

SOCIAL MEDIA TO ADVANCE YOUR CAREER

BEACH
WOMEN IN
ENGINEERING
CONFERENCE 2022

CSULB COLLEGE OF ENGINEERING | 100+ Women Strong

**SOCIAL
MEDIA**
Moderator



SERGIO MENDEZ

Associate Professor, CSULB
Department of Chemical Engineering

BEACH
WOMEN IN
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SOCIAL MEDIA

Speakers



MIA FUJII

Director of Academic
Enablement, Siemens
Digital Industries
Software



ROSA TRUJILLO

Assistant Director, Career
Education & Counseling,
CSULB Career
Development Center

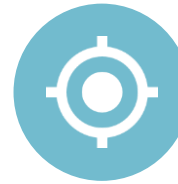
RESUME TIPS

Rosa Trujillo (She/Her/Ella)
Assistant Director of Career Education and
Counseling
Career Development Center
California State University Long Beach



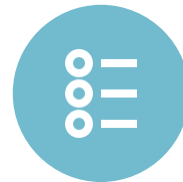


WHAT WILL WE COVER TODAY?



THE BASICS

Resume 101 to get you started whether you have experience or not!



RESOURCES

additional resources, samples, and what we offer to get you started!



RESUME MYTH BUSTERS!

LET'S TEST YOUR KNOWLEDGE
BASE!
you know more than you think so let's test
some common myths about resumes!

LETS GET STARTED 



When poll is active, respond at pollev.com/rosatrujillo829

Text **ROSATRUJILLO829** to **37607** once to join

True or False: things like Projects, Clubs, and Skills dont matter on the resume

True A False B



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True or False: I can add color, graphics, anything visual to make my resume stand out

True

False

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Which of the following **SHOULD NOT** be added to your resume

A. LinkedIn Profile Link

B. Links to online Portfolio of Projects

C. Profile Picture

D. Instagram & Twitter Handles

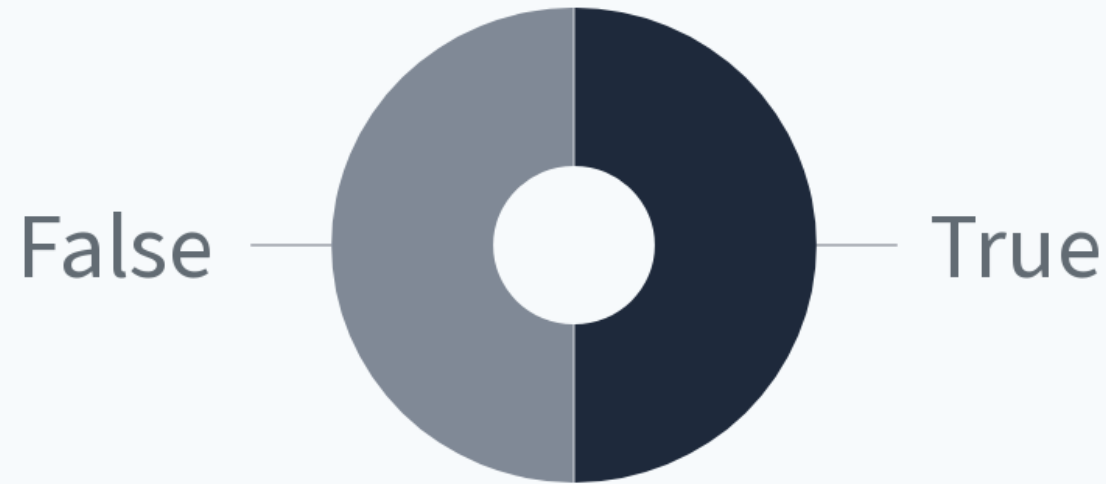
E. Choices C & D

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True or False: My Resume can be more than 1 Page

True False





HOW DO I START MY RESUME

TIPS TO GET YOU STARTED!

don't feel overwhelmed by starting your resume! it's a process and here are some helpful tips that have helped students:

LET'S GET STARTED 

TIPS ON GETTING STARTED



01

KEEP EVERYTHING

document your projects, internship experiences, syllabus - keep a file of what you do.

02

USE PROFESSORS, CLUBS, CAREER CENTER

ask for feedback, especially from recruiters or professors who are in the industry / research.

03

CONTACT INFO

Communication tools that can be used as lectures, speeches



MAJOR COMPONENTS OF A RESUME

COMPONENTS TO START WITH:
you can find ATS-Friendly templates on our website based on your college on our Career Development Center website.

LET'S REVIEW



RESUME COMPONENTS

01

CONTACT INFO

Communication tools that can be used as lectures, speeches

02

EDUCATION

Communication tools that can be used as lectures, speeches

03

CLASS PROJECTS

Communication tools that can be used as lectures, speeches

04

WORK EXPERIENCE

Communication tools that can be used as lectures, speeches



RESUME COMPONENTS

05

RESEARCH

Communication tools that can be used as lectures, speeches

06

VOULNTEER

Communication tools that can be used as lectures, speeches

07

ASSOCIATIONS

Communication tools that can be used as lectures, speeches

08

SKILLS

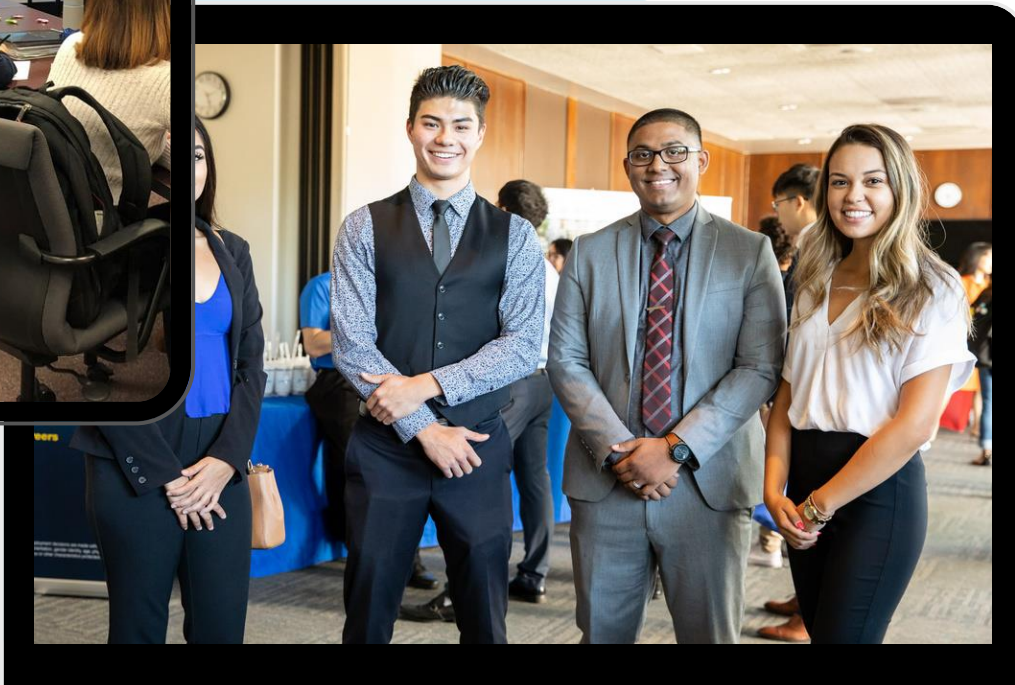
Communication tools that can be used as lectures, speeches



SAMPLES ON OUR WEBSITE

Explore our templates and more on our website:
[careers.csulb.edu!](https://careers.csulb.edu)

click on any of the images on this slide to take
you to our website.



CHECK OUT CV
for our students interested in
research, start building your
resume!



CAREER DEVELOPMENT CENTER

HOW CAN WE HELP?

you have our services 1 year for free after graduation which includes everything you can enjoy now as a student: free career information, career counseling sessions, connecting with employers, and more!

LET'S EXPLORE





LinkedIn

to build your brand

establish your social network

and use the tools within LinkedIn to search for a job



7.9 Billion

A network diagram with white human figures connected by lines on a light blue background. The figures are arranged in a circular pattern, with lines connecting them to form a web. The text "808 Million" is overlaid in the center.

808 Million

Start to Now Build your Brand

1. Profile Photo

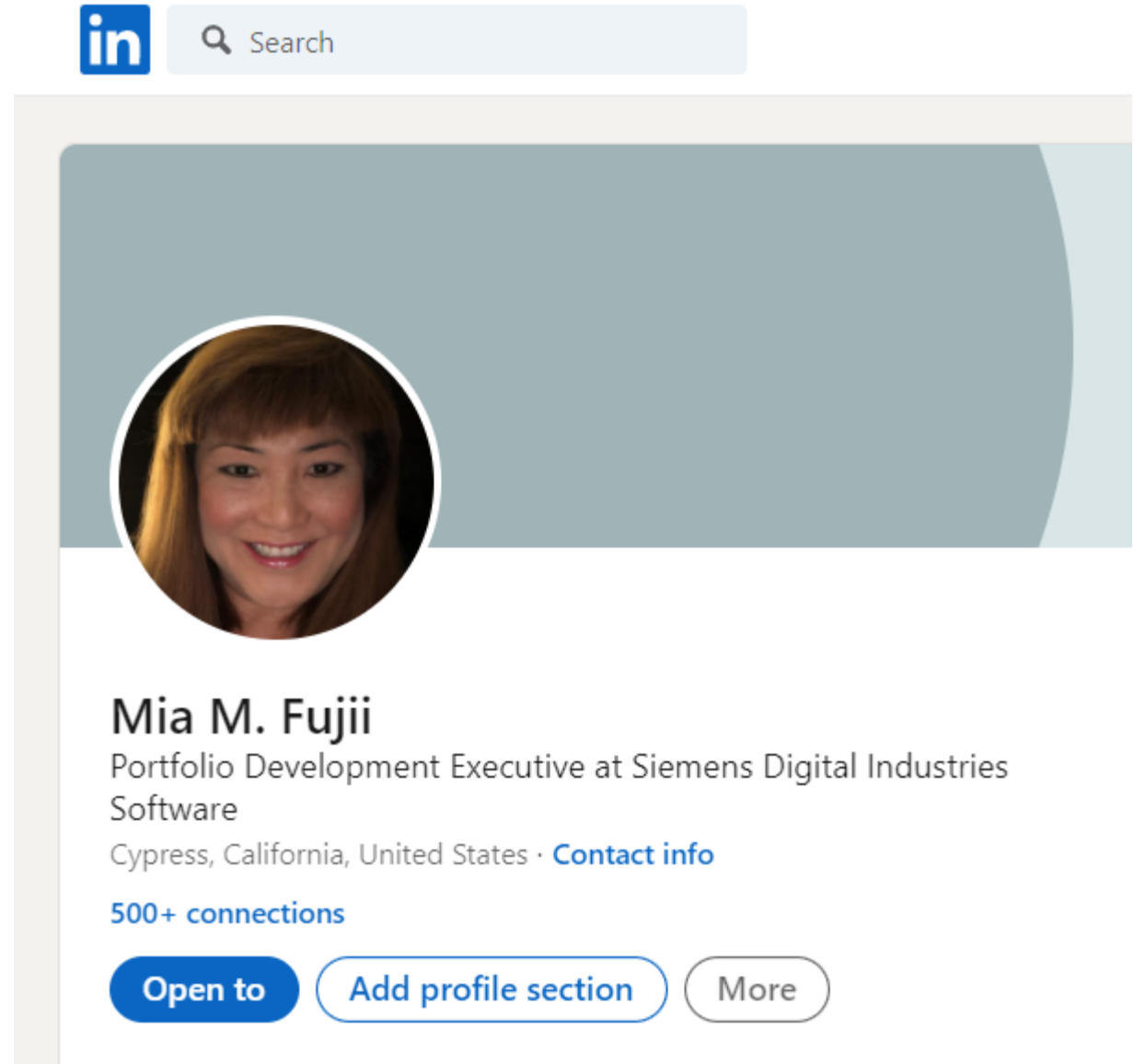
Think Professional

Viewed by employers

Local & Global reach

2. Title

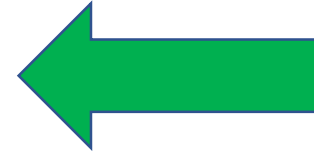
3. # of Connections & Profile outline



The image shows a screenshot of a LinkedIn profile. At the top left is the LinkedIn logo. To its right is a search bar with a magnifying glass icon and the word "Search". Below the search bar is a large blue banner image. In the center of the banner is a circular profile photo of a woman with long brown hair, smiling. Below the photo, the name "Mia M. Fujii" is displayed in bold. Underneath the name is the text "Portfolio Development Executive at Siemens Digital Industries Software". Below that is the location "Cypress, California, United States" followed by a blue link "Contact info". Underneath the location is the text "500+ connections". At the bottom of the profile are three buttons: "Open to" (a solid blue button), "Add profile section" (a white button with a blue border), and "More" (a white button with a grey border).

TIP: Photo should look professional

Add to profile



Core

Start with the basics. Filling out these sections will help you be discovered by recruiters and people you may know

Add education



Add position

Add career break

Add skills

Be sure to list all companies you have worked for with position held

TIP: Employment that shows you are responsible and earn means to help pay for college is excellent to note, helps build your brand

Add education

Notify network

Turn on to notify your network about job and education changes. Updates can take up to 2 hours. Learn more about [sharing profile changes](#).

Off



Turn this ON

* Indicates required

School*

Ex: Boston University



Degree

Ex: Bachelor's

Field of study

Ex: Business

Start date

Month



Year



End date (or expected)

Month

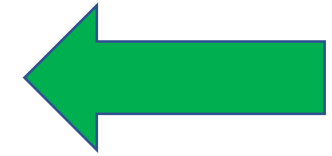


Year



TIP: Potential employers do often validate education & employment history

Add skills



Suggested skills based on your profile

Teamwork +

Executive Management +

Direct Sales +

Process Improvement +

Account Management +

International Sales +

Customer Service +

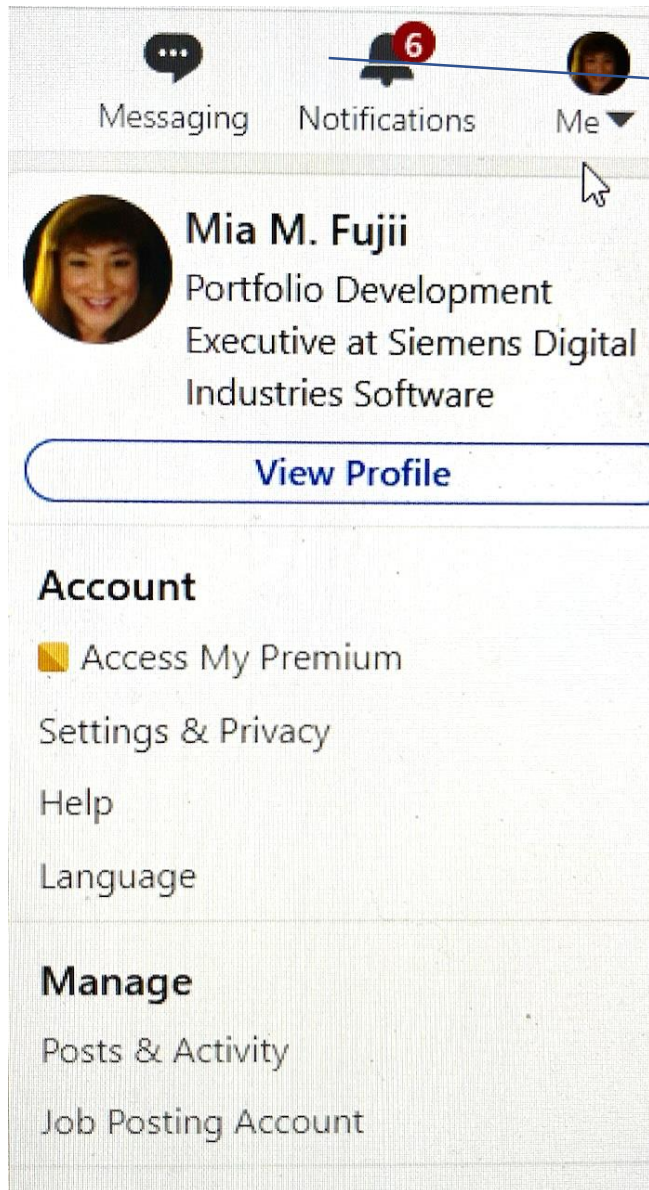
Business Strategy +

Advertising Sales +

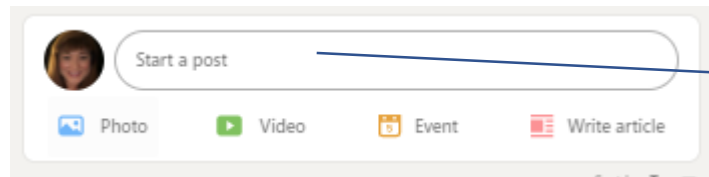
Multi-channel Marketing +

[+ Add another skill](#)

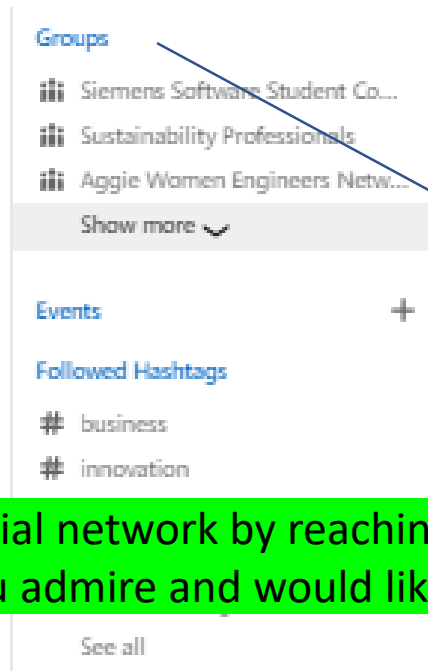
TIP: Can add specific skills in LinkedIn and also include in profile and resume to build your brand



Use search to find people you know and then message them for mentorship



You can post what interests you to help build your brand



Join Groups that interest you & Follow Hashtags that interest you

TIP: Establish your social network by reaching out to others who share similar interests or people you admire and would like to include as Mentors in your network



Bridget Naylor

Computer Science Student

[View full profile](#)



Bridget Naylor • 1st

Computer Science Student

26m •

I applied to over 258 computer science internships before I got an offer. Out of that 258 I got less than 5 interviews.

Looking back just one month ago I remember feeling stressed out and anxious about finding an internship this summer.

I was doing everything I could think of: getting my resume reviewed, elevator pitches, coding problems, reading *Cracking the Coding interview*, side projects, networking events, participating in leadership programs, keeping my grades up, and applying to as many jobs as I could on Jumpstart everyday.

I'm glad I was pushing hard, but mostly I'm grateful for the people in my life who reassured me that I was doing the right things to get an internship. Especially [Mia](#) [M. Fujii](#) [Katelyn Hylbom](#) [Leany Singh](#)

To anyone out there who's looking for an internship this summer or next summer, keep your head up!!

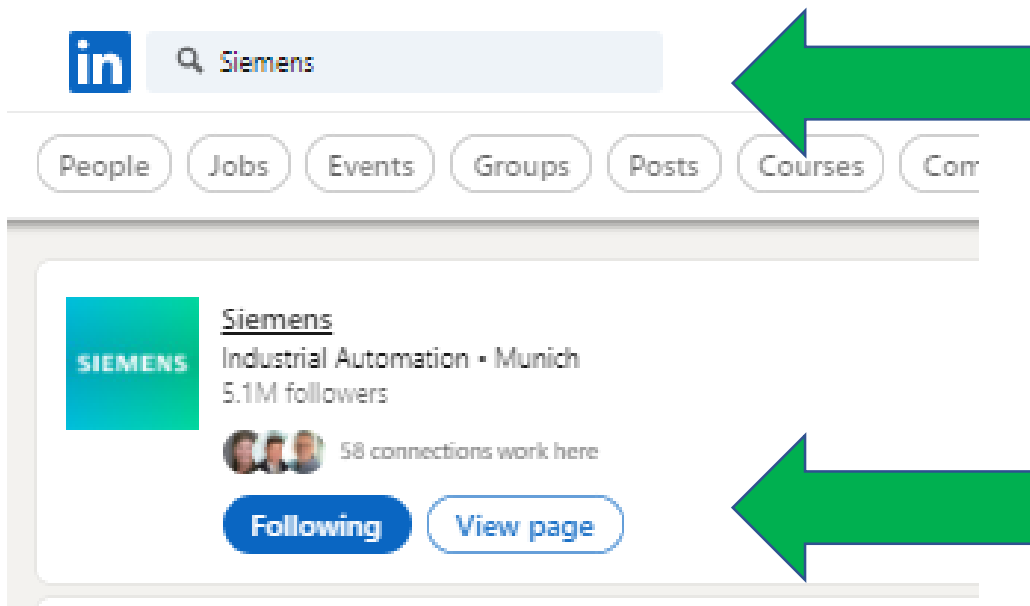
And if no one else has told you this today you are doing amazing. I know it's hard, but you need to trust the process

[#internship2021](#) [#computerscience](#) [#csinternship](#)



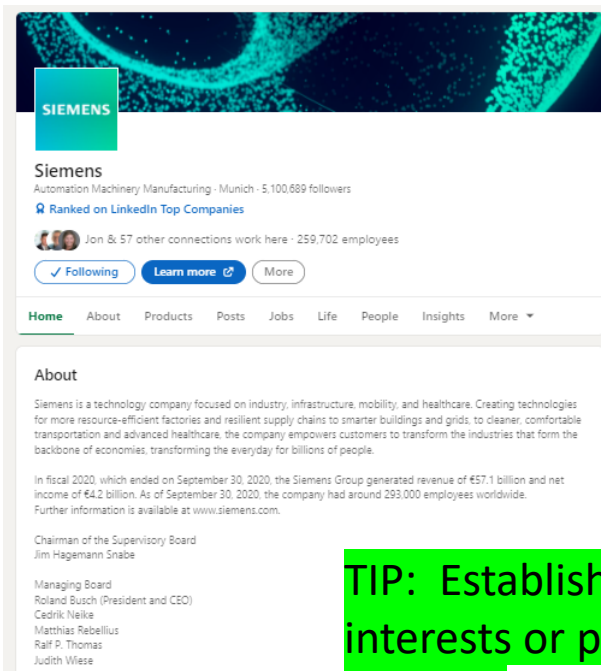
2

TIP: Be sure to share what you learn, give back to others, helps to further build your brand over time, and expand your network



Search on a company of interest

Follow the company if desired to be notified of all company posts to LinkedIn



Company information provided for quick reference

TIP: Establish your social network by reaching out to others who share similar interests or people you admire and would like to include as Mentors in your network

Overview

Siemens is a technology company focused on industry, infrastructure, mobility, and healthcare. Creating technologies for more resource-efficient factories and resilient supply chains to smarter buildings and grids, to cleaner, comfortable transportation and advanced healthcare, the company empowers customers to transform the industries that form the backbone of economies, transforming the everyday for billions of people.

In fiscal 2020, which ended on September 30, 2020, the Siemens Group generated revenue of €57.1 billion and net income of €4.2 billion. As of September 30, 2020, the company had around 293,000 employees worldwide. Further information is available at www.siemens.com.

Chairman of the Supervisory Board
Jim Hagemann Snaube

Managing Board
Roland Busch (President and CEO)
Cedrik Neike
Matthias Rebellius
Ralf P. Thomas
Judith Wiese

Imprint: <https://new.siemens.com/global/en/general/legal.html>
Data privacy notice: <https://new.siemens.com/global/en/general/siemens-on-social-media.html>

Website
<http://www.siemens.com>

Industry
Automation Machinery Manufacturing

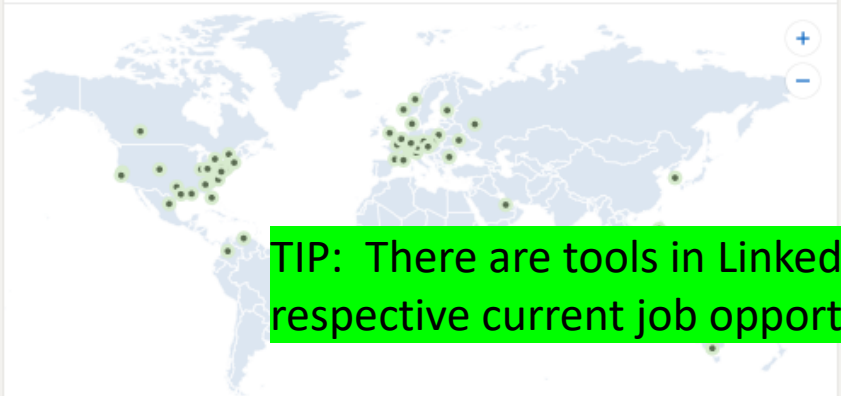
Company size
10,001+ employees
259,702 on LinkedIn

Founded
1847

Specialties
Electrification, Automation, Digitalization, Innovation, Solutions, Technology, Engineering, Manufacturing, Artificial Intelligence, Internet of Things, Cybersecurity, Infrastructure, Mobility, Sustainability, and Digital Twin

Locations (55)

Interact with the map to explore all locations



TIP: There are tools in LinkedIn to help you connect with companies and their respective current job opportunities

SIEMENS

Siemens

Automation Machinery Manufacturing · Munich · 5,100,693 followers
Ranked on LinkedIn Top Companies

Jon & 57 other connections work here · 259,702 employees

Following Learn more More

Home About Products Posts **Jobs** Life People Insights More ▾

Create job alert for Siemens
Get notified when Siemens posts new jobs that match your interest. [Create job alert](#)

Siemens has 13,564 job openings - find the one for you.

Home About Products Posts Jobs Life **People** Insights More ▾

259,702 employees

Where they live + Add Where they studied + Add

Click on About to get more detailed information on the company

Click on Jobs to see all current job postings that may interest you

Click on People to see who you may know

100+ Women Strong want to thank you for attending

"Social Media to Advance Your Career" – Using LinkedIn

“The journey of a thousand miles begins with one step.”

Take a step today!

Lao Tzu

Make a Connection Today

Introduce yourself & exchange information, ask questions.

Connect with speakers on Whova App



Post Event Survey

We want your feedback.

Survey on Whova App



Powerful Information

Review all CC Slide Decks:

<https://www.csulb.edu/college-of-engineering/coaching-circles-0>



Join Us Again Soon

Attend our next event—later this year

<https://www.csulb.edu/college-of-engineering/100-women-strong>



Create a Journal

Write down lessons learned, goals, next steps & timeline.

Grow & maintain your network



Get Support

Be a member of 100+ Women Strong

<https://www.csulb.edu/college-of-engineering/100-women-strong-steering-committee>

Mia M. Fujii, Siemens

Mia.fujii@siemens.com

SOCIAL MEDIA

LIKE THIS SESSION?

Please share your feedback!

<https://bit.ly/BWIE-S2>



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ENGINEERING

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