

CREATING A COMPETITIVE EDGE IN THE HIRING PROCESS

Competition for top internships and entry level jobs is fierce. Fortunately, there are many opportunities during the hiring process to find a competitive edge and stand out. Student-athletes can use their competitive mindset and superior work ethic to maximize every chance to excel during the hiring process.



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Play #1: Make Personal Connections

Use personal connections, recommendations and referrals to help you stand out from the hundreds of applicants received.

PRO TIPS

- Reach out for informational interviews
- Use LinkedIn to connect with contacts at the company
- Use your alumni and sports team network to connect with professionals at the company
- Ask contacts to forward your resume to the recruiter
- Introduce yourself at job fairs and follow up

Play #2: Create a Compelling Pitch

Sell yourself with a compelling and memorable pitch that tells people:
Who you are, What you do, What you want, Why you

PRO TIPS

- Go beyond stating your school and major and include accomplishments and results to stand out
- Make the case for the value you would bring to the role
- Demonstrate knowledge of the company
- Close the pitch with a question for them to keep the conversation going
- Practice your pitch to feel confident

Play #3: Tailor Your Resume

Customize your resume to align with the key skills, qualifications, and experiences included in the job description.

PRO TIPS

- Use a tailored Summary section to highlight skills and experiences that align with the role
- Focus on accomplishments and results that are related to the job
- Showcase your student-athlete experience
- Include classes, volunteer opportunities, coaching experiences, or other experiences that demonstrate the skills needed for the job
- Add a Technical Skills section that showcases your technical skills

Play #4: Nail Your Interview

Preparation is key! Train and practice for interviews as you would a game, match or race.

PRO TIPS

- Be prepared to tell them why you want the job and the how you can help them
- Consider your background and computer placement for Video Interviews
- Dress for a Video Interview the same way you would for an in-person interview
- Prepare questions to ask the interviewer that show an interest in their goals, company or industry. The best questions show that you have done your research.

Play #5: Reinforce Your Brand through Social Media

Give the recruiter something positive to find, like a branded LinkedIn Profile. Make your other social media accounts private.

PRO TIPS

- Customize your headline, profile picture and background picture to reflect your professional brand
- Create a compelling summary
- Embed your portfolio or projects to showcase your work
- Think twice about posting or liking anything controversial

Play #6: Follow Up

Proactively follow up during and after the hiring process to demonstrate your continued interest

PRO TIPS

- Follow up with recruiters and leaders you meet at job fairs
- Connect with people on LinkedIn
- Send a personalized thank you after your interviews
- Stay in touch by keeping them updated on your job search or school. Consider forwarding an article they might find interesting, congratulate them on a promotion, or touch base with them regarding a company announcement

HUGE THANK YOU

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sarah.hector@marshmma.com