Get LinkedIn
A Next Level Approach to Job Search
by Eunice Koh, Career Advisor
Beedie School of Business
Career Management Centre

As a savvy business student, you’re well aware of the value of having a LinkedIn profile, but did you know that you can also use LinkedIn to complement your job search? Here are four ways this social media platform can take your job search to the next level.

Relationship building
It’s easy to invite someone to connect with you on LinkedIn, but what sets an effective job seeker apart from others is the ability to maintain the relationship after the initial connection is made. This can be as simple as forwarding an interesting article, sending a quick note to say hello, or congratulating them on an award their company recently received. Keep in mind that your communication should always be professional, and done in moderation.

Research
Research is one of the biggest components of the job search process. The “Companies” tab will give you an overview of organizations you’re interested in, and includes information like recent hiring activity and jobs posted. By seeing who in your network is connected with the company, you can gain a competitive advantage through firsthand insights on an organization. Click “Follow” to receive status updates from your favourite companies.

Information Interviews
An information interview is an opportunity to learn about a company, career path or industry by “interviewing” an industry professional. Identify people in your network with experience in the area you are interested in, and send them a message via LinkedIn to invite them for an information interview. For those 2nd degree connections not in your immediate network but with whom you share a mutual connection, use the “Get Introduced” tool to reach them.

Advanced Search
Companies are now actively using LinkedIn to recruit employees. Use the “Advanced” search tool at the top right corner of your LinkedIn page to refine your search by location, experience level, company, job title, job function and industry.

Take your job search to the next level and book an appointment with a CMC Career Advisor through Beedie Community (beediecommunity.sfu.ca). During the “Social Media Audit” appointment, we will look at your social media accounts and generate strategies to strengthen your online presence. The CMC will be introducing a LinkedIn workshop in Spring 2013, so stay tuned for more details!
McLaren Trefanenko Inc.: Accounting Clerk

Receiving a job offer from a public practice accounting firm was my dream come true. In May 2012, I started working as an Accounting Clerk at McLaren Trefanenko Inc. Although I have had four months of work experience in this industry, I was eager to try something new.

My interest in the tax profession was confirmed during the first week of training. For majority of the time, my role involved preparing T3 estate returns and occasionally formulating T1 personal returns. The interesting part about my job was that I handled a variety of individual files and therefore was always learning something new.

I obtained great joy from taking on roles in other departments. This included assisting with the preparation of the firm’s quarterly newsletter and working on client files who have investment transactions. Although some projects can be challenging for co-op students, the support given to us from all the co-workers was impressive, which indicated they were keen to teach and help us.

At the completion of my first co-op work term, I was offered another 2 work terms. This means I will have the opportunity to participate in the activities during tax season, which will be both challenging and rewarding.

At the end of my third work term, I will have 1 year of work experience with the firm. As a student, this experience will help launch my professional career.

Goldcorp Inc.: Human Resources Intern

Goldcorp Inc. is the world’s fastest growing gold mining company. Inside this enormously successful corporation, I found the friendliest people who I am fortunate enough to call my colleagues.

As the Human Resources Intern, I was welcomed with open arms, trusted, and given the opportunity to make my mark in the company’s incredible growth.

My main project is to assist the Director of Recruitment with the Global Graduate Program that Goldcorp is launching for the very first time in 2013. This includes promoting the program through various social media platforms and working with all the HR Managers across Goldcorp’s Canada and US offices to coordinate Career Fairs and Information Sessions. My work also allows me to be exposed to Taleo, a best in class recruitment tool, and an online assessment tool which both help improve the overall effectiveness and efficiency of talent acquisition.

Last, I must say that every day is a new, unique and interesting experience. I am learning more than any textbook could ever teach me!

Schneider Electric: Financial Analyst

My co-op position as a Financial Analyst at Schneider Electric has been full of learning. The most influential aspect has been the knowledge I have gained regarding the career paths available to me as a finance student. The Beedie School of Business has a large focus on the Investment Banking segment of the industry; therefore, like most students I had only considered being a Financial Analyst in the investment market. However, as a Financial Analyst on the corporate side of the industry, I worked with budgets, analysed data from various areas of the company, and prepared reports for management and executives.

Throughout my co-op term, I have been challenged with a variety of tasks and given the opportunity to explore the aspects of corporate finance that I would have never learned otherwise. I worked as an analyst for the R&D department which develops new solar energy products. I was striving to learn more about the industry itself to forecast budgets better, enabling me to see the bigger picture of the company versus solely focusing on investing. My co-op position has allowed me to take a step back and consider various options for my future career. I would recommend using co-op work terms to explore alternatives to the traditional investment banking career path because you may find there are jobs out there that you would have never had a chance to experience.

FinancialCAD Corporation: Marketing Assistant

As the Marketing Assistant at FINCAD, I had the opportunity to work in an environment involving three of the concentrations offered at SFU’s Beedie School of Business. FINCAD is a company that provides software and services for the valuation, reporting and risk management of derivatives and fixed income portfolios. As a result, I got a taste of marketing, MIS and finance. Three birds with one stone!

My main responsibility was to maintain FINCAD’s web presence. This included a lot of work on the company website – www.fincad.com – ranging from daily content updates to planning and implementing entire new sections. In addition to the updates to the company website, I was responsible for updating a few blogs and social media, including Facebook and Google+. To drive traffic to these websites, I assisted with the creation of email campaigns and associated web pages using marketing automation software. Lastly, to keep track of who views what content, click through rates and campaign success, I used a variety of analytics and customer relationship software.

As part of my duties, I learned a great deal more about HTML and CSS3. I now understand the pain of web developers who have to design workarounds for people who still use outdated versions of IE. I had the chance to learn how to use a wide variety of software. These included Dreamweaver, Photoshop, Marketo, Salesforce, Excel and of course FINCAD’s very own FINCAD Analytics Suite.
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DID YOU KNOW?

THIS FALL SEMESTER 150 STUDENTS ARE WORKING ON A BUSINESS CO-OP WORK TERM

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