

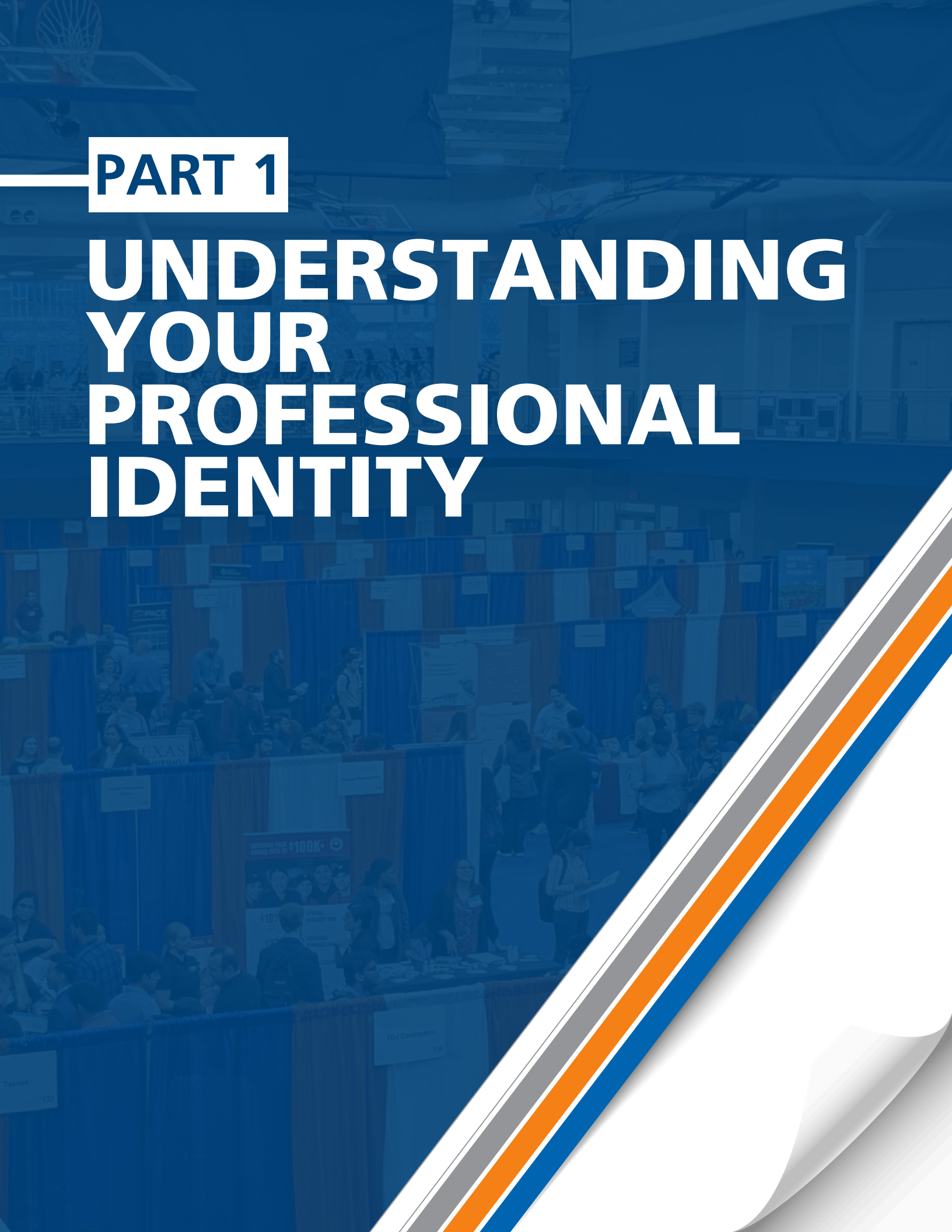


THE PROFESSIONAL IDENTITY PACKET



PART 1

UNDERSTANDING YOUR PROFESSIONAL IDENTITY



WHAT IS A PERSONAL BRAND?

What Is a Personal Brand?

Your personal brand is the story people tell about you when you're not in the room. It's more than just your resume or LinkedIn profile—it's the impression you leave through your skills, values, communication style, and how you show up across platforms and in person. Think of it as your professional reputation—one that you actively shape.

Why Does It Matter?

In a competitive job market, your personal brand helps you:

- Stand out from other candidates
- Communicate your strengths clearly
- Show alignment with a company's values or mission
- Build meaningful professional connections



Your Personal Brand Is Built From:

Element	Description
Skills & Strengths	What are you good at? What can you bring to a team or organization?
Values & Interests	What matters to you? What kind of work environment or mission are you drawn to?
Voice & Personality	How do you communicate? Are you creative, strategic, people-oriented, etc.?
Professional Materials	Your resume, cover letter, LinkedIn, and digital portfolio—all tools that tell your story.
Online Presence	Everything from your LinkedIn posts to what someone finds when they Google your name.

Ask Yourself:

- What do I want people to know about me after a conversation or profile visit?
- What do I want to be known for?
- Am I showing up online the same way I would in a professional setting?

Remember:

You already have a brand. The goal is to shape it intentionally. This packet will walk you through how to define, build, and strengthen your brand—step by step.



BRANDING JOURNEY ROADMAP

1

Discover - "Who am I and what do I stand for?"

- Explore your values, strengths, and interests
- Define your brand voice and message
- Craft a clear, confident introduction



2

Build - "What tools represent my brand?"

- Create a strong, foundational resume and cover letter
- Use AI as a brainstorming partner
- Make a portfolio or personal website (if applicable)



3

Strengthen - "How can I improve these tools to better fit me?"

- Tailor your materials for specific opportunities
- Optimize for job search technology
- Ensure everything is polished and aligned



4

Show Up Online - "How do I reflect my brand in digital spaces?"

- Build or refresh your LinkedIn profile
- Use LinkedIn to get noticed
- Audit and align your online presence



5

Activate - "How do I bring my brand into conversations?"

- Network intentionally and confidently
- Communicate your brand in interviews
- Be consistent across all platforms and conversations



Final Destination: Confidence

You have a clear, consistent, and compelling personal brand—ready to take on opportunities and be remembered for the right reasons.



PERSONAL BRANDING WORKSHEET

Strengths & Skills

What do you do well? What are you known for?

-
-

Core Values

What matters to you at work or school?

-
-

Interests

What are you curious or passionate about?

-
-

What Makes You Unique?

What sets you apart from others with similar goals or experience?

-

Write one sentence that combines your strengths, interests, and values.

This is your personal brand statement.

Example:

"I'm a detail-oriented communicator passionate about using storytelling and data to connect people with opportunities that support equity and growth."

Now you try:



PART 2

COMMUNICATING YOUR PROFESSIONAL IDENTITY

ELEVATOR PITCH GUIDE

An elevator pitch is a short, confident introduction that shares who you are, what you do, and what you're looking for. It's useful for networking events, career fairs, interviews, or anytime someone asks, "Tell me about yourself."

What Makes a Great Elevator Pitch?

- Concise (30–60 seconds)
- Clear (no jargon or filler words)
- Confident (own your story)
- Tailored (relevant to the person or opportunity)



Build Your Pitch with These 4 Steps:

1. Who are you?

Start with your name, major, or current role.

→ "Hi, I'm Jordan, a senior studying Information Systems at UTA..."

2. What do you do or specialize in?

Mention relevant skills, experiences, or focus areas.

→ "...I've completed two internships focused on data analysis and automation..."

3. What are you interested in?

Explain your career goals or what you're seeking.

→ "...and I'm now looking for full-time opportunities in business intelligence."

4. Why does it matter?

Add what drives you or sets you apart.

→ "...I'm passionate about using data to make decision-making more inclusive and efficient."

Quick Formula:

"I'm a [student/role] with a background in [skills/experience], currently [goal], and I'm passionate about [value/impact]."

Try It Out:

"Hi, I'm _____, a _____ at _____. I have experience in _____ and am currently exploring opportunities in _____. I'm passionate about _____."



Pro Tips:

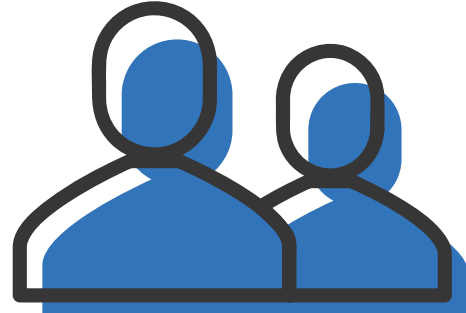
- Practice out loud until it feels natural.
- Have 1–2 versions ready (e.g., one for career fairs, one for networking).
- End with a question to keep the conversation going:
- "What kind of projects do you work on at your company?"



LINKEDIN PROFILE CHECKLIST

Profile Basics

- Profile Photo
 - Professional, friendly, clear
 - Solo shot with a neutral background
- Custom URL
linkedin.com/in/yourname
 - Short, clean, and easy to share
- Contact Info
 - Add a professional email
 - Optional: portfolio, website, or resume link



Headline

- Goes beyond your title or major
 - Highlight your skills, interests, or goals

“Finance Student | Excel Enthusiast | Aspiring Financial Analyst”



Education

- Include school, degree, major/minor, and expected graduation

Extras (Stand Out!)

- Projects – Add classwork, design samples, case studies, GitHub repos
- Certifications – LinkedIn Learning, Coursera, Google, etc.
- Volunteer Work – Adds dimension and values
- Recommendations – Ask a professor, supervisor, or peer to endorse you
- Accomplishments – Awards, publications, languages, test scores

About (Summary)

- Written in first person
 - Who you are, what you're studying/doing, what you're passionate about
 - End with a call to connect or your current goal

Experience

- Up-to-date and results-focused
 - Use bullet points like your resume
 - Emphasize accomplishments, tools, and results
- Include internships, part-time jobs, leadership roles, research, or major projects

Skills

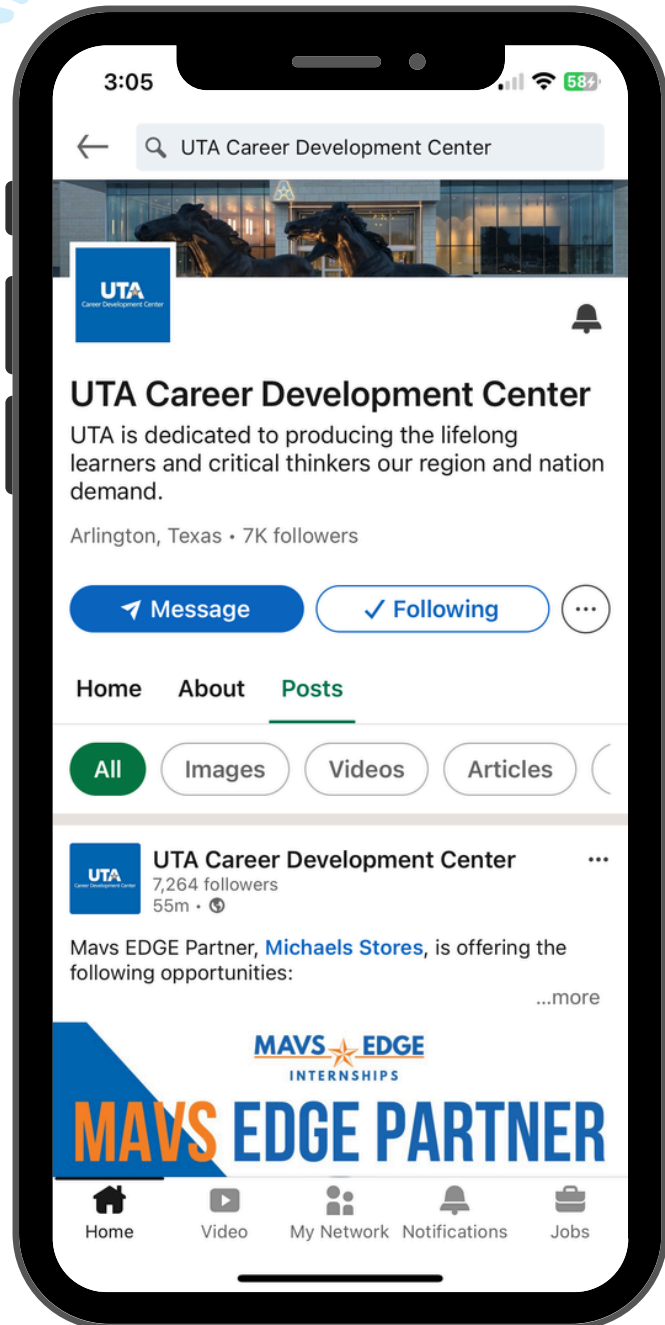
- Add 6–10 relevant skills
 - Match your field or target job

Final Check

- Tone is friendly and professional
- Branding is consistent with your resume and other materials
- Spelling, grammar, and formatting are clean



BENEFITS OF LINKEDIN



You use your profile to present yourself in a professional manner so that potential future employers can find you.

It gives you various tools and tips to help you with your job search, and we also aid you in the application process.

Build up your network for your professional future – each contact you make may be of help at some time or other.

Your news feed will keep you informed on topics that interest you.

We offer over 16,700 e-learning courses* where you can learn, for example, networking and presentation skills or technical skills such as Excel or Python.



USING LINKEDIN TO GET NOTICED

Beyond your profile, LinkedIn is a networking tool. Use it to create meaningful connections, show your curiosity, and stay top of mind with professionals in your field.

1. Build a Strong Network — Thoughtfully

Start with people you know

- Classmates, professors, coworkers, supervisors, mentors

Send personalized connection requests

- “Hi [Name], I’m a student at [University] interested in [field]. I admire your work at [Company] and would love to connect!”

Follow professionals and companies

- Target organizations you're interested in
- Stay updated on their hiring, projects, and events

Use LinkedIn after events

- Career fairs, workshops, info sessions = perfect follow-up opportunity
- “It was great meeting you at [event]—thank you for your insights!”

2. Engage Intentionally

Comment with value

- Don’t just “like”—share a thought, ask a question, or thank the author
- “This tip really helped me rethink my approach to design interviews—thanks for sharing!”

Celebrate others

- Congratulate peers and connections on new jobs, projects, or milestones
- This keeps you active on the feed and encourages reciprocity

Join conversations in groups

- Use student, alumni, or industry-specific groups to join discussions and ask questions

Repost with insight

- “As a data science student, this article gave me a lot to think about when it comes to ethical AI use. Worth the read!”

3. Reach Out the Right Way

Informational Interview Request Prompt

- “Hi [Name], I’m currently exploring careers in [field] and saw your experience at [Company]. Would you be open to a quick 15-minute chat to share your perspective?”

Follow Up After Applying

- “Hi [Recruiter Name], I recently applied to the [Job Title] position at [Company] and would love to express my interest. I’m excited about the opportunity and happy to share more about my experience.”

Thank Those Who Help

- A short thank-you message builds goodwill and strengthens the relationship



Pro Tip:

You don’t need to post every day. Even 1–2 thoughtful interactions per week keeps you visible, connected, and top of mind.



PROFESSIONAL ONLINE PRESENCE CHECKLIST

Your online presence tells a story—make sure it’s one you’re proud of. Use this checklist to clean up, build up, and maintain a professional digital footprint.

Step 1: Clean Up

- Google yourself
 - Search your name in incognito mode. What comes up? Is it accurate and appropriate?
- Review your social media
 - Check Instagram, TikTok, X (Twitter), Facebook, YouTube, Reddit, etc.
 - Remove or hide content that’s unprofessional, negative, or controversial.
- Check your bio and username
 - Make sure they reflect the image you want employers or professors to see.
 - Use your full name or a consistent handle where possible.
- Adjust privacy settings
 - Decide what’s public vs. private—and double-check what’s visible.

Step 2: Build Up

- Polish your LinkedIn profile
 - Use a professional photo
 - Write a clear headline and summary
 - Add experience, education, and relevant skills
- Highlight your work
 - Share your digital portfolio, GitHub, publications, or projects
 - Use tools like Linktree or a personal site to connect your platforms
- Be active (but intentional)
 - Engage with industry-related content
 - Share accomplishments, reflections, or professional growth moments

Step 3: Stay Consistent

- Keep your tone and message aligned
 - Your resume, LinkedIn, portfolio, and social posts should tell a consistent story
- Use a professional photo across platforms
 - Helps with recognition and trust
- Keep usernames/handles clean and consistent
 - Avoid nicknames or joke handles on public profiles



Pro Tip:

Think like a recruiter. If someone looked you up right now, would they see someone they’d want to hire?



RESUME MUST-HAVE SECTIONS

HEADER

Add your name, contact information, and LinkedIn profile. Remember to use a professional email address.

1-2 sentences about your professional goals. Remember to highlight the skills that are relevant to the position.

SUMMARY/ OBJECTIVE

Include your degree, major, university and graduation date. GPA is optional.

EDUCATION

EXPERIENCE

List relevant work or volunteer experience in reverse chronological order. Remember, your resume should only be 1 page.

SKILLS

Highlight specific, job-related technical and non-technical skills.



TAILORING YOUR RESUME TO A JOB

Why Tailor Your Resume?

- A customized resume aligns with the job description, making you a stronger candidate.
- Employers want to see how your skills and experience meet their specific needs.
- Helps you pass applicant tracking systems (ATS) by including relevant keywords.

Analyze the Job Description



- Identify keywords, skills, and responsibilities listed.
- Highlight key qualifications the employer is seeking.

Customize your Professional Summary



- Craft a brief, compelling summary that reflects your experience relevant to the role.
- Use language from the job posting to show alignment.

Align Your Work Experience



- Adjust your bullet points to emphasize achievements and skills that match the job.
- Use quantifiable results (e.g., "Increased sales by 20%" rather than "Responsible for sales").

Emphasize Relevant Skills



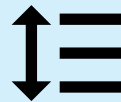
- Prioritize hard and soft skills mentioned in the job description.
- Consider creating a separate skills section showcasing technical expertise.

Adjust Education & Certifications



- If applicable, highlight coursework, projects, or certifications that relate to the job.
- Include continuing education efforts or industry-specific training.

Optimize Formatting for Clarity



- Use consistent, professional fonts and structure.
- Keep it concise—one page for early-career professionals, two pages for extensive experience.

Additional Tips

- **Use Action Verbs:** Start bullet points with powerful verbs (e.g., "Developed," "Managed," "Implemented").
- **Quantify Your Achievements:** Data-driven results help demonstrate impact.
- **Match the Tone & Language:** Reflect the company's culture in your wording.
- **Proofread Carefully:** Ensure there are no errors before submitting.



ATS-FRIENDLY RESUME TIPS

What is an ATS & Why Does It Matter?

An Applicant Tracking System (ATS) is software that employers use to screen resumes before they reach a human recruiter. To ensure your resume gets seen, follow these key strategies:

Formatting Tips

- Use a Simple Layout – Avoid tables, graphics, columns, and text boxes. Stick to a single-column format.
- Save As a Word or PDF File – “.docx” or “.pdf” formats work best, but check the job description for any specific preferences.
- Avoid Headers & Footers – Some ATS systems can't read text in these areas.

Keywords & Optimization

- Mirror the Job Description – Identify important keywords in the job posting and naturally integrate them into your resume.
- Use Standard Job Titles – ATS systems scan for common industry terms, so avoid overly creative role descriptions.
- Include Skills & Certifications – List technical skills, software proficiency, and relevant certifications to boost visibility.

Content & Structure

- Use Bullet Points – Keep descriptions concise and easy to read.
- Quantify Achievements – Show impact with numbers (e.g., “Increased sales by 20% in six months”).
- Avoid Fancy Fonts – Stick with readable fonts like Arial, Times New Roman, or Calibri.

Extra Tips for Success

- Test Your Resume – Use free ATS-checking tools online to gauge compatibility.
- Use Standard Section Titles – Label sections clearly (e.g., “Work Experience,” “Education,” “Skills”).
- Keep It Relevant – Tailor your resume to each job application to maximize chances of success.



RESUME REVIEW CHECKLIST

Final polish before you hit “submit.”

Use this checklist as a quick but thorough review of your resume to ensure it’s clear, professional, and aligned with your personal brand.

Clarity & Formatting

- Is everything easy to read (font size, spacing, layout)?
- Are sections clearly labeled and logically ordered?
- Is formatting consistent throughout (dates, bullet points, alignment)?
- Is the resume 1 page (students and early-career professionals)?

Content & Focus

- Do bullet points focus on results, not just duties?
- Have you used action verbs to start each bullet?
- Are experiences listed in reverse chronological order?
- Have you tailored your resume to match the job description?

Results-Oriented Language

- Do you show impact? (e.g., improved, led, increased, saved)
- Have you included numbers/metrics where possible?
- Do your statements answer: What did I do? How did I do it? Why did it matter?

Branding & Consistency

- Does your resume reflect the skills and strengths you want to be known for?
- Is your LinkedIn profile aligned with your resume?
- Do your materials reflect your personal brand statement?

Grammar & Style

- Have you proofread for spelling, grammar, and punctuation?
- Are you using past tense for past jobs and present tense for current ones?
- Have you removed personal pronouns (“I,” “my”) and full sentences?

Final Touch

- Saved as a PDF with a professional file name (e.g.,
- Firstname_Lastname_Resume.pdf)?
Ready to send? Ask someone you trust to review it—or visit your Career Center!



COVER LETTER ESSENTIALS

HEADER

- ✓ Include your name, address, phone number, and email.

- ✓ Include the hiring manager's name, company name, and address. If you can't find their name, use the department name instead.

EMPLOYER INFORMATION

- ✓ Mention the specific job title and how you found the listing.
- ✓ Capture attention with enthusiasm and a compelling reason for applying.

OPENING PARAGRAPH

NAME
Phone Number | Email | URL to your LinkedIn Profile (if you have a strong online profile) or professional website/portfolio (if applicable)

Name,
Title
Organization Address
City, State, Zip Code
Dear _____:

SAMPLE CONTENT

I am applying for the Assistant Manager position advertised in the Legislative Journal this week. I am currently employed as a Legislative Intern for Assemblywoman Jane Smith, Chairperson of the New York State (NYS) Assembly and the position as Assistant Manager fits well with my education, experience and career interests.

I accepted my current position because of the emphasis on the writing and research skills, which are applicable to your requirements for an Assistant Manager. I have a Bachelor of Arts in Political Science and my experience in the NYS Assembly has afforded me the opportunity to become familiar with the consolidated laws of the State of New York. I also have extensive experience in legal and political research. In my current position as Legislative Intern, I prepare personal legislation, which deals with issues relevant to my committee role as Senior Member of the NYS Assembly Standing Committee.

In response to your search for an Assistant Manager, I believe my experience in the Legislature, and my research and writing skills qualify me for consideration. If you would like, I can provide you with current samples of my work.

To further acquaint you with the specifics of my background, I am enclosing my résumé. I look forward to meeting with you and discussing my qualifications in more detail. Please feel free to contact me at 817-123- 4567 or via email at yourname@email.com. I will follow up next week to check on the status of your search. Thank you in advance for your consideration.

Respectfully yours,
Your Name

BODY PARAGRAPH

- ✓ Highlight relevant skills, experiences, and achievements. ✓ Use specific examples to show why you're qualified.
- ✓ Relate your background to the company's needs and values.

CLOSING PARAGRAPH

- ✓ Express gratitude and reiterate your interest in the role.
- ✓ Include a call to action (e.g., requesting an interview or following up).
- ✓ Sign off professionally, using "Sincerely" or "Best regards."



CONSISTENCY CHECKLIST

Your personal brand is only effective if it's consistent across all platforms and materials. Use this checklist to make sure resumes, bios, profiles, and portfolios align with the professional image you want to project.

Core Identity

- Is your name consistent across all documents and platforms (e.g., no nicknames on LinkedIn or email)?
- Is your email address professional and the same across your resume, cover letter, and accounts?
- Are you using the same elevator pitch or brand statement across bios and intros?

Written Materials

- Do your resume, cover letter, and LinkedIn summary highlight similar strengths and values?
- Are your bullet points and job titles accurate and consistent between your resume and LinkedIn?
- Is your voice and tone (confident, clear, professional) similar in all materials?

Visual Consistency

- Are you using a professional headshot across platforms (LinkedIn, Handshake, email signature)?
- Are your visuals (PDFs, graphics, videos) clean, readable, and aligned with your message?
- Is your color scheme, font, and layout consistent across website, portfolio, and documents?

Digital Presence

- Is your LinkedIn headline and summary aligned with your current goals and resume content?
- Are your social media bios (Instagram, TikTok, X, etc.) either neutral or professional?
- Do all public-facing content pieces (blog, podcast, design samples, code) support your brand?

Brand in Action

- Are you sharing your brand clearly in conversations, interviews, and networking spaces?
- Do your talking points match the strengths and goals reflected in your materials?
Can you explain what makes you unique in a short, memorable way?

Big Picture

- Do all materials answer the question: "What do I want to be known for?"
- Can someone reviewing your resume, LinkedIn, and portfolio in 5 minutes understand your goals, skills, and value?



Pro Tip:

When your materials "talk to each other," they reinforce your story. That's what makes a brand memorable.



USING AI TO BUILD MATERIALS

Use these prompts to jumpstart your materials. Then revise to reflect your voice and experience.

Resume Bullet Prompts

- “Write resume bullet points for a [position] where I [describe tasks and accomplishments]. Use action verbs and focus on results.”
- “Turn this list of tasks into professional resume bullet points: [paste your list].”
- “Improve these resume bullets to be more concise and impactful: [paste bullets].”
- “Rewrite this experience with numbers and measurable results: [describe your role].”
- “Translate these student job duties into resume language that’s ATS-friendly.”

Cover Letter Prompts

- “Write a professional cover letter for a [job title] at [company], using my background in [field or major] and emphasizing [skills or values].”
- “Draft a cover letter introduction that is engaging and tailored to [company name].”
- “Help me write a paragraph about my experience doing [specific project/task] for a cover letter.”
- “Create a closing paragraph for a cover letter that expresses interest and thanks the employer.”
- “Write a full cover letter in a professional tone using this resume: [paste resume].”

LinkedIn Summary Prompts

- “Write a first-person LinkedIn summary for a [student/new grad/professional] in [field] interested in [career goal].”
- “Help me write a LinkedIn summary that reflects my experience in [describe your background] and values like [list values].”
- “Summarize my top skills and career goals into a short LinkedIn ‘About’ section.”
- “Write a friendly and professional LinkedIn summary that blends my academic background and internship experience.”
- “Create a LinkedIn summary that includes my passion for [topic] and recent projects in [field].”



Pro Tips

- Always proofread and personalize the output.
- Fact-check details and make sure it sounds like you.
- Use AI as a drafting tool, not a final product.



PART 3

ACE YOUR INTERVIEW



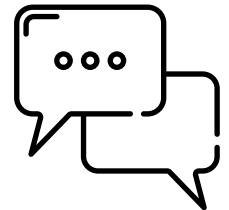
GENERAL INTERVIEW GUIDELINES

PRIOR TO THE INTERVIEW:

- Research the organization. Learn all you can through personal contacts, written materials, and the Internet.
- Practice what you might say with a friend or in front of a mirror; practice giving a complete but concise story of an event and include key points, results, and outcomes.
- Conduct a self-assessment so you are prepared to articulate your interest in the position and the contributions you can make utilizing your skills and abilities.
- Organize the pertinent materials you will want to take to the interview - extra copies of your résumé, writing sample(s), transcript(s), and a list of references.
- Assemble your interview attire. Always dress neatly and conservatively, keeping the interviewer in mind.
- First impressions do count.
- Reassure yourself. Confidence in your abilities demonstrates to an interviewer that you are the one to hire!
- Arrive at least 15 minutes early to be on time for the interview.

DURING THE INTERVIEW:

- Relax—be yourself.
- Provide a friendly and firm handshake.
- Make good eye contact.
- Be honest about your skills and abilities.
- Show enthusiasm – let them know you are interested in what they do and have to offer.
- Listen carefully – take time to reflect before answering questions.
- Ask targeted questions; show you did your homework. Ask questions related to the position and the department.
- Stress your best qualities and what you could bring to the position in a positive manner.
- Do not leave without them knowing you are interested in the position.
- Finally, ask what the next step in the process is and when you could expect to hear from them.



AFTER THE INTERVIEW:

- Send a thank you note reaffirming your interest in the position and provide any additional information you were unable to share in the interview.
- If you do not hear from them after a set time, phone or write to find out where they are in the hiring process.
- If you are offered the position, great! But before you accept, evaluate the terms of the job offer.
- If you are rejected, don't be discouraged. Take the opportunity to evaluate your job search plan and make any needed revisions.



INTERVIEW DO'S AND DON'TS

✓ DO'S

- Stress your achievements.
- Show off the research you have done on the company and industry.
- Remember that the interview is also an important time for you to evaluate the interviewer and the company she represents.
- Always conduct yourself as if you are determined to get the job you are discussing.
- Show what you can do for the company rather than what the company can do for you.
- Close the interview by telling the interviewer(s) that you want the job and asking about the next step in the process.
- Immediately take down notes after the interview concludes so you don't forget crucial details.
- Write thank you letters/emails within 24 hours to each person who interviewed you.
- Make good eye contact with your interviewer(s).
- Show enthusiasm in the position and the company.

✗ DON'TS

- Arrive late.
- Refer the interviewer to your resume when asked how your education, background and other qualifications helped prepare you for the position.
- Tell jokes during the interview.
- Act as though you would take any job or are desperate for employment.
- Say anything negative about former colleagues, supervisors, or employers.
- Ever lie. Answer questions truthfully, frankly and succinctly. And don't over-answer questions.
- Answer questions with a simple "yes" or "no." Explain whenever possible.
- Bring up or discuss personal issues or family problems.
- Inquire about salary, vacations, bonuses, retirement, or other benefits until after you've received an offer.
- Answer cell phone calls during the interview.
- Text message anyone during an interview.



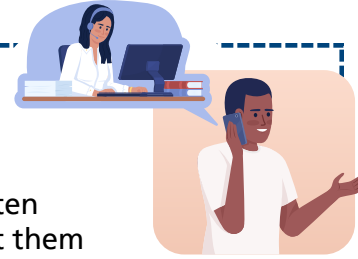
INTERVIEW FORMATS



VIRTUAL INTERVIEWS

Follow these tips for success:

- Ensure your video platform (Zoom, Teams, etc.) is working beforehand.
- Dress professionally and avoid distracting patterns.
- Position the camera at eye level with a clean background.
- Make eye contact with the camera and speak clearly.
- Have a backup phone number for technical issues.



TELEPHONE INTERVIEWS

Telephone interviews are often preliminary screenings. Treat them as seriously as face-to-face interviews:

- Be prepared to answer the phone professionally.
- Keep your resume and notes handy.
- Have a notebook ready for notes (avoid typing).
- Request to reschedule if the timing isn't convenient.

ON-SITE INTERVIEWS

On-site interviews give you a chance to see the workplace and meet employees:

- Arrive at least 15 minutes early.
- Prepare for travel delays (traffic, construction).



TEAM INTERVIEWS

In a team interview, multiple interviewers assess you at once. To prepare:

- Bring fresh copies of your resume and business cards.
- Use a professional portfolio to carry your materials.
- Actively listen and engage with everyone present.
- Send a thank-you note to each interviewer within 48 hours.

BEHAVIORAL INTERVIEWS

Behavioral interviews assess how past experiences predict future behavior. Expect open-ended questions that ask for specific examples from your history. Use the S.T.A.R. technique to structure your answers:

- Situation: Describe the context.
- Task: Explain your responsibility.
- Action: Detail what you did.
- Result: Share the outcome.



HOW TO RESPOND TO “TELL ME ABOUT YOURSELF”

“So, tell me about yourself.”

The first question you are probably going to get in an interview is, “Tell me about yourself.” Now, this is not an invitation to recite your entire life story or even to go bullet by bullet through your resume. Instead, it’s probably your first and best chance to pitch the hiring manager on why you are the right one for the job.



A formula we really like to use is called the **Present-Past-Future Formula**:

First, you start with the **present**—where you are right now.

Then, segue into the **past**—a little bit about the experiences you’ve had and the skills you gained at the previous position.

Finally, finish with the **future**—why you are excited for this opportunity | why did you apply for this opportunity.



Example

“Well, I’m currently an account executive at Smith, where I handle our top performing client. Before that, I worked at an agency where I was on three different major national healthcare brands. And while I really enjoyed the work that I did, I’d love the chance to dig in much deeper with one specific healthcare company, which is why I’m so excited about this opportunity with Metro Health Center.”



STAR METHOD CHEAT SHEET

Structure your story. Show your strengths.

Behavioral interview questions often start with: "Tell me about a time when..."

The STAR method helps you answer clearly and confidently.

What is STAR?

Step	What to Include
S – Situation	Set the scene. Where were you? What was going on?
T – Task	What was your responsibility or challenge in that situation?
A – Action	What steps did <i>you</i> take to handle it? Focus on your role and decisions.
R – Result	What happened? What did you accomplish or learn? Quantify it if possible.

Example Answer (for "Tell me about a time you worked under pressure.")

S – Situation:

Last semester, I was part of a team project for my marketing class, and two days before our presentation, one member dropped out unexpectedly.

T – Task:

As the team lead, I had to reorganize our sections and ensure the presentation still met all the requirements on time.

A – Action:

I quickly called a team meeting, reassigned slides based on each person's strengths, and created a revised outline that night. I also offered to help one teammate rehearse since it was their first time presenting.

R – Result:

The presentation went smoothly, and we received an A. The professor complimented our coordination, and my teammate said the prep helped build their confidence.

Practice Template:

Question - "Tell me about a time when you _____."

S – Situation [Where were you? What was going on?]

→

T – Task [What was your responsibility?]

→

A – Action [What did YOU do? How did you approach it?]

→

R – Result [What happened? What was the outcome or lesson?]

→



STAR Tips

- Focus on you, not the team
- Use past tense and be specific
- Keep it under 2 minutes
- Stick to one story per question
- Results don't have to be perfect, growth counts too!



COMMON INTERVIEW QUESTIONS BY TYPE

Interviewers may ask different types of questions depending on the role, industry, or what they want to learn about you. Being familiar with the categories can help you feel more confident and focused in your answers.

1. Behavioral Questions

These ask about your past experiences to see how you've handled situations before. Use the STAR Method to structure your answers.

Examples:

- "Tell me about a time you worked on a team."
- "Describe a situation where you had to solve a difficult problem."
- "Give an example of how you managed multiple deadlines."

Sample Answer:

Q: Tell me about a time you had a conflict with a teammate.

A: Last semester, I worked on a group project where one member wasn't turning in their part. I reached out directly to check in and learned they were dealing with a family emergency. I offered to help reorganize the workload temporarily. We finished on time, and the class praised our teamwork. I learned the value of communication and empathy in group settings.

2. Situational Questions

These ask how you would handle hypothetical scenarios.

Examples:

- "What would you do if your manager gave you conflicting priorities?"
- "How would you handle a customer who was unhappy with your service?"
- "If a teammate missed a deadline, how would you respond?"

Tip: Focus on logic, priorities, and values — explain your thought process clearly.

Sample Framework:

"First, I would clarify expectations... then I would... and finally, I'd make sure to..."

3. Technical or Role-Specific Questions

These test your knowledge or skills related to the job or industry.

Examples:

- "How would you explain [technical concept] to someone without a background in it?"
- "Walk me through how you would analyze this dataset."
- "What programming languages are you most comfortable with?"

Tip: It's okay to walk through your thinking. If you don't know something, be honest and show how you'd approach learning it.



COMMON INTERVIEW QUESTIONS BY TYPE

4. Value-Based / Culture Fit Questions

These questions help employers understand what motivates you and how well you align with the company's mission or team dynamics.

Examples:

- "What does success mean to you?"
- "What kind of work environment helps you thrive?"
- "How do you define good leadership?"

Tip: Be genuine. These questions are about self-awareness and alignment, not perfection.

5. Personal Insight Questions

Designed to get to know you — your path, personality, and potential.

Examples:

- "Tell me about yourself."
- "What are you most proud of?"
- "What's something not on your resume that we should know?"

Tip: Highlight personal growth, reflection, or experiences that shaped who you are.



Practice Tip

Pick one question from each category and write out your answer. Practice out loud with a friend, mirror, or recording. Watch for tone, pacing, and clarity.



USING AI TO PREPARE FOR INTERVIEWS

Artificial Intelligence (AI) tools can be a powerful part of your interview preparation. Whether you want practice questions, feedback on answers, or mock interviews, AI can help anytime, right from your computer or phone.

Sample AI Prompts to Boost Your Interview Prep

1. Generate Sample Interview Questions

Ask AI to create tailored questions for your target role.

Example Prompt:

“Generate sample interview questions for a [job title] position.”

E.g., “Generate sample interview questions for a marketing coordinator role.”

2. Get Feedback on Your Answers

Paste your response and ask for constructive feedback.

Example Prompt:

“Give feedback on this STAR answer: [insert your answer]. How can I improve it?”

3. Role-Play as an Interviewer

Simulate a one-on-one interview to practice real-time responses.

Example Prompt:

“Role-play as an interviewer for a remote tech support job. Ask me behavioral and technical questions.”

4. Simulate a Panel Interview

Prepare for multiple interviewers by simulating a panel setting.

Example Prompt:

“Simulate a panel interview with 3 interviewers asking behavioral questions for an entry-level finance role.”

Tips for Using AI Effectively

- Be specific in your prompts for the best results.
- Practice aloud, treat AI like a real interviewer.
- Use the feedback to revise and improve your answers.
- Mix in different types of questions: behavioral, situational, technical, and culture-fit.



Reminder:

AI is a practice tool, always prepare with real human feedback when possible too!



AI PRACTICE COMPANION GUIDE

AI tools can simulate interviews, help you craft answers, and give personalized feedback. This guide shows you how to prompt AI to practice different interview styles and improve your responses.

1. Choose Your Interview Type

Behavioral: Focus on past experiences and soft skills

Prompt example:

"Ask me behavioral interview questions for a customer service role."

Situational: Practice hypothetical problem-solving

Prompt example:

"Give me situational interview questions for a project coordinator position."

Technical: Test your job-specific skills

Prompt example:

"Ask technical interview questions for a software engineering job."

Panel Interview: Simulate multiple interviewers

Prompt example:

"Simulate a panel interview with 3 interviewers asking questions for a marketing assistant role."

Virtual Interview: Practice video interview etiquette and questions

Prompt example:

"Conduct a virtual interview simulation for a remote data analyst position."

2. Practice Your Answers & Get Feedback

STAR Answer Review

Prompt:

"Review this STAR answer for the question 'Tell me about a time you handled conflict' and suggest improvements."

Tone & Clarity Check

Prompt:

"Give me feedback on the tone and clarity of this interview answer: [paste answer]."

3. Role-Play & Mock Interviews

One-on-One Interview

Prompt:

"Role-play an interview for an entry-level finance position. Ask me questions and respond to my answers."

Panel Interview Simulation

Prompt:

"Simulate a panel interview with behavioral and technical questions for a customer support role."

4. Critique Questions to Improve

After your answer, ask AI questions like:

- "How can I make this answer stronger?"
- "What details should I add to make this more impactful?"
- "Does this answer sound confident and clear?"
- "How can I improve my body language or tone if this were a video interview?"





RESOURCES LIST



Career Spot Drop-Ins

15-Minute consultations on the following topics:

- Resume and cover letter consultations
- LinkedIn Headshots
- Quick job/internship search and interview prep questions

Monday - Friday | 12 PM - 4 PM

No appointment necessary



Virtual Resume Review

You can also submit your resume or cover letter through Handshake. Just head to the Career Center tab, click on 'Resources,' then find the Resume/Cover Letter Critique Submission.

We'll send feedback straight to your inbox within 5 to 7 business days."



Career Consultations

In-depth conversations about:

- Career planning and exploration
- Career Change/Transition
- Practice Interviews

Appointments can happen in-person, virtually, or over the phone

Appointments can be made at the Front Desk or through Handshake



Group Appointments

Group appointments covering the following topics:

Job/Internship Search

Professional Identity

Book through the following link: [LINK]



Platforms

Handshake: <https://uta.joinhandshake.com/>

MavMentors: <https://mentor.uta.edu/programs/mav>

Parker Dewey: <https://info.parkerdewey.com/student/uta>

Forage: <https://www.theforage.com>

LinkedIn Learning: <https://oit.uta.edu/services/linkedin-learning/>

Practice Interview: <https://www.uta.edu/student-affairs/careers/students-alumni/prepare-for-your-interview/practice-interviews>

FOCUS-2: <https://www.uta.edu/student-affairs/careers/students-alumni/services-offerings/self-guided-resources>

Interstride: <https://interstride.com>

Coursera: <https://www.coursera.org/career-academy/programs/career-academy-students-q3p6k?authProvider=uta>



Social Media

LinkedIn: UTA Career Development Center

YouTube: UTA Career Development Center

Instagram: HireaMav

Podcast (Spotify): @It'sACareerThingPodcast.UTA



SCAN

QR CODE

TO VIEW OUR RESOURCES

Open The
Camera App.



Point your
camera at a QR
Code to scan it.



Can't scan the QR code? type the following link on the search bar: <https://linktr.ee/CEPD.UTA>