

Virtual Meet the Firms

Career Fair Tips for Success

Becker+



Career planning while in school

Companies are looking for well-rounded individuals who are good at building relationships.

- Improve your GPA
- Participate in extracurricular activities & student organizations
- Draft a resume
- Attend mock interviews & networking events
- Attend career fairs & Meet the Firms
- Seek out professional development & leadership opportunities
- Develop a plan for completing the CPA Exam requirements
- Consider joining the AICPA
- Complete an internship
- Create a LinkedIn account & build your network
- Think long term (e.g. 5-year plan)

LinkedIn

1. Upload an appropriate photo.
2. Write an informative but punchy profile headline.
3. Don't cut corners on the Summary statement.
4. Be smart about your experience.
5. Complete additional profile sections tailored to career starters.
6. Build a strong network so it's there when you need it.
7. Claim your unique LinkedIn URL.
8. Show, don't just tell: Share your work.
9. Use keywords in adding skills you can be endorsed for – and get a few recommendations.
10. Check out the content on LinkedIn. It's awesome!

Resume: things to consider

- Keep it to one page if at all possible
- Spell check and proof read
- An appropriate email address
- CPA candidacy (or when it's expected)
- Graduation date (or when it's expected)
- GPA (cumulative and accounting-specific)
- Job type of interest, when you can start & service line of interest (i.e. tax or audit)
- Certifications & other skills or unique attributes (e.g. bilingual)
- Highlight leadership skills & teamwork through your experience & activities:
 - Internships & work experience including community service & volunteer work
 - Participation in student organizations & professional organizations
 - Extracurriculars, both on and off campus
 - Service as a Becker Campus Ambassador

Frank A. Counting

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EDUCATION

Loyola Marymount University **Los Angeles, CA**
Bachelor of Science Candidate, Accounting Graduation/CPA Eligible May 2018
Overall GPA 3.7; Major GPA 4.0

- Activities: Accounting Society; Associated Students of LMU (ASLMU); Center for Service & Action

PROFESSIONAL EXPERIENCE

LMU Accounting Society **Los Angeles, CA**
Vice-President May 2016 – Present

- Communicate with faculty to identify professionals and invite speakers to meetings
- Schedule and co-facilitate monthly meetings, creating agenda items for members to discuss
- Work to increase Accounting Society membership through social media platforms
- Planned alumni-student networking event in Spring 2016 for 75 people with a budget of \$2,000

Tax Resolution Services **Westchester, CA**
Assistant Bookkeeper June 2015 – Present

- Create various Excel spreadsheets for accounts receivable and accounts payable
- Assist with the successful implementation of new payroll system
- Prepare proof of cash, general ledger, and trial balance

Los Angeles Low Income Taxpayer Clinic **Mar Vista, CA**
Volunteer Jan 2015 – Apr 2015

- Greeted visitors and directed them to appropriate professionals
- Helped clients fill out intake forms with personal and financial information
- Updated master spreadsheet with client information and accountant recommendations

Loyola Marymount University, ASLMU **Los Angeles, CA**
Programming Committee Member Sept 2014 – May 2015

- Helped organize annual Sunset Concert, drawing 1,000+ attendees
- Planned Collegefest, an all-day event including music, food, tournaments, and scavenger hunt
- Implemented first Comedy Night, featuring Dane Cook; tickets sold out, 1,500+ attendees

VOLUNTEER & COMMUNITY ENGAGEMENT

Youth Mentoring Connections **Los Angeles, CA**
Mentor June 2015 – Aug 2016

- Provided a safe environment for at-risk youth; taught surfing to more than 20 students

Center for Service & Action **Los Angeles, CA**
Student Fellow Aug 2015 – May 2016

- Contributed more than 80 hours of community service in Westchester and Playa del Rey

SKILLS & INTERESTS

Microsoft Certified Excel Specialist, 2016
Bilingual English and Spanish
Surfing, Hiking, and Mountain Biking

Cover Letter



Keep in mind, who is going to read this cover letter.

that contact info. Do not be afraid to ask them to contact you.

What is a cover letter: Also known as an application letter. Is a one page document that introduces your work history, skills, interest in job, and one more opportunity with your contact info.

What To include: contact information of hiring manager with company address and information. Introduction, Why you want the job, conclusion, and contact information.

Information Paragraphs: At least 2 paragraphs with the relevant skills, education, work experience that relate to the job. Be you but be professional

Conclusion: make sure to include your contact info and you are available at

Contact Information
Include your name, phone number, and email — and the hiring manager's, too.

Body Paragraphs
Explain how you can help the company achieve its goals, showcasing your relevant experience, education, and skills. Express your excitement to join the company and start doing excellent work.

Sign-off
Use a professional cover letter closing, such as "Sincerely," "Regards," or "Best Regards," and sign your name.

Salutation & Intro
Greet the hiring manager by name. Then, grab their attention by highlighting your relevant area of expertise, why the position appeals to you, and how you'd be a great fit for the role.

Call-to-Action Paragraph
Tell the hiring manager to send you an invitation to attend a job interview. Don't end your cover letter with a weak statement about how you hope to hear from them — act like you deserve an invite.

YOUR NAME HERE

Your.name@gmail.com (530) 137-2464 142 Your Address Blvd, City Name, CA XXXXX

[Today's Date]

[Hiring Manager's Name]
[341 Company Address]
[Company City, State xxxxx]
(530) 137-2467
[hiring.manager@gmail.com]

Dear [Hiring Manager's Name],

I'm writing to apply for the Restaurant Manager opening at MOD Sequel. I have more than five years of experience managing restaurants and bars, and my professional expertise aligns closely with the responsibilities outlined in your job advertisement.

In my role as a Restaurant Manager for Bar Louie, I proved to be an efficient, enthusiastic, and strong leader. My value quickly became apparent to Bar Louie's shareholders after I single-handedly trained and prepared the entire waitstaff for opening night and beyond. Not only did our team meet sales goals each month for the first year, but the down payment for the property was even paid back after the first six months operating.

I believe MOD Sequel will be a great success for many years to come, and my extensive expertise will help ensure your establishment succeeds well into the future. My time spent in this industry has prepared me for such an opportunity, and I sincerely hope I can contribute soon as a member of your team.

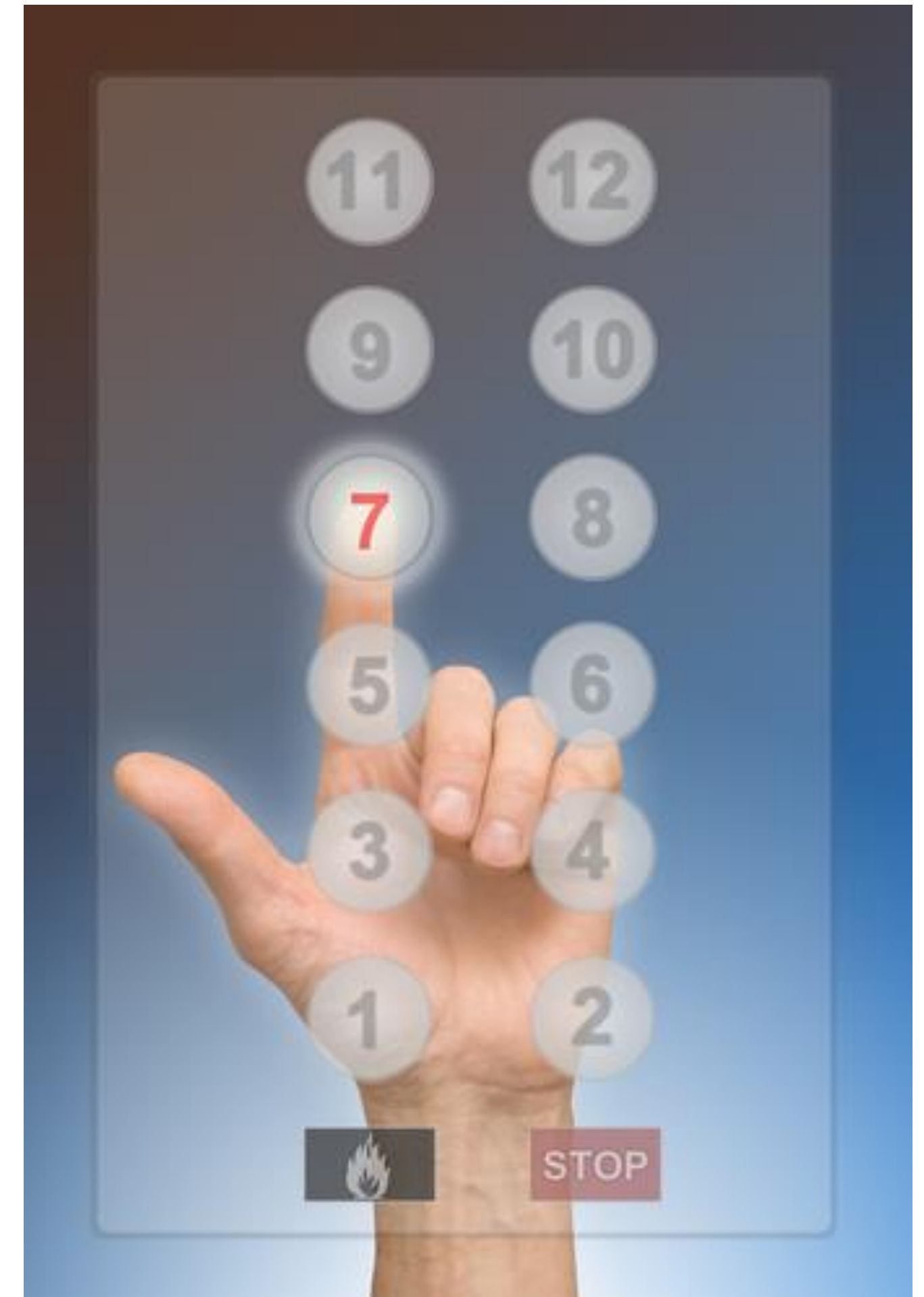
It would be a privilege to discuss your Restaurant Manager position in more detail. I'm happy to come by whenever it's most convenient for you. Thank you for your time, and I'm looking forward to hearing from you.

Sincerely,
[Your Name]

Elevator speech

“Tell me a little about yourself.”

- Be brief but persuasive
- Share your skills
- Mention your goals
- It's okay to include personal information
- This is not a “high pressure” deal breaker question
- PRACTICE, PRACTICE, PRACTICE!



Prepare before the event

- If possible, obtain a list of expected employers prior to the event
- Research on each employer's website and social media profiles
- Review open positions if available
- Note keywords from the descriptions and add them to your resume and LinkedIn profile
- Note unique or interesting facts about the firm and its partners
- Prioritize employers based on your interest
- Research interview questions and, if available, schedule a mock interview
- Bring well-thought-out questions — be creative
- Have a well-developed plan for the CPA Exam
- PRACTICE, PRACTICE, PRACTICE!

Questions to consider

1. Tell me about yourself.
2. What do you know about our company?
3. Why do you want to work for us?
4. What unique qualities or abilities would you bring to this job?
5. What are your major strengths and weaknesses?
6. How long do you plan to stay at our company? Where do you see yourself in five years?
7. Tell me about a time that you failed at something, and what you did afterwards.
8. Describe a time when you worked on a team project. What was your relative position on the team? Were you satisfied with your contribution? How could it have been better?

Questions to consider

1. Why did you choose your school and course of study?
2. Think back to a situation in which you had to resolve a conflict. Tell me how you did it.
3. Tell me about a project that you had either at work or school. Describe in detail how you managed it and what the outcome was.
4. What do you do in your spare time?
5. What salary are you expecting?
6. What other types of jobs or companies are you considering?
7. Have you any questions for us?

Bloopers to avoid



- Arriving late or too early
- Appearing unpolished or unprepared
- Not providing a resume
- Displaying low energy
- Talking too much or oversharing
- Talking negatively about current or past employers
- Asking personal questions or about compensation, benefits, vacation time, etc. (too early for a screening)
- Verbal ticks
- Not enough or too much eye contact
- Failure to match communication styles
- Not talking with all the interviewers
- Checking your watch
- Forgetting names
- Forgetting to follow up or following up too aggressively

First impressions count

- Select an appropriate outfit in advance; make sure it is laundered or ironed.
- Wear the full outfit, just in case!
- Don't forget about personal hygiene or grooming.
- Use full sentences, avoid slang/emoticons, and watch your grammar/spelling.
- Look at the camera, not the interviewer. You want to make eye contact.
- Move the in-screen of the interviewer to the top part of your screen so you're looking up.
- Watch hand movements; small movements can look bigger on screen.
- Don't move around in your chair too much.
- Be courteous and patient with representatives. Position availability may have changed

Check your setup

- Set up your camera far enough away that your face is not too big
- Best if they see you from the chest up, not just your head
- Set your computer on something to raise the height of the camera
- Check your background, make sure your space is tidy & there is not too much going on back there. If you don't have a great background use one of the ones provided by many virtual platforms
- Natural light is best and have the light coming from in front of you.
- Wear your complete outfit – you never know when you may have to stand up to adjust light
- Try and find a quiet space. If you don't have that at home check with your school library and see if you can reserve a study room

Test your equipment

- Computer charged
- Internet connection & speed
- Camera
- Microphone
- Headphones
- Make certain you have the most recent Java & Flash
- Some virtual career fair sites even go as far as to have a testing link on their site; if available, do NOT skip this feature
- If you do not have a computer with a high-speed connection available at home, try to find a place that does

After the event

- Thank each representative for their time via hand-written notes or email
- Remind them of your conversation and, if applicable, your interest in the firm
- Proceed to follow any application processes for your firms of interest
- Connect on LinkedIn
- Several representatives will be happy to continue correspondence so feel free to follow up with additional relevant questions

Words of Advice

- Be precise and detailed on your career goals and expectations! Know whether you prefer audit or tax (and have reasoning as to why), a full time position or an internship, and desired location preferences (ranked #1, #2, #3 if you have multiples). It also helps to have a plan of attack on the CPA exam! We like to hear details on how you plan to accomplish your goals!
- Realize the importance of culture. Ask questions about the type of people and personalities that work in the firms you are interested in. Visit their websites for information on the characteristics that help form their culture. Ask about training and advancement opportunities within the firm. Look for best places to work awards that are driven by employee input. Having a place where you fit in and feel at home will ensure that your work life will be more enjoyable.
- Until you're ready to interview, use your resources and be a sponge. If you know someone who knows someone in public accounting, get in contact and ask questions about their journey. Then get organized, get an exam game plan, and stick to it! When it comes time to interview, do your research and prove to them that you are the mature and organized team-player your future employer is looking for.

Words of Advice

- Your résumé should reflect who you are and should highlight what is unique about you. Most accounting students we see have a GPA of 3.0 or above; it is a great achievement and should be on your résumé but it is expected (most firms require it). Participation in student organizations is important but not uncommon. VITA is also a common volunteer activity. Tell us something about you. Did you work while in school and if so, how much? That tells us you can balance multiple activities and still keep up your GPA. Do you play sports? An instrument? Maybe you are an avid reader. We want to see something that gives us a glimpse into who you are and tells us why we should choose you for an interview over one of your peers who has a similar résumé.
- Be yourself. This will allow the interviewer to see your true personality.
- Don't be afraid to ask questions when speaking to firms you're interested in. It will be helpful to all parties in a conversation: you get your questions answered and are able to form realistic expectations about your career, and the firm you're speaking with sees that you are interested in them and that you care. Being successful in your accounting career is just as much about finding somewhere that is a good fit for you as it is about finding a great firm that wants to hire you.

Finding a Job in a Pandemic

1. Recruiting efforts are likely on hold right now, BUT not everywhere
2. Hiring managers are still keeping their eyes out for strong talent
3. Interviews will most likely be done virtually
4. If you're not aware of what you're consuming and thinking on a daily basis, you will feel anxious, stressed, frustrated and uncertain during this time period.
5. This is a time to reflect on what you really want.

CPA Exam Review demo

Our CPA Exam Review course focuses on important higher-order cognitive skills including analysis and evaluation, and mirrors the CPA Exam.

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- + Lecture samples for each section
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- + Experience the simulated exam and flashcards
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10 units, study time ~150 hours
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Regulation
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Business
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