



Your career is calling.

WESTON CAREER CENTER  
**FULL-TIME MBA FIRST STEPS GUIDE**

---

SAY HELLO TO A WORLD OF OPPORTUNITY.



WashU Olin  
Business School

The Weston Career Center's CAREER SEARCH PROCESS MODEL reflects the four primary stages that you will experience as an MBA student through your partnership with your MBA Career Coach. The Self, Story, Strategy and Journey stages are designed to guide you throughout your career search until you successfully secure internships and full-time job offers. Everyone has a different path when it comes to changing the world, for good. We're here to help you find yours.



## SELF

The first step is to explore what careers interest you. To do that, determine what motivates you, what your differentiating skills are, what type of company cultures fit your personality and other factors that will determine your career path.

### COMPONENTS

- Complete the assessment at **CareerLeader.com** using your registration key **Olin-voila** and the email provided for your Olin application.
- Complete the Self: CareerLeader section on **page 3** of this guide.
- Explore your personal history and goals, then identify the types of work environments that will enable you to meet your goals.
- Meet with your MBA Career Coach to review your CareerLeader assessment results and determine how it will shape your career path.



## STORY

In this stage you gain an understanding of your skills that propel you to become a global leader. That allows you to create a narrative that lets you truly stand out in interviews and when networking.

### COMPONENTS

- Create a personal introduction using the worksheet provided on **page 4** of this guide.
- Construct a draft resume using the information **pages 5–6** of this guide.
- Highlight your unique narrative and skill set through a dynamic LinkedIn profile using the information on **pages 7–9** of this guide.
- After completion, reconnect with your MBA Career Coach to review these three pieces of your story.



## STRATEGY

Now that you have determined your narrative, you next build a career search marketing campaign and develop a list of target companies as well as identifying networking opportunities.

### COMPONENTS

- Identify companies that fit your unique personality and skill set.
- Read **The 2-Hour Job Search** by Steve Dalton
- Create your OlinConnect profile, then upload your resume and edit your outcomes and background information.
- Work with your MBA Career Coach to refine your resume and create your customized job search timeline.
- Participate in industry platforms and network with current students and alumni in your areas of interest.
- Research companies using Olin resources, including the Bloomberg Terminal found in the graduate lounge.



## JOURNEY

Having set the groundwork, in this stage you activate your marketing campaign and prepare to take advantage of career opportunities upon completion of your degree.

### COMPONENTS

- Submit applications.
- Network with recruiters/key contacts.
- Practice key parts of the interview process with WCC staff.
- Interview for target positions and follow up afterward.
- Evaluate your career offers, then negotiate salaries and benefits.
- Maintain ongoing contact with your MBA Career Coach throughout the Journey stage.
- Report your internships and job offers in OlinConnect.

# TIMELINE

All dates and formats subject to change.

| X | First Steps Checklist  | Due Dates   |
|---|--|---|
|   | Complete the CareerLeader assessment ( <i>link provided on previous page</i> )   | <b>MAY 11, 2021</b> or 4 weeks prior to the start of your key recruiting date         |
|   | Record your assessment observations in the Self: CareerLeader section of this First Steps Guide  | <b>MAY 15, 2021</b><br>or 3 weeks prior to the start of your key recruiting date      |
|   | Meet with your MBA Career Coach to review your CareerLeader assessment results and determine how it will shape your career path  |   |
|   | Activate your OlinConnect account, and make sure outcomes, background information and resume are complete and up to date   | <b>MAY 16-30, 2021</b><br>or 1-3 weeks prior to the start of your key recruiting date |
|   | Create a personal introduction using the worksheet on <b>page 4</b> of this guide  |   |
|   | Construct a draft resume using the information on <b>pages 5-6</b> of this guide and upload it to VMock to benchmark it against your peers and evaluate it with smart data analytics |   |
|   | Develop your LinkedIn profile, incorporating your personal introduction and resume   |   |
|   | Connect with your MBA Career Coach over the course of multiple sessions to review and finalize your personal introduction, resume and LinkedIn profile                               |   |
|   | Schedule your first practice behavioral interview with your MBA Career Coach   | <b>MAY 16-AUG 31, 2021</b>  |
| X | Key Recruiting Dates: Create Your Own Timeline   | Due Dates   |
|   | The Consortium 2021 Orientation Program and Career Forum   | <b>JUNE 05-10, 2021</b>   |
|   | Forté MBA Women's Leadership Conference  | <b>JUNE 12-13, 2021</b>   |
|   | Campus Recruiting  | <b>AUG 31, 2021</b>   |

# SELF: CAREERLEADER

When answering the questions below, reflect on who you are and how you can become a leader who changes the world, for good.

## 01

What are the hard and soft skills reflected in your CareerLeader assessment results?

What would previous managers and coworkers say about the value those skills brought to the organization or team?



RESPONSE:

## 02

What are your interests and motivators?

What do you find energizing and rewarding?



RESPONSE:

## 03

What are your short-term ideal positions and companies?



RESPONSE:

## 04

What does the CareerLeader assessment lead you to believe about your goals?



RESPONSE:

# STORY: PERSONAL INTRODUCTION

Use these idea starters to spark ideas for a unique and engaging Personal Introduction for common interview and networking questions.

After completion, meet with your MBA Career Coach to refine and practice telling your story.

## WHO ARE YOU?

What engaging fact can you share that will “hook” the listener?

What are your interests?

### EXAMPLES

*“I managed a mock portfolio of stocks as a young kid.”*

*“I play acoustic guitar, compete in marathons and practice photography.”*

## WHAT DO YOU DO?

What year are you in school, and what do you study?

What past experiences have you had?

### EXAMPLES

*“I’m pursuing an MBA at Olin where I’ve refined my decision-making skills with a global perspective.”*

*“I developed a regression model to predict electricity expenses to accurately forecast annual costs, resulting in \$2.4 million in cost savings during my internship with AB InBev.”*

## WHY ARE YOU UNIQUE?

What hard and soft skills do you have?

What are the strengths that differentiate you?

### EXAMPLES

*“Financial analysis, quantitative analysis, communication, decisiveness, statistical software and fluency in two languages.”*

*“Leadership, confidence, assertiveness, influence.”*

## WHAT DO YOU WANT TO ACCOMPLISH?

What are your short-term personal and professional goals?

How will you achieve them?

### EXAMPLES

*“Obtain a financial analysis internship.”*

*“I’m a results-driven professional with a proven financial background.”*

## HOW WILL YOU CHANGE THE WORLD?

In what ways will your global fluency impact your decision-making process?

How would you like to change the world, for good?

### EXAMPLES

*“After spending the summer conducting real-world case studies, I’ve developed adaptability and problem-solving skills with a diverse team.”*

*“I want to have a positive social impact on my community through my work, leadership and service.”*

RESPONSE:

RESPONSE:

RESPONSE:

RESPONSE:

RESPONSE:

# STORY: RESUME

In most cases, your resume will provide a first impression of you to any potential employers. Developing an effective resume can create an impactful first impression that allows you to stand out from other candidates.

Use these recommendations and directions to create a memorable personal resume.



## HEADER

- Include your name and contact information with your professional email address. Consider listing your LinkedIn and Skype contact information.



## PROFESSIONAL PROFILE

- Describe your functional skills, background and career objectives in one or two sentences.



## EDUCATION

- This format should include Washington University, Olin Business School, St. Louis, MO. Use the same format for all schools you have attended.
- Degrees, majors and concentrations should be included along with the month and year you graduated.

### FOR THOSE PURSUING A DUAL DEGREE WITH STEM DESIGNATION, INCLUDE THE FOLLOWING:

- Degree qualifies for STEM designation, eligible for 36 months of OPT (12 months of OPT plus 24 months extension).



## PROFESSIONAL SKILLS

- This section should contain keywords that emphasize your skills and knowledge. That increases the ability of recruiters using applicant-tracking systems to find their desired search terms in your resume. These terms should be customized for specific positions so that your most relevant information rises to the top of the resume. Include appropriate software in which you are proficient.



## EXPERIENCE

- List the companies where you have worked, including the city, state and title for each position. Include bullet points that describe your experience and achievements to highlight your most relevant skills, knowledge and abilities. Describe specific situations in each position, the actions you took and the results you achieved.
- Quantify your results whenever possible and begin each bullet point with an action verb. For your current position, use the current tense, but for other positions, use the past tense. Avoid unclear abbreviations and jargon. Use as many bullet points as necessary to convey your most relevant and significant achievements, but make sure to avoid redundant information.



## ACTIVITIES AND INTERESTS

- Use this section in a manner best suited to your personal narrative. You may include student clubs and professional associations, especially those in which you held a leadership position, as well as volunteer activities, awards and certifications. Include any multilingual skills if you have used those languages to converse with someone in a business situation. Also be sure to include two or three unique interests.

# SAMPLE RESUME TEMPLATE



## HEADER

**MORGAN ELDEN** 314-321-1234 elden@wustl.edu  
St. Louis, MO 63130 www.linkedin.com/in/morgan-elden morgan.elden@skype.com

**PROFILE:** *(CUSTOMIZE THIS TO STAND OUT)* Results-driven MBA candidate with proven financial background, supported by a blend of analytical and communication skills, seeks full-time Financial Analyst position.

### EDUCATION

**WASHINGTON UNIVERSITY IN ST. LOUIS, OLIN BUSINESS SCHOOL, St. Louis, MO** May 2021  
Master of Business Administration, Finance Concentration-STEM Designated

- Forte/Consortium/Clubs/WashU Awards/GMAT-if over 700/CEL Projects/Etc.

**GEORGETOWN UNIVERSITY, Washington, DC** May 2014  
Bachelor of Science, Business Administration, Emphasis in Finance

### PROFESSIONAL QUALIFICATIONS

- Quantitative Analysis
- Financial Statement Analysis
- Financial Modeling and Forecasting
- Project Management
- Financial Accounting
- Cost Analysis
- Valuation Techniques
- Capital Budgeting
- Credit Analysis

### PROFESSIONAL EXPERIENCE

**ANHEUSER-BUSCH INBEV, St. Louis, MO** Summer 2019  
Financial Analysis MBA Intern – Real Estate Group

- Valuated real-estate acquisitions of over 30 storage facilities, using discounted cash flow pro formas to determine NPV and IRR. Resulting analysis was used to make \$1,750,000 in acquisitions of additional storage facilities in three locations
- Created a financial model in Excel to restructure \$11 million of storage acquisition notes purchased at auction
- Prepared statistical regression analyses of investment alternatives such as international real estate and provided recommendations to minimize exposure, resulting in the acquisition of two production facilities in England
- Developed a regression model based on 40 Arizona storage facilities to predict electricity expenses for use in financial pro formas and budgets to more accurately forecast annual costs. Analysis resulted in \$2,400,000 in cost savings

**AAA INVESTMENTS, St. Louis, MO** 2014–2018  
Assistant Vice President – Structured Products Group (2016–2018)

- Executed 12 transactions as lead analyst with total issuance over \$1 billion
- Led all finance committee and board meetings where decisions about clients' appropriate financing structure were made
- Created and presented credit analysis packages to lenders and rating agencies
- Evaluated current and pro forma capital structures and identified the optimal debt levels of \$10,000 each, for tax-exempt bond financings

**Associate – Structured Products Group (2015–2016)**

- Executed eight transactions as lead analyst with total issuance of over \$276 million
- Prepared financing proposals in response to requests for underwriting services, resulting in four new deals in six months
- Led financial modeling training sessions for Higher-Education Analyst Training Program of over 50 analysts

**Analyst – Higher Education and Non-Profit Finance Group (2014–2015)**

- Structured quantitative analysis of fixed-rate and variable-rate bond financings, including derivatives, resulting in bond purchases of over \$500,000
- Developed credit enhancement presentations for bond insurers, letter of credit banks and rating agencies
- Passed Series 7 exam

### SKILLS/ACTIVITIES/INTERESTS

- Language Skills: Fluent in German and English
- Computer Skills: SPSS, R, SQL, Python, Microsoft Suite
- Activities: Student Investment Fund Manager, Teaching Assistant for Derivatives and Investments class, Peer Coach
- Interests: Playing acoustic guitar, competing in marathons, photography



## PROFESSIONAL PROFILE



## EDUCATION



## PROFESSIONAL SKILLS



## EXPERIENCE



## ACTIVITIES AND INTERESTS

# STORY: LINKEDIN PROFILE

LinkedIn is an essential networking tool to use throughout your career search process. It offers instant access to key contacts, networks, jobs and industries. Additionally, it enables your contacts to see what people and groups you have in common, assisting in building your network connections and maximizing your membership in relevant professional groups.



## PHOTO AND BACKGROUND

- Use a photo that includes your head and shoulders, facing the camera, that looks friendly and professional.
- Create a custom background that shows your brand.



## HEADLINE

- Recruiters see this when they perform a search. There is a 120-character limit, including spaces.
- Think of it as your compelling value proposition; make it about who you are in a unique way that stands out.



## SUMMARY

- Create a professional summary based on the Personal Introduction you've developed with your Weston Career Center Career Coach.
- Be natural, concise and selective with language so that it best represents your personality.
- Focus on differentiating yourself, including who you are, the value you bring and how you can make an impact.
- Include five memorable characteristics. Consider leading with a quote, a statement that is either declarative or provocative, a list of attributes, or your mindset at a key point in time.
- Keep in mind, this section is a keyword-searchable field and can be a rich source of keywords for recruiters seeking candidates.



## CONTACT AND PERSONAL INFORMATION

- Include LinkedIn profile URL (edited for easy search), websites, phone number, email, Twitter, IM/Skype and any additional relevant contact information.

### OLIN IMAGERY IS ALSO AVAILABLE FOR YOUR USE HERE:

- <https://olinwustl.campusgroups.com/omc/logos-and-templates/>



## WORK EXPERIENCE

- List the jobs you've held, even if they are part time, along with what you've accomplished in each.
- The position title is limited to 100 characters. The description of your experience should be optimized to include keywords for the types of roles you are seeking. Integrating multimedia is a plus.

# STORY: LINKEDIN PROFILE

LinkedIn is an essential networking tool to use throughout your career search process. It offers instant access to key contacts, networks, jobs and industries. Additionally, it enables your contacts to see what people and groups you have in common, assisting in building your network connections and maximizing your membership in relevant professional groups.



## EDUCATION

- List all the universities you have attended, including summer programs. If you lack a significant amount of experience, using course-based keywords helps position you in a certain area. There is a separate section for coursework, but you are encouraged to list key coursework in both areas.
- Include any examples of leadership in extracurricular activities.



## VOLUNTEERING EXPERIENCE AND CAUSES

- Incorporate all the activities that help define you and what you're passionate about, as well as the social and personal causes that drive you.



## FEATURED SKILLS AND EXPERTISE

- Since you can list up to 99 skills, list as many of your skills that would be listed in job descriptions as you possibly can. CareerLeader has a resource with valuable skill keywords listed.
- List your skills in order of importance to recruiters, regardless of endorsements. Your top three skills are most visible and what recruiters see when you show up in their searches.
- You are 27% more likely to be found in a recruiter's search when you add skills and endorsements.



## HONORS AND AWARDS

- List any of your publications, certifications, courses, projects, honors, awards, patents, languages and organizations.
- Add links to any current projects in order to enhance your credibility.



## RECOMMENDATIONS

- Reach out to managers, professors and classmates for recommendations because recruiters find them to be very valuable.
- Recommendations provide a high level of credibility to your strengths and skills.

# ADDITIONAL RECOMMENDED LINKEDIN ACTIVITIES



## KEYWORDS

- For those switching careers or with minimal experience in their desired career field, include any pertinent courses you have taken. They will be considered to be keywords during a recruiter search.



## ACTIVITY AND ACTION

- Spend at least five minutes a day liking and sharing content, including your own personal point of view on others' content, in order to increase your activity.
- Follow companies, websites and general areas of interest relative to your industry.
- Join key groups and follow industry leaders. There are over 1.5 million groups, and you can join up to 100. You can use InMail to contact anyone in a group that you're in for free without having to connect individually.
- Join all groups that relate to your background and your aspirational goals in your industry. Group categories relate to fellow alumni, specific industries, philanthropic pursuits, job functions and different industries. Review each group's membership for academic alumni and contacts. Any posted job opportunities will then appear in your feed.



## CONNECTIONS

- Aspire to make over 500 connections, including alumni classmates, professors, staff and employers. Be open and outgoing.



## ADDITIONAL TIPS

- Complete your profile! Users with completed profiles are 40 times more likely to receive opportunities.
- Minimize your use of adjectives and maximize your use of verbs. Study profiles of others in the field you are targeting to see what type of tone and wording are common in your industry.
- Personalize your profile's URL by going to the "Edit your public profile" section in your account and privacy settings.



## EXAMPLE PROFILES

**DEVISHREE S RAHA** – MBA Candidate 2021

- <https://www.linkedin.com/in/rahadevi/>

**EMILY RODRIGUEZ WENO** – MBA/MPH Candidate 2021

- <https://www.linkedin.com/in/emily-rodriguez-weno/>



## REVIEW WILLIAM ARRUDA'S RECENT ARTICLES IN FORBES *(personal branding and LinkedIn guru)*

- "LinkedIn – How to Write a Stellar LinkedIn Summary"
- "15 Things You Need to Know about the New LinkedIn Interface"

# Your career is calling.

**THIS IS AN EDITABLE DOCUMENT!**

Please fill out all response fields and then schedule an appointment with your MBA Career Coach.

[olincareers.wustl.edu](http://olincareers.wustl.edu)

**CLICK HERE**

to view the resume/LinkedIn profile guide

