

## Professional Development Checklist:

### Update / Create your Resume

Pull out the references, the work experience, and take some time to sit down and pull it all together, make your resume SELL YOU. Original design (anything but the Microsoft Word Resume Wizard) - is a plus.

**Visit the Walk-In Resume Clinic**, provided by the AACD (Wilson 3<sup>rd</sup> Floor), graduate assistants will sit down and critique your resume, and even help you rewrite that pesky objective sentence! **"Blowback"** - In a tight job market, creative and original resume design is so important. Redesign a layout and style for your resume – personalize it for every different employer that you send it to.

### Create a Professional Portfolio - Pull together design pieces, marketing/advertising campaigns, program promotionals, writing samples, and evidence (either publicity, photos, or short descriptions) of how your work was used or presented.

**Perfect your work.** Rework designs or writing samples in your portfolio that you feel need improvement. If it isn't a great piece, and if it doesn't sell your talents & skills...get it outta there!

**Make new pieces** ...and have fun with it this time. Create some pieces for your portfolio that show what you truly love to do – exhibiting your natural strengths & talents. Make stuff up if you have to, an imaginary communications campaign, anything – to show that you act upon what you have learned in college.

**Professional Printing always looks better** ...and if your projects look good, you look good. Put some time and a little space change into a Kinko's account and get your portfolio looking pro.

**But CDs are cheaper!** Make an interactive CD-ROM for your resume and portfolio using MS powerpoint! Using hyperlinks, a scanner, and a cd-burner, you can make one kick-butt digital resume, sure to impress any employer – and cds cost about a dollar a piece!

**For more up-to-date ideas**, visit the 5<sup>th</sup> floor stacks in Carrier Library. There you'll find design annuals that can give you some award winning design ideas for your own portfolio.

### Make the Most of Your Internships & Jobs – Go into that internship / job focused on making the most out of it – in every way, connections, resume builder material, portfolio projects, etc. Don't just be the ordinary little intern that makes copies and coffee. Did you get the memo? – you can make a lasting impression on that company, and have them recommend you for jobs in the future.

### Volunteer for Internships – If you couldn't get a paid internship, or one at all, consider volunteering at a business related to your major. You can still count it as an internship on your resume and your ambition will shine like platinum! (Example: go to your local courthouse. Ask if they would like any volunteer help with marketing/pr/graphic design. Most companies are so impressed, they may reward you with a nice stipend (\$\$\$) in the end.

### Temp Agencies can Help – Still can't find an internship / job? Go talk to the staff at a local temp agency – they can provide you with little jobs that match your interest and skills, so you can get paid while you're still searching for that perfect job/internship.

### Work Your Connections! – Talk to relatives, friends, friends of friends, parent's coworkers, neighbors, everybody. Mention to them what you're trying to accomplish with your major, and starting your career, and see if they can help (in a nice way of course!) Focus on what you can accomplish with the resources you have available. (This is also a great excuse to go out and party a little – to network and make new connections!)

- ❑ **Learn a New Program** – The more computer programs you can handle, the better. Employers love to hire people that are fluent, flexible, and experienced in a variety of programs. If you haven't learned Quark/Illustrator, Photoshop, and the Microsoft Office Suite – learn those first. For the more advanced, try out Front Page, Director, iMovie, SPSS, Oracle, HTML code, PageMaker, etc.
- ❑ **Learn How to Design & Communicate with the Web** – If you can design a webpage and Create it, you are that much more likely to be snatched up by companies when it comes to job search Time. If you have the time pick up *Web Design for Dummies*, or Jakob Nielsen's *Designing Web Usability* and help yourself!
- ❑ **Think of Ways You Could Make JMU-AWC Great in the Future!** – Fundraising, membership, shadow days, career opportunities, networking happy hour, clinics, speakers, special events, new members, issues to address, club connections, special trips, charity involvement, social events... your involvement is what makes this organization great! 😊
- ❑ **LSAT, GRE, GMAT Time!** – Are you graduating soon? Would you rather pursue graduate studies than a job in the field? Kaplan tests are being taken in the fall and spring, and any free time you have is the best time to prepare. LSAT, GRE, GMAT study help books are available online at [www.kaptest.com](http://www.kaptest.com).
- ❑ **Create a Quick Cover Letter** – Write the good-for-all cover letter to attach to your resume or other papers. Using the websites provided, come up with a cover letter that will work in any situation, or one that can easily be edited for any company. When time runs short, you can save yourself some stress with this pre-made letter.
- ❑ **Sign Up & Check Up on MadisonTrak!** – Madison Trak is a program provided through AACD that serves as a database where you can post your resume, sign up for Mock Interviews, check up on job opportunities, employers that are visiting campus, and any career-related events that are going on at JMU. [www.jmu.edu/career](http://www.jmu.edu/career)
- ❑ **Get Hooked Up with Student Employment Advising** – Log on to [www.jmu.edu/stuemploy](http://www.jmu.edu/stuemploy) for job announcements and student employment applications for Harrisonburg, Staunton, and campus jobs. Contact Denise Meadows (568-3269) at [meadowdr@jmu.edu](mailto:meadowdr@jmu.edu) for more information.
- ❑ **Visit a Local Career Fair** – If the annual career fair at JMU didn't work out so well, go to one somewhere else – especially if you want to live in a certain area, a job fair will bring together many employers looking for help. Websites like [brassring.com](http://brassring.com), [careerconferences.com](http://careerconferences.com), and [professional-exchange.com](http://professional-exchange.com) all have listings for fairs in any area nationwide. These are great if you want to find out more about the business world, or other employers – and to see what your competition is like in the job market!
- ❑ **Check out the AWC Website** – See the nation-wide professional organization that you are a part of! Keep up to date on current organization issues, dates, and programs going on at [www.womcom.org](http://www.womcom.org).
- ❑ **Plan Out Your Class Schedule up to Graduation** – Explore how much time you have left in your college career and see if its possible to pick up a job, another minor that would make you a better communicator, and to see what else you can do with the time you have left! Getting involved in AWC is a great first step!

- ❑ **Read Professional Publications!** – Books, magazines, newspapers, professional journals, read it all! Know the trade magazines that are related to your field – they will definitely help you in any major project or job search. For those of us who would rather not read, design annuals are the next best thing – they're all pictures! Keep up to date with the trends in the industry, major news, job openings, and the major players in any industry. See the Professional Publications AWC handout for more details.
  
- ❑ **Surf Like You Were Born to Do It!** – Even better than the hassle of obtaining professional publications, is to get them online! Career information, resources, internships, and much more is at your fingertips. Here are some great sites that are definitely worth a good look;

**JMU Career Information;**

- [www.jmu.edu/career](http://www.jmu.edu/career)
- [www.jmu.edu/stuemploy](http://www.jmu.edu/stuemploy)

**Resume & Cover Letter Help;**

- [www.careerbuilder.com](http://www.careerbuilder.com)
- [www.freep.com/jobspage/toolkit](http://www.freep.com/jobspage/toolkit)
- [www.collegeview.com/career/job\\_hunting](http://www.collegeview.com/career/job_hunting)

**Career Resource Sites**

- Career Choices, [www.jobweb.org](http://www.jobweb.org)
- Career Magazine, [www.careermag.com](http://www.careermag.com)
- Career Mart, [www.careermart.com](http://www.careermart.com)
- Career Planning Process, [www.bgsu.edu/offices/careers/process](http://www.bgsu.edu/offices/careers/process)
- Career Resource Center, [www.careers.org](http://www.careers.org)
- Catapult, [www.jobweb.org/catapult/catapult.htm](http://www.jobweb.org/catapult/catapult.htm)
- Job Options, [www.espan.com/edp/plsql/](http://www.espan.com/edp/plsql/)
- Monster Trak, [www.monter.com](http://www.monter.com)
- Career Conferences, [www.careerconferences.com](http://www.careerconferences.com)
- Reference Now, [www.referencenow.com](http://www.referencenow.com)

**Internship Sites**

- Idea List (non profit orgs.), [www.idealists.org](http://www.idealists.org)
- Intern Net, [www.vicon.net/~internet/](http://www.vicon.net/~internet/)
- Smithsonian Intern Opportunities, [www.si.edu/ofg/resopp.htm](http://www.si.edu/ofg/resopp.htm)
- Washington Intern Foundation, [www.interns.org](http://www.interns.org)

**Career Newsletters**

- Adweek On-Line, [www.adweek.com/careernetwork/index](http://www.adweek.com/careernetwork/index)
- Design Sphere Online, [www.dsphere.net/b2b/directory](http://www.dsphere.net/b2b/directory)
- Diversity Journalism Job Bank, [www.newsjobs.com](http://www.newsjobs.com)
- Academic Employment Network, [www.academploy.com](http://www.academploy.com)
- Advertising and Media Jobs, [www.nationjob.com/media](http://www.nationjob.com/media)

***Professional Publications/Journals***

*Not like you need one more thing to read at school...but this one counts big.*

It's online and offline. In magazines and newspapers. In the library, or your mailbox. Even better, it can be free – and online. Almost all of the following links lead you to the free network of jobs, industry information, tips & tricks of the trade, or a good laugh (when you're in that boring computer lab class, and you can't find anything else to do). No doubt this is a major benefit – just get yourself a computer, a connection, and let's go.

***The Top 10 Reasons You Should Read Professional Publications & Newspapers;***

- The New York Times - daily e-newspaper [www.nytimes.com](http://www.nytimes.com)
- Washington Post – jobs & market information [www.washingtonpost.com](http://www.washingtonpost.com)
- Dow Jones Interactive – info about any company publications, and newsstand <http://askdj.dowjones.com/>
- Creative Pro – job classifieds, articles, tips [www.creativepro.com](http://www.creativepro.com)
- Creative Assets – connects you to needy employers [www.creativeassets.com](http://www.creativeassets.com)
- Guru – another job connection, with great tips [www.guru.com](http://www.guru.com)
- Adobe – tips, tricks, and user help for all their programs [www.adobe.com](http://www.adobe.com)
- AdCritic – for some laughs, or creative ideas [www.adcritic.com](http://www.adcritic.com)
- Monster Track – jobs, jobs, jobs, all over the US [www.monster.com](http://www.monster.com)
- AWC Website – keep track with organization issues [www.womcom.org](http://www.womcom.org)

***Broadcasting, Journalism, & Multimedia***

- Editor and Publisher Classifieds [www.editorandpublisher.com](http://www.editorandpublisher.com)
- Diversity Journalism JobBank [www.newsjobs.com](http://www.newsjobs.com)
- Newspaper Jobs page [www.freep.com/jobspage](http://www.freep.com/jobspage)
- Newspapers on the web [www.onlinenewspapers.com](http://www.onlinenewspapers.com)
- The Write Jobs [www.writerswrite.com/jobs/jobs.htm](http://www.writerswrite.com/jobs/jobs.htm)
- Careers in Broadcasting [www.snybuf.edu/~cdc/bro.html](http://www.snybuf.edu/~cdc/bro.html)
- Careers in Journalism [www.snybuf.edu/~cdc/jou.html](http://www.snybuf.edu/~cdc/jou.html)
- International Interactive Communications Society [www.iics.org](http://www.iics.org)
- National Newspaper Assoc. [www.nna.org](http://www.nna.org)
- National Association of Broadcasters [www.nab.org](http://www.nab.org)
- National Press Photographers Association [www.metalab.unc.edu/nppa](http://www.metalab.unc.edu/nppa)
- Assoc. for Multimedia Communications [www.amcomm.org/dev](http://www.amcomm.org/dev)

***Advertising & Graphic Arts***

- Adweek [www.adweek.com](http://www.adweek.com)
- AdAge [www.adage.com](http://www.adage.com)
- BrandWeek [www.brandweek.com](http://www.brandweek.com)
- American Advertising Federation [www.aaf.org](http://www.aaf.org)
- Am. Assoc. of Advertising Agencies [www.aaaa.org](http://www.aaaa.org)
- Outdoor Advertising Assoc. [www.oaaa.org](http://www.oaaa.org)
- Advertising Educational Foundation [www.aef.com](http://www.aef.com)
- Advertising Education Forum [www.aeforum.org](http://www.aeforum.org)
- Comm. Advertising and Marketing Ed. Forum [www.camfoundation.com](http://www.camfoundation.com)
- Trend Watch – graphic arts [www.trendwatchgraphicarts.com](http://www.trendwatchgraphicarts.com)
- The Onion – ad spoofs [www.theonion.com](http://www.theonion.com)
- Advertising and Media Jobs Page [www.nationjob.com/media](http://www.nationjob.com/media)
- Artist Resource [www.artistresource.org/jobs.htm](http://www.artistresource.org/jobs.htm)
- World-Wide Artist Resources <http://wwar.com/employment/>

### ***Advertising & Graphic Arts continued...***

- Core Design News – Core 77 [www.core77.com](http://www.core77.com)
- Adobe [www.adobe.com](http://www.adobe.com)
- Macromedia [www.macromedia.com](http://www.macromedia.com)

### ***Public Relations & Communication***

- Public Relations Society of America [www.prsa.org](http://www.prsa.org)
- International Assoc. of Business Communicators [www.iabc.com](http://www.iabc.com)
- Community Mediation Center [home.rica.net/mediate/links.htm](http://home.rica.net/mediate/links.htm)
- Marketing and Public Relations Journals <http://www.henrystewart.com/journals/marketpr.htm>
- Public Relations Journals Online <http://www.lib.monash.edu.au/subjects/pr/journals.html>

### ***Marketing & Business***

- American Marketing Association [www.marketingpower.com](http://www.marketingpower.com)
- Website Links – Institutions and Associations [http://www.medialive.ie/Engine/l\\_link\\_inst.html](http://www.medialive.ie/Engine/l_link_inst.html)
- International Assoc. of Business Communicators [www.iabc.com](http://www.iabc.com)
- Business Journals [www.bizjournals.com](http://www.bizjournals.com)
- Careers in Business [www.careers-in-business.com](http://www.careers-in-business.com)
- Marketing Jobs Online [www.marketingjobs.com](http://www.marketingjobs.com)
- Direct Marketing Assoc. [www.the-dma.org/](http://www.the-dma.org/)
- Direct Marketing Educational Foundation [www.the-dma.org/dmef/index.shtml](http://www.the-dma.org/dmef/index.shtml)
- DECA – An Association of Marketing Students [www.deca.org](http://www.deca.org)
- Marketing Research Assoc. [www.mra-net.org](http://www.mra-net.org)
- Careers in Marketing [www.calpoly.edu/~mktg/careers.htm](http://www.calpoly.edu/~mktg/careers.htm)
- U.S. Dept. of Labor Outlook Handbook [stats.bls.gov/oco/ocos020.htm](http://stats.bls.gov/oco/ocos020.htm)

### ***Freelance Exchanges & Creative Brokers***

- Aquent – a must see, this site is great! [www.aquent.com](http://www.aquent.com)
- Bullhorn – staffing opportunities and tips [www.bullhorn.com/bullhorntalent](http://www.bullhorn.com/bullhorntalent)
- Coroflot – portfolios and design jobs online [www.coroflot.com](http://www.coroflot.com)
- Creative HotList – a part of the Comm. Arts Network [www.creativehotlist.com](http://www.creativehotlist.com)
- Communication Arts Network – networking opps. [www.commarts.com](http://www.commarts.com)
- Creative Central – free job listings [www.creativecentral.com](http://www.creativecentral.com)
- Elance – managing freelance services [www.elance.com](http://www.elance.com)
- Creative Freelancers [www.freelancers.com](http://www.freelancers.com)
- Media Materials and Articles [www.mediastreet.com](http://www.mediastreet.com)
- Artist Folios [www.artistfolios.com](http://www.artistfolios.com)
- Aquent Portfolio [www.portfolio.skill.com](http://www.portfolio.skill.com)