

# MARKET YOUR EXPERIENCE TO VIRTUAL POSITIONS DURING COVID-19

## *A Survival Guide*

If you're currently seeking an internship or job, chances are that it will be remote. Fortunately, your Rollins experience has prepared you for such roles. This guide will help you market yourself effectively for the virtual work environment as well as provide search tips.

### **Make Your Application Stand Out**

- Ask for informational interviews from company representatives.
- Network with company employees to express interest in a position.
- Use relevant keywords on your application materials 2-3 times to get by Applicant Tracking Systems (ATS).
- Highlight work that you have done independently and/or with limited supervision, for example independent research projects.
- Emphasize your NACE transferable skills, especially your digital technology skills.
- Provide work samples through platforms like LinkedIn or an online portfolio.



### **Emphasize Transferable Skills**

Even in the virtual environment, employers seek the transferable skills identified by the [National Association of Colleges and Employers](#) (NACE). At Rollins, you have had the opportunity to develop and demonstrate these skills through your curricular in co-curricular activities. Use the library of [Market Your Experience guides](#) to help you market these experiences on your application materials as you prepare to apply and interview.

As you prepare your applications, highlight your ability to do the following:

- Use synchronous meeting platforms (Webex, Zoom, Google Hangouts, etc.).
- Collaborate with group members virtually for class projects and other activities (for example, SGA) synchronously or asynchronously.
- Work with teams on shared files through Office 365, Google Docs, cloud, etc.
- Troubleshoot computer, camera, speakers, microphone, etc.

## Optimize LinkedIn

Once you have a good profile, use keywords to attract recruiters:

- Headline: Edit your headline to let recruiters know exactly what you are looking for. For examples, check out this [LinkedIn Headline & Summary Worksheet](#).
- Experience: Write your experience section to include keywords from job descriptions you are interested in.

## Find Current Positions

- Search for the latest postings on Handshake: [Handshake](#) > Jobs > Filter > Labeled by your school > “Posted During COVID-19.”
- On external job boards, search by the date of position postings; if a posting is recent, then the company is most likely still looking for new candidates.
- Attend virtual employer sessions and career fairs: [Handshake](#) > Events.
- If you are interested in a position but are unsure whether it is still active, search the company’s website or LinkedIn to see if updated information is available.
- Reach out to your networking contacts to find out more information about a company’s current hiring timeline.
- Use the website [Candor](#), which updates the hiring status of many companies.
- Check out the LinkedIn thread titled “Here’s who’s hiring right now”; employers are using #hiringnow to get their posts on this thread.

## Prepare for Interviews

- Prepare for a virtual interview by trying a mock interview using Big Interview: [Handshake](#) > Career Center > Resources > Big Interview.
- During the interview, avoid statements that would give the impression that you are interested only in the perks of virtual work and not the position itself.
- Be prepared to answer behavioral interview questions about how you have responded to specific situations.
- Use the [STAR method](#) to structure your responses (Situation, Task, Action, Result).
- Use a variety of experiences (for example, coursework, internships, employment, athletics, leadership, etc.) to answer questions.
- Don't make negative statements about employers, supervisors, and colleagues.

## Connect with CCLP

The CCLP remains committed to helping you with your career plans.

- Schedule one-on-one appointments with CCLP staff through [Handshake](#). Appointments will take place via Webex, phone, or Skype.
- Check out the [CCLP Resources Page](#) for more information about searching and applying for jobs, internships, and graduate school.

