



Finding your first job in Canada

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Presented By
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Introduction



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Agenda



Research &
Networking



Building your
Brand



Resume
Writing



Interviewing
Techniques

Research and Networking



Laying the
groundwork



Networking



Staying
motivated

Laying the Groundwork

- Look at formal (meetups/groups) and informal (social circle) networking opportunities/Immigration Serving Organizations
- Stay relevant and set expectations; target events related to your interests and people in those spaces
- Make sure your LinkedIn® is updated and detailed
- Elevator pitch also known as your personal value proposition (PVP)



What is Networking?

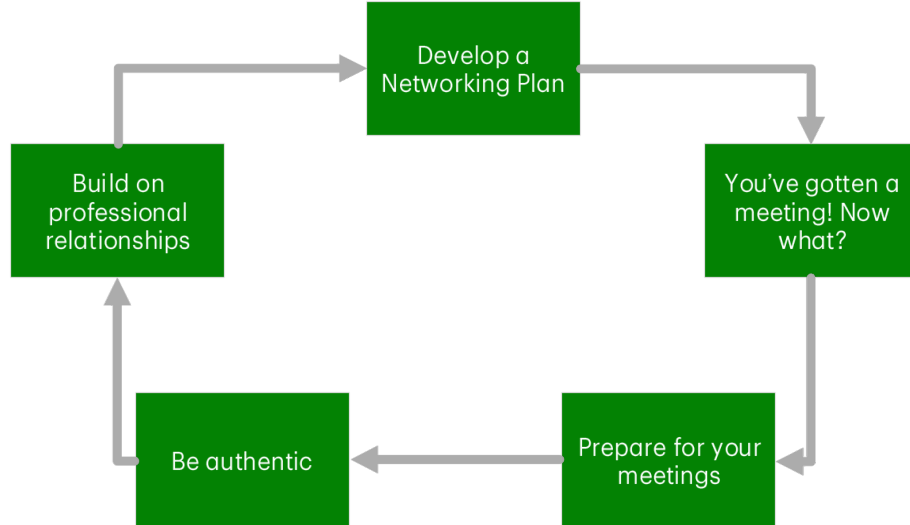
- **"Networking" happens when you meet people and establish and cultivate relationships through regular communication for mutual benefit**

Why is it Important?

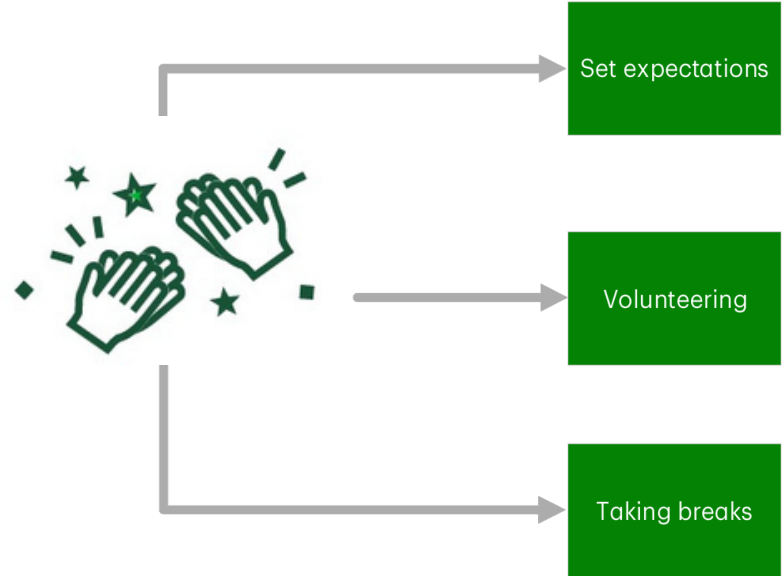
- **Essential strategy for building your career**
- **Discover 'hidden job market'**
- **Visibility in highly competitive markets** (avoid landing in crowded pool of applicants)
- **Provides information about workplace opportunities, the nuances, key stakeholders which will help influence advancement in your search**



Networking



Staying Motivated



Online Personal Brands



What is it?



Creating it on LinkedIn®



Personal brand – What is it?

How would others describe you?

Committed

Approachable

Storyteller

.....

Building your profile

- Use industry keywords in your headline (concise, enticing, factual)
- The "About me" section should describe your passion for your chosen field, how you add value, your strengths and what makes you unique or your {PVP}
- Experience section: Results driven achievements, metrics, data, etc.
- Remember to personalize your profile to expand on your resume and show a little more of your personality



Best Practices

- **Avoid adding designations to your name**
- **Choose a photo that's professional and welcoming**
- **Put your current role in your headline or get creative and come up with an engaging tagline**
- **Customize your LinkedIn® professional networking services URL**
- **Add a banner to make it more professional**
- **Turn your summary into a professional story**
- **Optimize industry keywords**
- **Build your network: Target your audience**



Building your Network

- Stay optimistic
- Be prepared for setbacks: Not everyone is willing to help and not every recruiter responds to their messages (or they may take some time)
- Follow-up
- Also remember to reach out to people in the team: Connect with people beyond the recruiter or hiring manager



Resume

- Clean layout and easy to read
- Two pages max
- Think about the specific job you're applying to and speak to the job requirements
- Avoid spelling and grammatical errors
- Ensure the content is clear and concise
- Quantify as much as possible
- Let's review this one-page resume example, section by section →

Note: Everyone has their own opinions, even recruiters. What I believe may be different from a recruiter at another institution.

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EDUCATION

2010 - 2012
B.S. BUSINESS MANAGEMENT
University of Phoenix,
Phoenix, AZ

2008 - 2010
A.A. HUMANITIES
GateWay Community College,
Phoenix, AZ

KEY SKILLS

Microsoft Office Suite

English / Spanish

Retail Software

Social Media Marketing

Problem Solving

Team Leadership

AWARDS

MAY 2017
EMPLOYEE OF THE MONTH
H & M, Tucson, AZ

PROFILE

Sales Associate with 6+ years of experience in retail environments. Recognized for ability to communicate with customers and provide exceptional service that ensures client retention and positive feedback. Proven ability to increase sales through upselling techniques as well as implement additional processes that drive profitability.

PROFESSIONAL EXPERIENCE

2014 - Present
SALES ASSOCIATE
H & M, Tucson, AZ / 2016 - Present

- Assist an average of 40 customers per day in finding or selecting items, and providing recommendations which have generated a total of \$8K in additional revenue
- Stock, replenish, and organize inventory with accuracy and efficiency, completing task 10% faster than average associates
- Achieved an average of 140% of sales goals for three consecutive months
- Maintain accurate and attractive merchandise displays, ensuring strategic placement of products in order to maximize purchases
- Provide outstanding customer service, receiving 96% in customer service feedback surveys

2012 - 2014
SALES ASSOCIATE
Target / Phoenix, AZ / 2012 - 2016

- Helped an average of 50 customers per day by responding to inquiries and locating products
- Recommended alternative merchandise display styles to management, which were implemented and resulted in a 35% improvement in sales
- Assisted team members when necessary in handling cash registers, organizing inventory room, labeling products, unloading merchandise, and cleaning up
- Aided Spanish-speaking customers, increasing repeat and loyal customers by 30%

Interviewing



Now that you have secured that interview, here are some tips that you can follow before, during, and after the interview



Prepare



Deliver



Follow-Up

Prepare

- **Research the role and organization**
- **Identify key competencies of the role**
- **Know your strengths, accomplishments, and career objectives (i.e. know your brand)**
- **Prepare and practice answers to common and behavioral questions**
- **Formulate 'situation, action and results' (SAR) stories to effectively articulate your accomplishments.**
- **Devise a list of questions to ask the interviewer**
- **Gather strong references**



Deliver



- **Build Rapport – be your authentic self**
- **Use Stories – they're memorable!**
- **Relate Answers to the Position**
- **Be Positive**
- **Be Brief**
- **Virtual Interviews**
 - **Setup early**
 - **Dress for success**
 - **Set the stage**
 - **Have fun!**



Virtual Interview

- A virtual interview is an interview that takes place remotely, sometimes over the phone, but often using technology like video conferencing and other online communication platforms. Virtual interviews are often conducted much the same way as face-to-face interviews. That said, virtual communication requires special considerations and adjustments due to the limited ability to read body language and facial expressions.



Follow-Up

The Thank You note is a great way to demonstrate your excitement and appreciation.

- “Brief” follow-up email within 24hrs
- Thank them for their time and opportunity to interview
- Reinforce your interest and enthusiasm for the role
- Reference something that they seemed quite interested in, to let them know you were attentive and engaged
- Reflect on how your experience and qualifications would fit the needs of the company
- Forward looking statement



Questions?

