ThinkLA

# Industry*Accelerator*

## Career Bootcamp

*Guidebook*

# Follow the guidebook to accelerate your career.

# Industry Etiquette

## Overall

**DO's**

- Always find out what the dress code is and, if in doubt, dress more formally than you normally would
- Manage workload and process
- Be accountable for your work and the work done from direct reports

**DON'TS**

- Finish a project and quietly wait for the next assignment
- Use obscenities

## Meetings

**DO's**

- Pay active attention
- Take notes of things you don't know or understand so you can ask your manager/supervisor questions after the meeting
  - Ask questions if it adds value to the conversation
- Be on time

**DON'TS**

- Check your phone during meals and meetings. Instead keep phones off or on vibrate and pay attention to and engage those around you
- Showoff, but be engaged
- Leave early or use the restroom unless absolutely needed

## Industry & Company Events

**DO's**

- Use this time to network and build relationships
- Remember that you represent your company
- Be on-time to work the following day

**DON'TS**

- Overdrink
- Spread company gossip the next day
- Be late or call in sick the next day

## Office Culture

**DO's**

- Be mindful of how loudly you talk
- Dress appropriately at all times

**DON'TS**

- Gossip
- Over-sharing about your own personal life should be avoided

## Email

**DO's**

- Utilize a professional tone
- Check your grammar and spelling
- Use "reply all" sparingly
- Know your audience and tailor your message

**DON'TS**

- Write like you text
- Use excessive emojis, abbreviations, or exclamation points
- Send one word responses (Ok, Thanks, etc.)

# Online Meeting Etiquette

## Video Conferencing

1. Set up your space (quiet space, headphones, camera angle, lighting).
2. Dress how you would for an in-person meeting, and make sure to follow your workplace's dress code.
3. Test your video conferencing software before the call, especially if you've never used it before.
4. Mute your side of the call if you're not speaking.
5. Wait for a few moments of silence before speaking up in case there's a sound delay.
6. Be attentive and engaged during the call. As tempting as it is, try not to do any other work or read articles or send emails.

# Industry Roles & Responsibilities

## Creative & Publishing Services

- **Editorial:** Responsible for the content output of their respected publication. To cover the various stories, they assign staff journalists or freelance writers. They review the stories and edit them for factual accuracy. Editors may also take responsibility for copy editing stories.
- **Production (Broadcast, Digital):** Once an advertising idea is ready to be made, the Production team takes the lead, no matter if it is videos, radio, television or integrated productions. They are responsible for the day-to-day management and smooth operation of finding vendors, providing cost estimates, and leading the agency team through the full process.
- **Creatives:** Responsible for coming up with ideas for the advertising. They often work in pairs, comprised of an Art Director (or Designer) and Copywriter.

## Media Planning, Strategy and Operations

- **Account Planning and Services:** Advertising account planners work closely with agency account management and creative staff, producing briefs to ensure campaign ideas and strategies are effective and targeted to the right audience. They establish the goals and objectives, target audience, message and tone in which the campaign should be delivered. Planners define how a particular strategy can help a client add value to their business, and inspire creative teams to create advertisements in order to achieve this.

- **Strategy and Media Planning:** This team is responsible for working with the clients to understand the business and media objectives and create the strategy behind the media investment. Once the strategy and objectives have been set and approved by the client, the strategy and media planning team works with the investment teams to plan and monitor overall media spend.
- **Media Investment (Television, Audio, Print, Outdoor, Search, Social, Programmatic):** The Media Investment teams are masters of their respective media, owning the spend and providing insights into how to best utilize their respective media for individual campaigns. The Media Investment teams work with the strategists and media planners to monitor media throughout the flight of a campaign.
- **Operations, Finance, Talent:** Might include Executive Assistants, Administrative staff, Revenue Analysts, Legal, Business Affairs specialists & other niche roles specific to the company. Business Ops will oversee the company's success by ensuring safety & financial health. Finance specialists handle billing & invoicing as well as ensuring proper documentation of all business interactions. Talent drive recruiting efforts and Human Resources programs.

# Technology & Development

- **Product Management:** The product manager is a role within technology that is responsible for the development oversight of a company's products to solve for specific customer problems. Product managers own the strategy behind the product and specify the required features for the development team to work with.
- **Development and Engineering:** Responsible for the development and implementation of a company-wide go-to-market product plan, working with all departments (primarily Development/Engineering, Operations, Marketing Communications and Sales) to execute. Engineering is often a brand of product, directly responsible for designing, developing, implementing and testing technical solutions based on client and business requirements.

- **Business Systems Analyst:** The Business Systems Analyst is responsible for understanding both the business and technical requirements of a product, and bridging communications between the business (e.g. planning teams, investment teams, etc.), and the developers.
- **User Experience Design:** Responsible for working with the developers and product teams to inform how users will interact with the final product. Professionals in User Experience will employ a variety of tools and methodologies such as ethnography to understand user desires to better refine their experience.

# Marketing Sciences & Measurement

- **Audience Development:** The audience development team works closely with the client and planning teams to define the audience the campaign will be targeting. The Audience Development team uses Nielsen planning tools to understand audience behavior to help inform strategists how to understand how to best approach audience members through media
- **Reporting and Measurement:** This team is responsible for working closely with the investment and planning teams for the creation of reports to measure the health and performance of the campaigns. These reports often help strategist inform how to make optimizations mid-flight and understand lessons learned once campaigns are complete.
- **Data Science and Analysis:** The Data Science teams often work closely with the product and engineering teams to develop tools for advanced analysis in the fields of machine learning and predictive analytics. Team members often utilize languages such as Python and R to collect, refine, and organize extremely large datasets for analysis.

# What to Include in a Resume?

## Personal Information

Full Name

City, Telephone Number, E-Mail, LinkedIn Profile

Developers: Include Github or online portfolio links

Creatives: Include personal website or online portfolio links

## Education

Name of Institution and City

Year of Graduation / Expected Year of Graduation

Major(s). Include Minor(s) / Concentration if applicable

Optional

- Fellowship
- Scholarships, Awards, Honors

## Work Experience

All experiences should list position, location, employer's name, and year(s) this position has been held.

Reverse chronological order (most recent position is listed first)

- Current roles should be written in active present tense
- Past roles should be written in active past tense

## Leadership Experience

Reverse chronological order (most recent position is listed first).

Include leadership roles within college or university, community organization leadership, and volunteer experiences.

# Skills & Qualifications

Focus more on hard skills (e.g. computer languages, software packages, etc.)

# Optional Sections

### Personal Projects

- If applying for a developer or analyst type of role, personal projects can be a great way of displaying urgency and a basic mastery of foundational skills
- Personal projects should be formatted and treated similarly to your Work Experience or Leadership Experience

### Interests

- Include interests that show your authentic self and ideally are wholly separate from the industry / position you are applying for

### Languages

- Organize as a clear list, denoting fluency level

# References

Do not list your references directly on your resume. References are not typically required for most applications. If required, companies will explicitly notify applicants to gather their references during the application process or after initial interviews. If prompted, identify 3-5 previous employers and/or faculty members to have at the ready, including their name, title, organization, and contact information (telephone and email).

Be sure to ask each person before providing their name. And it is always courteous to give them a heads-up when you have given their name to a prospective employer.

# Resumé General **Guidelines**

**As the first impression, the goal of the resume is two-fold:**

1) to immediately catch the reader's attention, and then

2) entice the hiring manager to continue reading and interested in an interview. A winning resume can grab a manager's attention by utilizing numbers (e.g. percentages, dollars, etc.) to signify impact, and paint an accurate story of your role in resolving a business situation.

But how do you create strong hooks that grabs attention? By following any simple framework, you can consistently craft strong narratives that describe your actions that drove results:

- STAR (Situation, Task, Action, Result)
- CAR (Challenge, Action, Result)

**You can also think of the following format as an outline for each bullet point: "Achieve(d) 'X', measured by 'Y' by implementing / doing 'Z'"**

### Work Experience

| BEFORE | AFTER |
|---|---|
| Manage a series of campaigns and manage a team of two junior associates | Manage local campaigns ($5,000+) and managed a team of two junior associates |
| Improve monthly budget check process to review me-dia spend over the past month | Slash budget check process length by 2 days by streamlining the master budget template |
| Create various deliverables for the client | Educated client on agency programmatic capabilities by creating and providing presentation deliverables |

## Extracurricular Activities

| BEFORE | AFTER |
|---|---|
| Served as Treasurer of university film club | Fundraised $500 by reinvesting $350 of annual film club budget for shooting, selling, and marketing of stock footage online |
| Reduced wasted and broken equipment in university labs | Slashed lost / broken equipment rate by 37% through implementation of online learning resources made freely available for students |
| Researched overall university resident satisfaction of building safety and cleanliness | Raised university resident satisfaction rate by 12% by placing additional garbage cans and sanitation wipes throughout common areas |

## Résume Guidelines

| DO | DON'T |
|---|---|
| Begin your bullet points with an active verb | Begin bullet points with words in the wrong tense |
| Quantify results as much as you can | Leave vague phrases that describe nothing about your impact |
| Explicitly state your action, process, or implementation | Keep vague statements that don't paint a clear picture of what you achieve |
| Use the same keywords from the job description in your resume | Endlessly list skills that are not applicable to the role you are applying for |
| Always spell check and review for grammatical errors | Submit a resume that is riddled with spelling and grammatical errors |

# Cover Letter

In addition to the resume, some applications may also require a cover letter. The purpose of the cover letter is to understand the applicant within a wider context through a more detailed look at a previous experience, personal passion, or unique characteristics that draw you to the company.

### Salutation

### First Paragraph - Introduction

- Brief introduction about yourself, how you found this role, and a brief introduction of what you will cover in the upcoming paragraphs

### Second Paragraph – Defining Motivation

- In this paragraph, you should define what specifically motivates you to want to work for this company.
- At this point, you should bring in your research about the company and highlight the most important points that you strongly identify with (e.g. strong commitment to employee growth, commitment to the environment through sustainability initiatives, etc.)

### Third Paragraph – Demonstrating Motivation

- Once your motivation has been established, corroborate your research points with a personal experience that demonstrates your commitment and desire to work for this company

- For example, if you are interested in community volunteer work and your research shows that the company you are applying to supports internal philanthropic initiatives, it would behoove you to cite your volunteer experience as a talking point in your cover letter

**Fourth Paragraph – Conclusion**

- Summarize your story so far – why do you want to work at this company and what demonstrates your desire for this role?

| DO | DON'T |
|---|---|
| Allow your authentic personality to shine through in your resume | Sound robotic or maintain an overtly professional written voice |
| Write about something that you're either proud of or most passionate about | Regurgitate information that is already present in your resume |
| Talk about experiences that are not currently on your resume, so long as it communicates the commitment or desire for this specific role | Ramble about multiple different subjects to pad your cover letter or list of achievements |
| Keep your cover letter to a maximum of one (1) page | Write more than one page for your cover letter |

*The following page includes a resume example, with borders shown to visualize how to wireframe a resume on word document. Once it's complete, you can simply remove the borders before printing and saving as a .PDF file.*

**Full Name**

City, State | Email | Cellphone | LinkedIn | GitHub | Portfolio Website

## WORK EXPERIENCE

| **Company Name** | Los Angeles, CA |
|---|---|
| Role | Nov. 2019 – Present |

- Create OOH and Radio media recommendation scenarios ($50,000 – $200,000) for local campaigns
- Ensure timely national campaign ($6,000,000+) launches by leading creative asset management across all stakeholders
- Manage billing process for 40+ regional campaigns ($2,000,000+ Total), lead client communications, and manage vendor & internal OMG finance team relationships to resolve payment conflicts
- Train and manage a team of 6 Associates to work with Print partners for buying and administration of ad hoc legal notice client requests ($0 – $1,000)
- Collaborate with media partners to facilitate buying and execution of smaller, regional campaigns ($0 – $20,000)
- Review and correct monthly media billing reports totaling $2,500,000.00+ across local, regional, and national campaigns

| **Company Name** | Sacramento, CA |
|---|---|
| Role | Sep. 2017 – Jun. 2019 |

*Lead PMO Analyst*

- Managed a team of three junior analysts to complete collection of status metrics and other assignments
- Led development and distribution of critical client deliverables
- Prepared weekly statuses and agile project KPIs for executive client leadership
- Educated and trained 50+ clients on agile methodology, project tools, and project tool implementation

*ETL Functional Analyst*

- Facilitated the Extract, Transform, Load (ETL) process for multiple data conversion test runs of nationwide health insurance information to validate data mapping for a successful production code drop
- Captured Build requirements and drafted user stories through interviews with IT/business stakeholders
- Drove mapping discussions by coordinating sessions between business stakeholders and IT resources
- Reported workstream KPIs and migration status to internal leadership

*PMO Analyst*

- Maintained Waterfall/Agile hybrid project plan and reported status to senior leadership on a weekly basis
- Assisted with audit of both internal and external JIRA project risks, issues, and dependencies across 10+ project streams

| **Company Name** | Los Angeles, CA |
|---|---|
| Role | Jun. 2016 – Sep. 2016 |

- Created 10 draft project road maps for global IT projects to support fiscal year portfolio management
- Tracked and closed nearly 100 global IT Incident, Change, and Request Orders on the Global Help Desk System to provide project support and maintain business-as-usual operations
- Entered legal entity set ups into the company Oracle database for nearly 300 intercompany customers to provide support for a major acquisition project

## SKILLS

Advanced: Tableau, JIRA, MS Project Pro, MS Excel, MS PowerPoint, MS Word, MS Access
Proficient: Adobe Photoshop, Adobe Lightroom, Wordpress, Drupal
Foundational: Google Analytics, Google, Amazon AWS, Python, SQL, HTML5, CSS3, Bootstrap

## EDUCATION

Name of University
Degree, Concentration/Emphasis, GPA

# Job Search

## Your Own Network

Leverage university resources by exploring campus job portals and attending career fairs.

Leveraging free industry resources

- Job Boards
- **ThinkLA**

## LinkedIn

**Setting Up Your Profile for All-Star Status**

LinkedIn provides an easy way to gauge the strength of your profile based on how much of your profile has been completed. The initial goal for your LinkedIn profile is to reach All-Star status by completing the below parameters for your LinkedIn profile. Obtaining an All-Star status on LinkedIn makes it easier for you to be seen by recruiters, as users that have this profile status are 40x more likely to be contacted by one!

1. **Use a professional headshot photograph**
2. **Draw attention with a powerful headline**
3. **Create a descriptive summary section**
4. **Add at least one job under Work Experience**
5. **Include your college information**
6. **Add a minimum of five skills**
7. **Increase your network to a minimum of 50 connections**

**Find Jobs Through LinkedIn's Job Search Function**

- Utilize the Job Search function to research roles that are similar to the position you want to familiarize yourself with the skills and knowledge needed to succeed
- If the job poster's information is available, don't be afraid to directly message them to

introduce yourself and ask questions about the role and what they're looking for!

## General Search Tips

### Aim to Create Genuine Connections Through LinkedIn

Reach out to professionals on LinkedIn that you believe may have a genuine connection with! This may include professionals who may have mutual connections, similar interests, or career paths that you may be interested in!

### LinkedIn Profile Analytics

Utilize the LinkedIn dashboard to review data about your profile and gauge how well you're attracting people organically.

### Interact often with your Network to Maximize Reach

Interactions such as commenting on posts and writing your own articles are the main drivers of reach; comment on other posts often to ensure your voice and profile is seen!

Join groups and communities in your general area of interest to further expand your potential area of reach.

# Interviews

## Interview Formats

**Behavioral**

Behavioral interviews seek to understand the candidate's work behavior and discover how they have acted in previous employment-related situations to predict how they would potentially function as part of the team.

Interviewers may pose hypothetical situations in the workplace to test a person's ability to work with a team, communicate roadblocks, and resolve interpersonal disputes. In addition to understanding a candidate's working patterns hiring managers may also seek to assess culture fit and the candidate's knowledge of the company or industry.

**Case Interview**

Case interviews challenge interviewers with a hypothetical business situation that they must investigate and solve within a short span of time. The business situation is typically based on a similar case study that the company has worked on in real life.

Throughout the case study, interviewers typically assess the candidate's ability to work through a real-life business situation by testing their ability to organize their thought process, understand the core issues, and communicate their logic and reasoning.

**Technical Interview**

Technical interviews seek to understand the candidate's technical ability, usually by means of a coding exercise. Candidates are typically screened with take-home exercises and in-person whiteboarding sessions in which they must troubleshoot and write code in front of the hiring manager.

# General Interview Advice

## Online Interviews

- All of the standard interview rules apply: make sure you have appropriate interview attire, arrive on time, etc.
- Prepare the video background; ensure that it is clear of any messes that may make a bad impression
- Ensure that you are facing any major sources of lighting to prevent dark silhouettes cast over you
- Always aim to hop into the chat room/conference call at least five minutes earlier to do quick microphone and camera checks

## Prior to the Interview

### Research

- Review the company's website and materials to understand what the company does, what they offer, and what their culture is like
- When possible research your interviewers on LinkedIn to better understand their backgrounds and create specific, pointed questions
- Speak with the recruiter to understand what type of interviews to expect and how many rounds there may be
- Don't be afraid to reach out to the recruiter and ask what kinds of questions and interview formats to expect! Recruiters will generally provide you details of what to expect and prepare for before you walk into the interview.

### Practice

- Review your submitted resume thoroughly, and rehearse potential answers for any questions that may come up during the interview regarding your work experience
- Rehearse by yourself, with a friend, or in front of a mirror to become comfortable with you answers
- For case studies and technical interviews, the best way to get better at them is to practice them! While they are best done with an interview buddy, it is always helpful to review frameworks and technical concepts to ensure they are fresh in your memory.

### Day-of Preparation

- Always bring extra copies of your resume with you
- Bring a notepad and a writing utensil for notes (especially for case interviews)
- If you have business cards, be sure to take those as well as a convenient form of contact information
- Have questions ready for all individual interviewers, especially if the questions are based off your own online research
- Map out your route ahead of time, and plan to arrive approximately fifteen (15) minutes early to account for traffic.

## During the Interview

### Genaral Advice

- Practice your 'Executive Presence.' Sit upright with proper posture, maintain eye contact, and speak confidently and clearly about your own experiences and knowledge
- Remain attentive to find opportunities to ask follow-up questions on what the interview has told you

- Use open body language (e.g. hand gestures, arms out in front of you) to communicate openness, friendliness, and cooperation

### Potential Behavioral Interview Questions to Expect

- What do you currently know about this industry so far?
- Why are you interested in this industry? In this company?
- Can you talk about a time where you had to deal with conflict in the workplace?
- Can you describe a difficult work situation you had to overcome and how you overcame it?

### Sample Interview Questions to Ask

- What are some qualities you look for in a candidate?
- How would you describe the culture at this company?
- What are some of the hardest things about this job?
- What do you like to do outside of work?

# Post-Interview

- Once the interview ends, be sure to thank the interviewer for their time!
- If possible, send a follow-up email to the recruiter/hiring managers. Reiterate your interest with the company and resurface a talking point during the interview to show your attentiveness and eagerness to learn more!
- Follow up with the recruiter to understand next steps, if applicable (e.g. extra rounds, references, timing, etc.)
- Relax! What’s done is done – there is no time to worry about what could have been!

# notes.


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