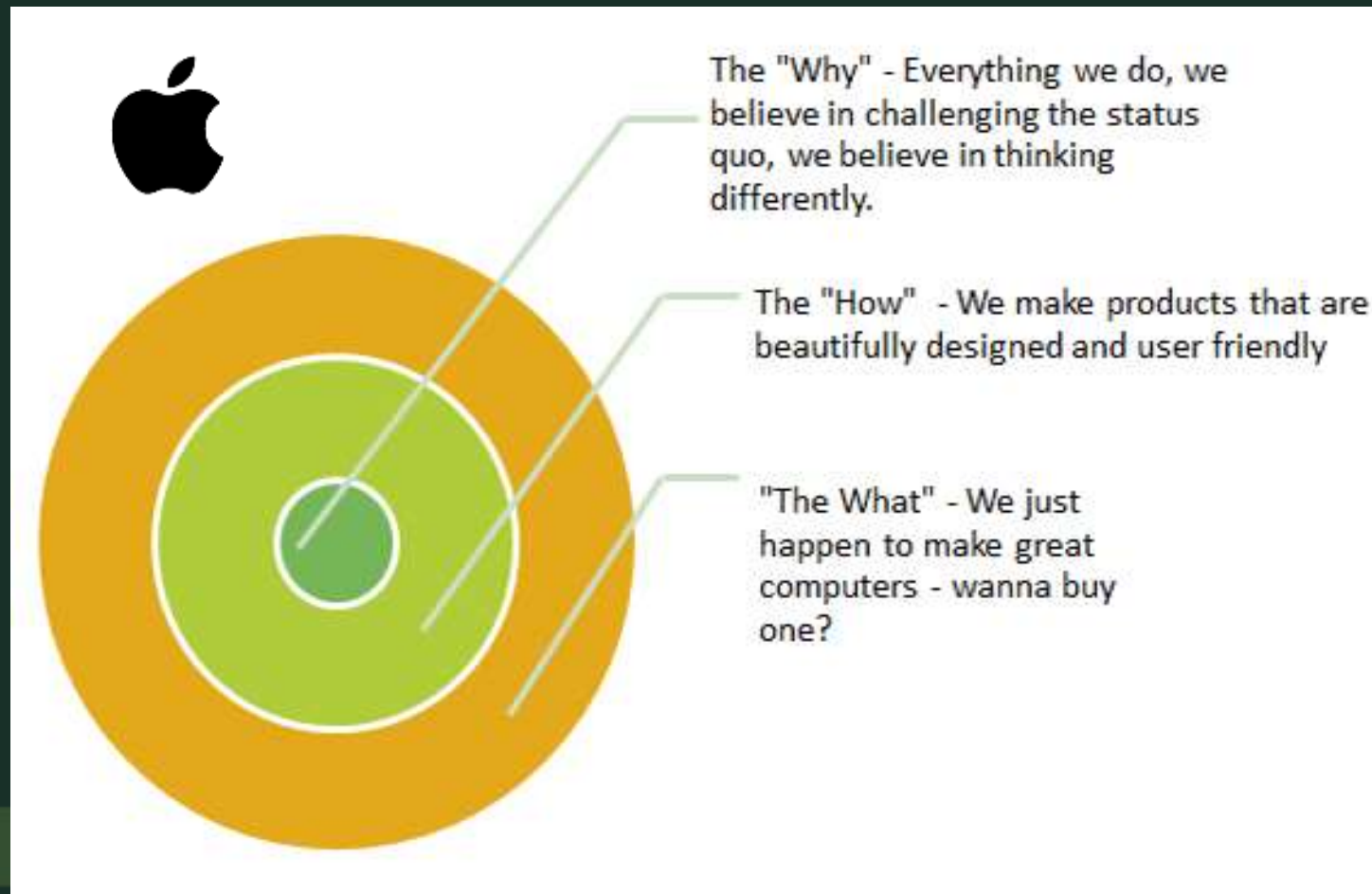


https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action

How great leaders inspire action | Simon Sinek (2:50-4:27)



Apple – Golden Circle: Start with Why!



What is your why?

Examples from students



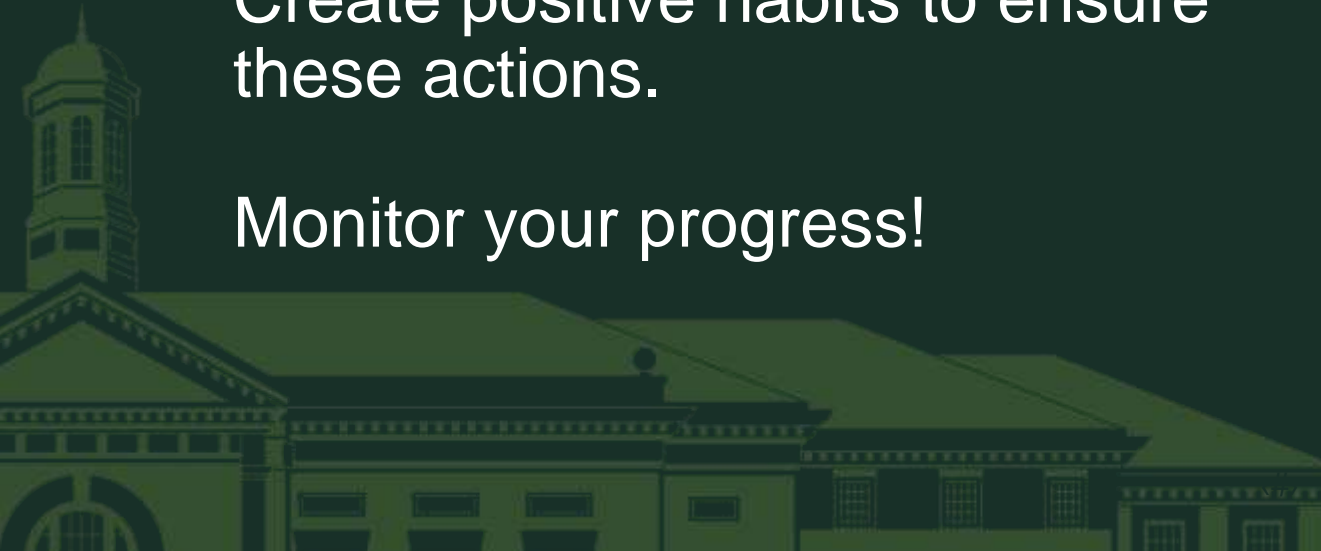
Work Backwards

How do you WANT to be known?

What ***Repetitive Action*** will establish this brand?

Create positive habits to ensure these actions.

Monitor your progress!



Questions to help your storytelling!

1. What are the 3 words or phrases your teammates/peers/supervisor would use to describe you? (i.e. your top skills)
2. What are your areas of expertise? What types of organizations / industries have you worked with?
3. What are you passionate about?
4. What are your strengths and weaknesses?
5. What is unique about you? **Don't just copy and paste a text.**

Your target audience can be different

Tailor your content so that your audience can identify with your perspectives



- Professors
- Advisors
- EPs
- Peers
- Hiring Managers & Recruiters
- Friends
- Family

Next Steps

Define - reflect about who you are, your strengths, the direction you want to go and how you will present yourself to others.

How? Ask peers/supervisors their feedback, define jobs you want to apply

Act —Make sure you have all the components of your personal brand updated based on how you want to be perceived

How? Social Media Picture, Resume updated etc.

Practice - put yourself in situations that you will be able to practice and get feedback

How? Invite people for coffee, go to career events, network etc.

Meet with your Career Advisor — we can provide you a personalized feedback and help you improve your brand!



Key takeaways from this presentation

- The **components** of your personal brand
- How to **start** creating your personal brand
- Practice and more **practice**





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Questions?

Thank You!

*Schedule an appointment or email your advisor!
We always look forward to serving our students.*



Speed networking with Executive Partners

- Executive Partners (EPs) will portray a corporate recruiter
- Stand in line – 5 students to a line
- Practice your pitch – “Tell me about yourself”
- 90 seconds to give your pitch
- EPs provide feedback for up to 3 minutes
- Utilize feedback to refine your pitch
- Find another line and repeat

We look forward to working with you!



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Recruiting 101 Panel



Jamee Allen MSBA
'18
Business Intelligence
Engineer
Amazon



Elizabeth Bloom
University Recruiting
Senior Associate
Grant Thornton

Samantha
Papagoda Campus
Recruiter
Infinitive
Consulting



Kyle Allison '11
Lead Technical
Recruiter
Google

Rachel Vera
Campus
Recruiter
GEICO

