

# CAREER PURSUIT STRATEGIES

"Navigating Paths to Professional Success"

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"Navigating Paths to Professional Success"



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# PREFACE

This e-book delves into **Career Pursuit Strategies**, a collaborative effort with colleagues and mentors. Our journey was driven by curiosity and a quest to challenge prevailing perspectives. Along the way, we encountered challenges and revelations that shaped this work.

We extend our gratitude to Politeknik Hulu Terengganu for enriching this book with invaluable guidance and insights. Our aspiration is that this e-book inspires and enlightens its readers.

A decorative purple watercolor splash is located in the bottom-left corner of the page, featuring soft, blended colors and a textured, ink-like appearance.



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# THE INTRODUCTION

Welcome to our ebook on **Career Pursuit Strategies**. In today's competitive job market, success requires more than just resumes. It demands strategic insights into networking, interviews, and digital strategies.

This ebook distills extensive research into practical advice for students. Our goal is to empower you with the tools needed to navigate job hunting confidently.

With actionable tips and real world examples, let's explore successful job hunting together.




# THE OBJECTIVE

This ebook aims to equip readers with practical strategies for navigating today's competitive job market.

Drawing on research and insights from industry experts, it provides actionable advice on networking, interview skills, and leveraging digital tools.

By the end, you'll be prepared to pursue your career goals confidently and effectively.





# 1.1 SYNTHESIZE JOB ADVERTISEMENT



# WHERE WOULD YOU FIND JOB?"

Internet

Newspaper  
advertisements

Professional  
organisations

Company specific  
recruitment services  
and internship  
programmes

Traineeships

Thesis jobs

Recruitment fair

# THE FACTS ABOUT JOB HUNTING



The best way to find a job is to contact the company directly.

Knowing demand types and locations aids your job search.

Your first job may not fully meet your expectations.

Be prepared to take on work outside your field.



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## 1.1.1 PREPARE RELEVANT JOB ADVERTISEMENTS

# INFORMATION CONTAINED IN A JOB ADVERTISEMENT



Job Title

Job Scope

Qualification  
Requirement

Facilities

Name of  
company

How to  
apply

Due date

Contact  
Person



# UNDERSTANDING JOB ADVERTISEMENTS

Understand the  
job's details  
thoroughly.

Understanding the job  
advertisement is crucial  
for crafting an effective  
CV or resume.

**Not doing so** may cause your CV to  
miss the mark, potentially impeding  
your progress.



# HOW THE JOB IS DESCRIBED

All job ads include the company's name, location, and business information.

A large, light purple arrow pointing downwards, connecting the first box to the second box.

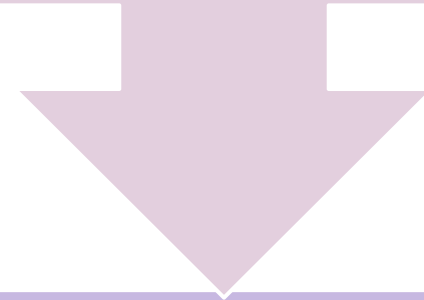
Next, analyze the description to understand if the role emphasizes independent or teambased work.

A large, light purple arrow pointing downwards, connecting the second box to the third box.

The company typically outlines its operations, requirements, and qualifications.

# COMPANY DESCRIPTION AND PHILOSOPHY

Consider the company's statements or job postings; if they mention expansion or advertise multiple positions, it implies growth.



Exercise caution with limited company descriptions; it may not signal a problem. Large, renowned companies often provide less detail due to their established reputation.



# SALARY

In many cases the actual salary to be offered is not quoted.



Many advertisements, particularly for posts in the public sector, give **salary ranges**. This shows interested applicants what their potential would be as well as the starting salary.

Most organizations will **negotiate the starting salary** after they have made a decision **to employ someone**.

# FINDING AN EMPLOYEE



- The requirements :
  - Dynamic
  - Fast learner
  - Selfstarter
  - Proactive
  - Team player
  - Flexible
  - Sense of humour
  - Customerfocused
  - Proven track record
  - Competitive salary and benefits
  - Ability to communicate at all levels





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## 1.1.2 CLARIFY WORDS RELATED TO JOB ADVERTISEMENTS

# THE MEANINGS INSIDE THE JOB ADVERTISEMENT

Ads



- **Stakeholders**

- Stakeholders have an investment or interest in a company or industry.

- **Competitive Salary and Benefits**

- Salary aligns with industry standards or is based on your skills and experience.

- **Flexible**

- Expect evening and weekend work during busy periods, plus occasional travel and overnight stays.

- **Team Player**

- A strong team player adapts to company culture and collaborates effectively to achieve team goals.

- **Proactive**

- A proactive individual initiates change without extensive guidance.

- **Self Starter**

- A self-starter identifies tasks independently and is trusted to lead projects effectively.

- **Proven Track Record**

- Employers seek evidence of your experience. Document your projects and, if applicable, maintain a portfolio of your work.

- **Dynamic**

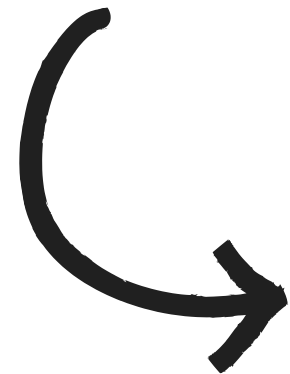
- A dynamic individual confidently tackles new tasks and projects, excels at problem solving, and innovates for improvement.



# REMEMBER

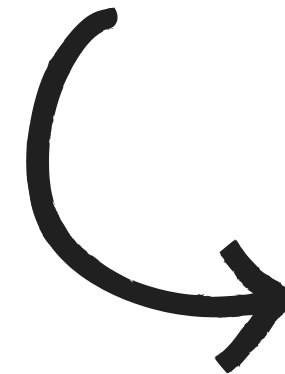


Make **a list of all of your skills**

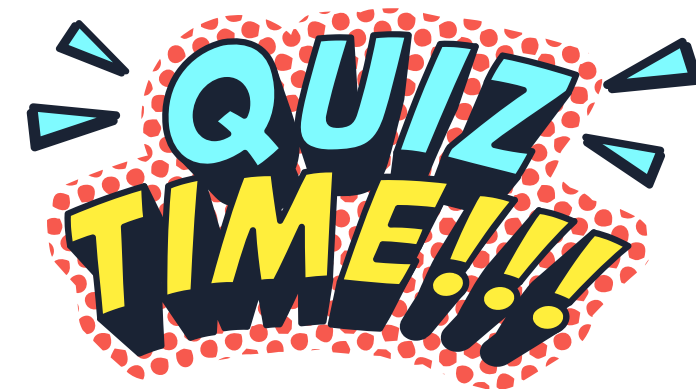


To determine which kinds of businesses and industries **need** them most that will **benefit** from having you and your skills around

It's important the nature of **the job fits your personality and salary requirements**



Otherwise you'll have spent a significant amount of time to find a day job you dread getting up for every morning





## 1.2 PREPARE FOR JOB ENQUIRIES



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## 1.2.1 ADHERE TO APPROPRIATE TELEPHONE ETIQUETTE

# TELEPHONE ETIQUETTE

1. Greet and introduce yourself.
2. Speak clearly on the phone.
3. Use courteous language.
4. Ask clear questions.
5. Make prompt introductions.
6. Limit speakerphone use.
7. Listen actively and take notes.
8. Use appropriate language.
9. Be cheerful.





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## 1.2.2 ORGANIZE APPROPRIATE QUESTIONS TO ELICIT INFORMATION

# ENQUIRIES ABOUT JOBS

- Enquiry through written (letter or email) or telephone
- Using WH questions
- Examples:
  - Who is the person in charge?
  - What are the jobs available?
  - What are the requirements?
  - How to make an appointment?



# 10 QUESTIONS THAT YOU CAN ASK

1. What are the working hours?
2. Is overtime available?
3. How long is the application process?
4. Can you provide job details?
5. How many employees are there?
6. Is computer literacy helpful?
7. What benefits are offered?
8. Is prior experience required?
9. What services does the company offer?
10. How many vacancies are there?

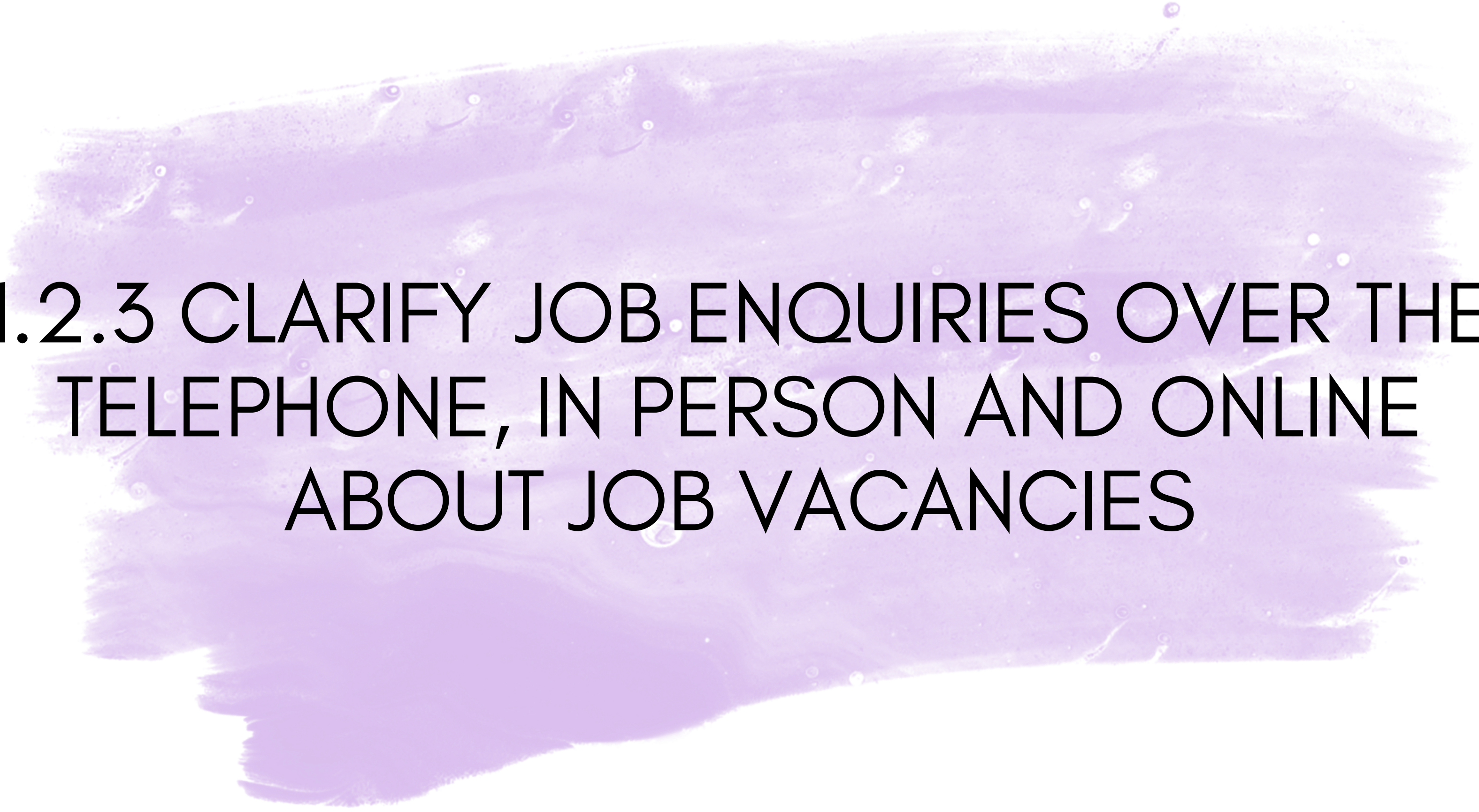




# USING PROPER QUESTIONS

- I would like to know more about the position.
- Would you mind telling me more about the position?
- Would it be all right if I ask you about the position?
- May I know if the company has branches in East Malaysia?



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1.2.3 CLARIFY JOB ENQUIRIES OVER THE  
TELEPHONE, IN PERSON AND ONLINE  
ABOUT JOB VACANCIES

JOB ENQUIRY  
VIA  
TELEPHONE





# DIALOGUE

## Making Job Enquiry Via Phone Call

You: Hello, good afternoon. My name is Mary Anne and I'm calling to inquire about the Account Assistant position that was recently posted on your website. May I speak with someone from HR or the hiring manager?

Receptionist/HR: Good afternoon, thank you for your call. I can connect you with someone from HR. Could you please hold for a moment?

HR Representative: Hello, this is Jason Wong, how may I assist you today?

You: Hi Mr. Jason, I hope you're doing well. My name is Mary Anne, and I'm very interested in the Account Assistant position at your company. I have a diploma in Accountancy from Politeknik Kota Bharu and I have experience of handling full sets of accounts during my internship for six months, and I believe my skills would be a great fit for this role. **I would love to learn more about the job responsibilities and what you're looking for in an ideal candidate.**

HR Representative: Thank you for your interest in the role, Miss Anne. We are looking for someone who can prepare proper documentation from customer and supplier and filing to support all accounting entries. The candidate also need to work closely with production team to obtain all Account and Administrative relevant information and documents. Do you have experience in those areas?



You: Yes, I have worked in similar positions before. For example, in my previous internship at Jayamas Sdn. Bhd, I was responsible for document management, filing accounting entries, assisted in monitoring the customers' accounts. **Could you also tell me more about what a typical day would look like in this role at your company?**

HR Representative: Sure! A typical day involves supporting the office by organizing documents, responding to internal and external inquiries, assisting with scheduling, and ensuring that all office supplies are in stock. We also value someone who can work independently and has strong attention to detail.

You: That sounds like a great fit for my skill set. **Could you also provide some information on the next steps in the hiring process?**

HR Representative: Absolutely. After submitting your application, we'll conduct an initial review, and if shortlisted, candidates are invited for an interview. You'll hear back within two weeks after applying.

You: Thank you so much for the information. I'll make sure to submit my application right away. I appreciate your time, and I'm very excited about the opportunity to contribute to GoTech Sdn. Bhd.

HR Representative: Thank you for your interest. We look forward to receiving your application. Have a great day!

You: Thank you Mr. Jason. Have a great day as well.

# JOB ENQUIRY VIA EMAILS



# JOB ENQUIRY VIA EMAILS: KEY POINTS

## Style

- Be formal you don't know the person and make it short.

## Points to include

- Experience & Qualifications
- Why you want to work at the company/what you can bring to the company

## Personalization

- Create a basic template but make sure you personalize the email for each employer

## Grammar/punctuation

- Use standard phrases.
- Ensure correct basic punctuation.
- Start sentences and names with capitals.
- End sentences with full stops.
- Leave a line between paragraphs.



# TEMPLATE

**Subject:** Inquiry About Job Opportunities

Dear [Recipient's Name],

I hope this email finds you well.

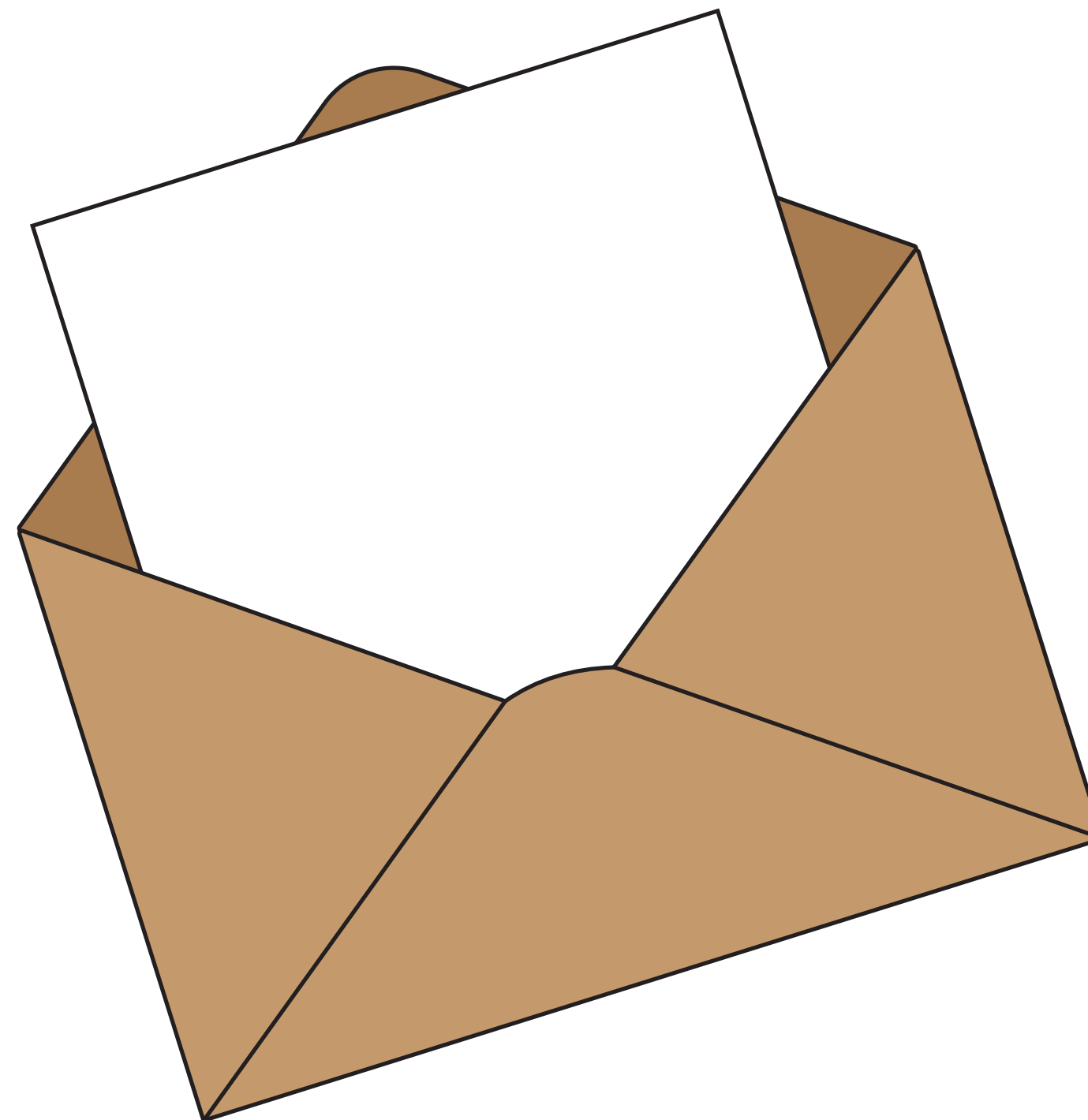
I am writing to express my interest in potential job opportunities at [Company Name]. As a [mention your relevant skills or experience], I am confident in my ability to contribute positively to your team.

Could you please provide information about any current openings or upcoming opportunities? Additionally, I would appreciate any advice on the application process. Thank you for considering my inquiry. I look forward to hearing from you soon.

Best regards,

  
[Your Name]

JOB  
ENQUIRY  
VIA  
ENQUIRY  
LETTER





# TEMPLATE

Subject: Inquiry Regarding Job Opportunities

Dear [Recipient's Name or Sir/Madam],

I hope this email finds you well. I am writing to inquire about any job opportunities available at [Company Name].

With [mention any relevant experience or skills], I am eager to contribute to your team and support the company's objectives. I have a strong interest in [mention specific industry or field], and I believe that my background aligns well with the requirements of your organization.

Could you kindly provide information about any current or upcoming vacancies that match my skills and experience? Additionally, I would appreciate any guidance on the application process and the best way to submit my resume for consideration.

Thank you for considering my inquiry. I look forward to hearing from you soon.

Yours sincerely,

[Your Name]

[Your Contact Information]

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## 1.2.4 ARRANGE AN APPOINTMENT FOR AN INTERVIEW VIA THE TELEPHONE, IN PERSON OR ONLINE

# MAKING APPOINTMENT : TELEPHONE

## Conversation:

Hello ABC Company, this is Sarah.

Hi Sarah, how can I help you today?

I would like to arrange an appointment with you for the interview

Of course, what day would you like to come to the surgery?

I am only available in the morning during the week. Are you available any morning this week?

Yes, I am free at 9 A.M. on Wednesday. Is that ok for you?

Yes, that is perfect. Thank you.

You're welcome.

I'll see you on Wednesday.

Bye.

Bye Sarah.



# MAKING APPOINTMENT : EMAIL


Dear Mr/Mrs Smith,

I would like to arrange an appointment with you to discuss the date for the interview. I feel that a meeting would be extremely beneficial for you to know more my potential and skills as your future employee.

I am available 9.00am to 5.00 pm from Monday to Friday, please let me know when it is convenient for you to conduct an interview.

Thank you for your time.

Kind regards,

  
\_\_\_\_\_.



# MAKING APPOINTMENT : LETTER

## A letter should always include:

1. Your address, phone number, email and date (on the top right corner)
2. The recipients name and address (underneath your details, on the left)
3. To whom it may concern or Dear Mr./Mrs. Smith or Dear Sir/Madam
4. Reason for writing the letter:
  - I am writing to arrange an appointment with you in the upcoming week.
5. Explain reason for the appointment:
  - The purpose of the appointment is to discuss the promotion in the Sales department, I would like to be considered for this promotion.
6. Ask them to contact you whenever it is convenient for them:
  - If you are interested in discussing the promotion further with me, please tell me a time that is convenient. I am very excited about this new opportunity.
7. Ending:
  - Thank you for your time. I am looking forward to hearing from you and arranging a meeting.

Yours sincerely/faithfully,

\_\_\_\_\_A\_\_\_\_\_.



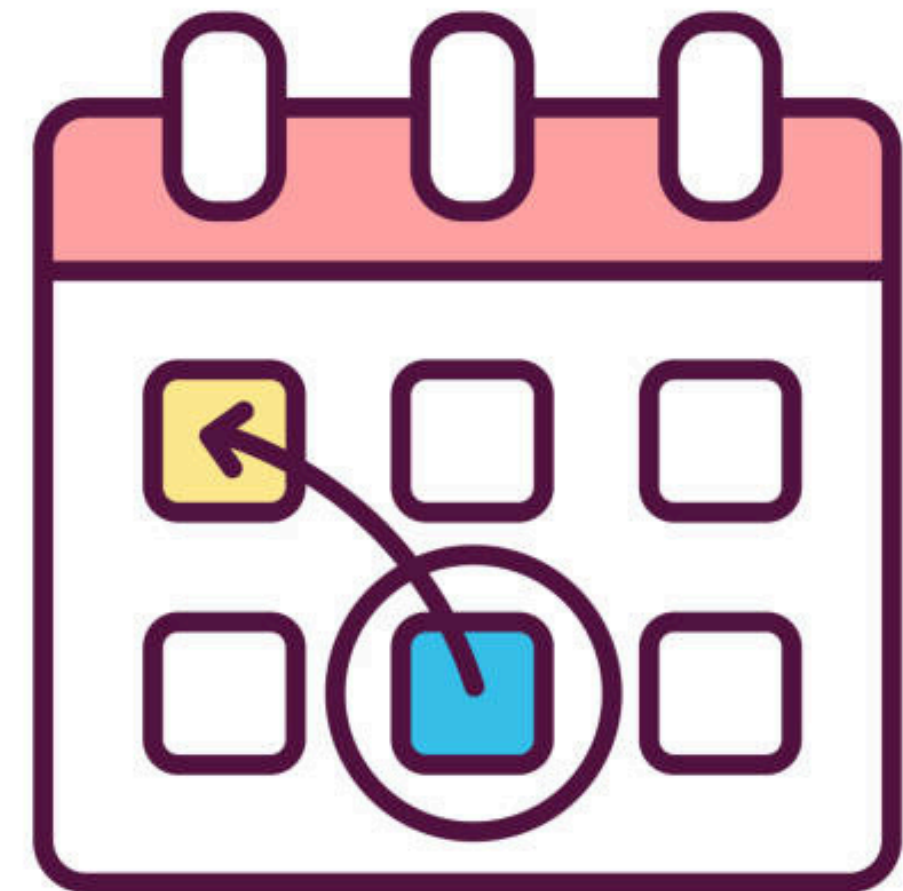
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## 1.2.5 ARRANGE FOR AN ALTERNATIVE ARRANGEMENTS FOR DATE AND TIME OF INTERVIEW



# RESCHEDULE A JOB INTERVIEW

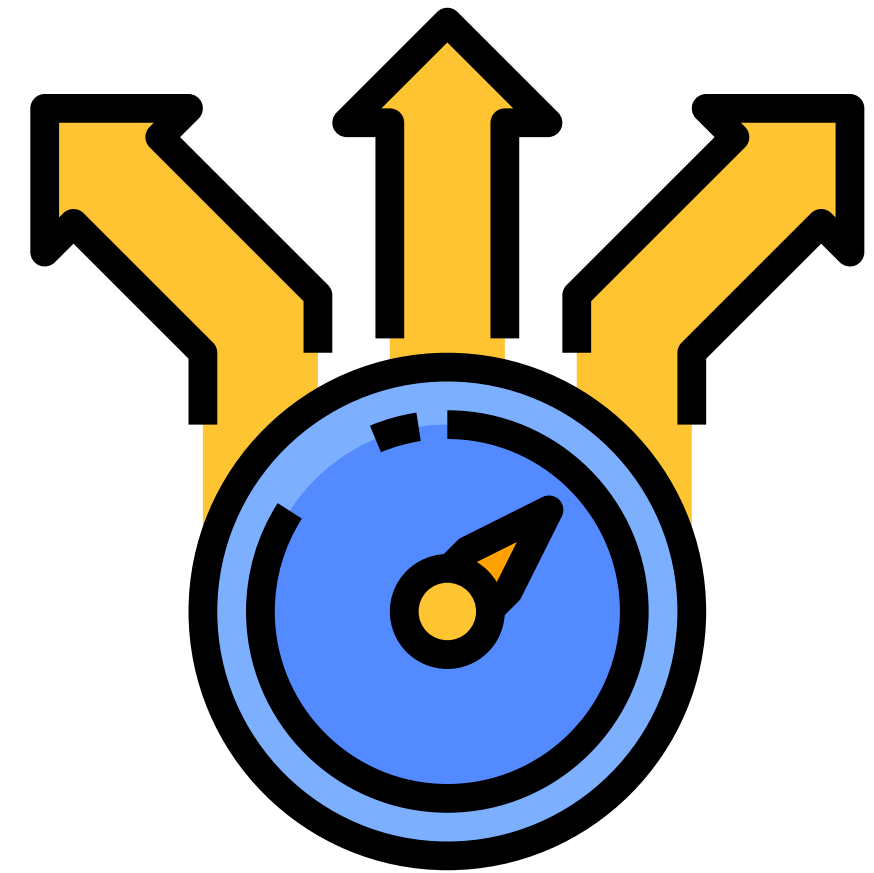
- Don't freak out
- Call first
- Give a great reason
- Apologize
- Suggest an alternate date (the sooner the better)
- Follow up with a thank you note and confirmation



# ALTERNATIVE TIME

If the interview time isn't suitable,

1. Thank them for the invitation and acknowledge the conflict.
2. Offer to reschedule and suggest alternative dates.
3. Prioritize the recruiter's convenience and inform them of changes promptly.



# TIMELINESS

1. Respond quickly to secure an interview slot.
2. Recruiters often have limited time and need to coordinate with many.
3. Interview slots are first-come, first-served, so prompt confirmation is crucial.







## 1.3 PREPARE HIGH IMPACT RESUMES

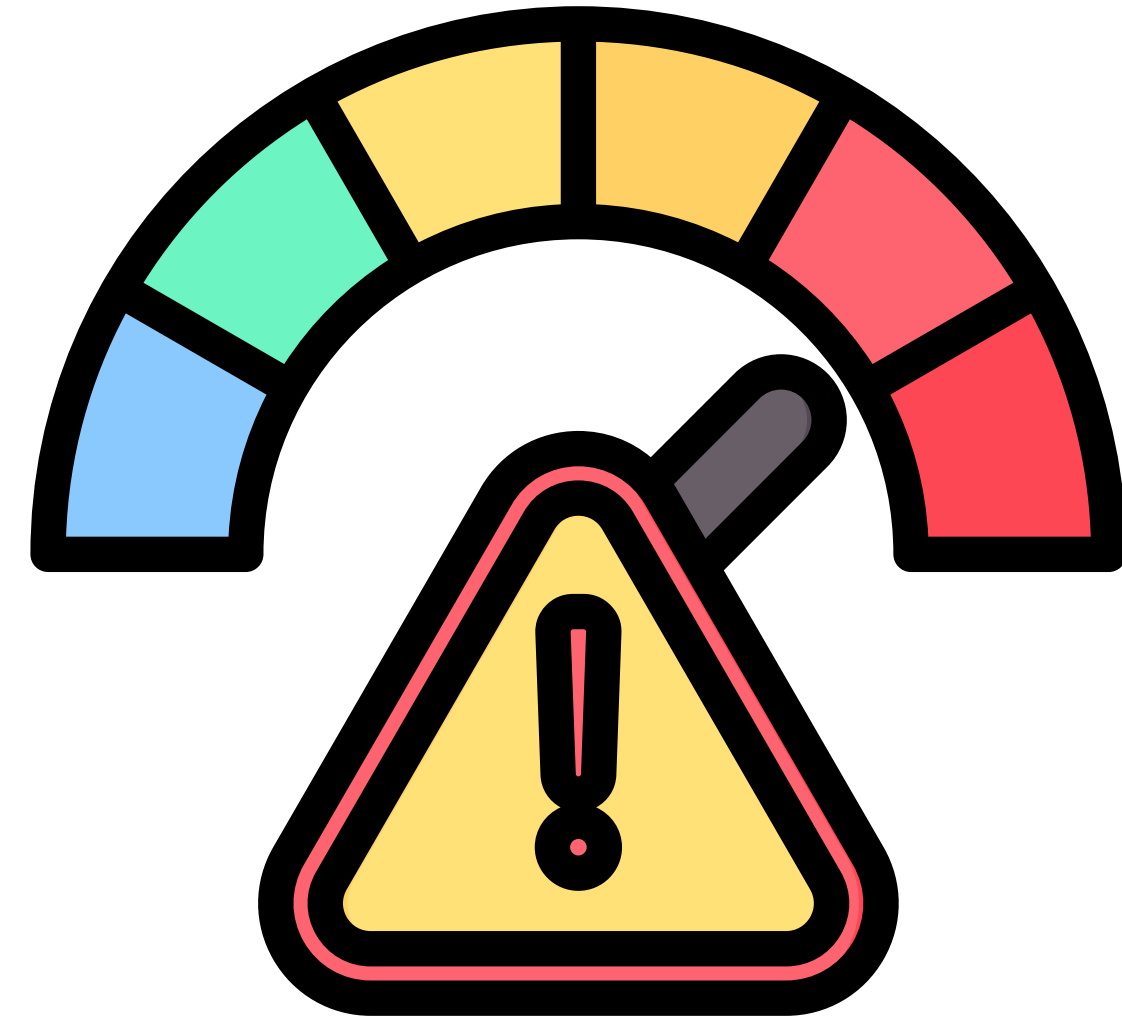
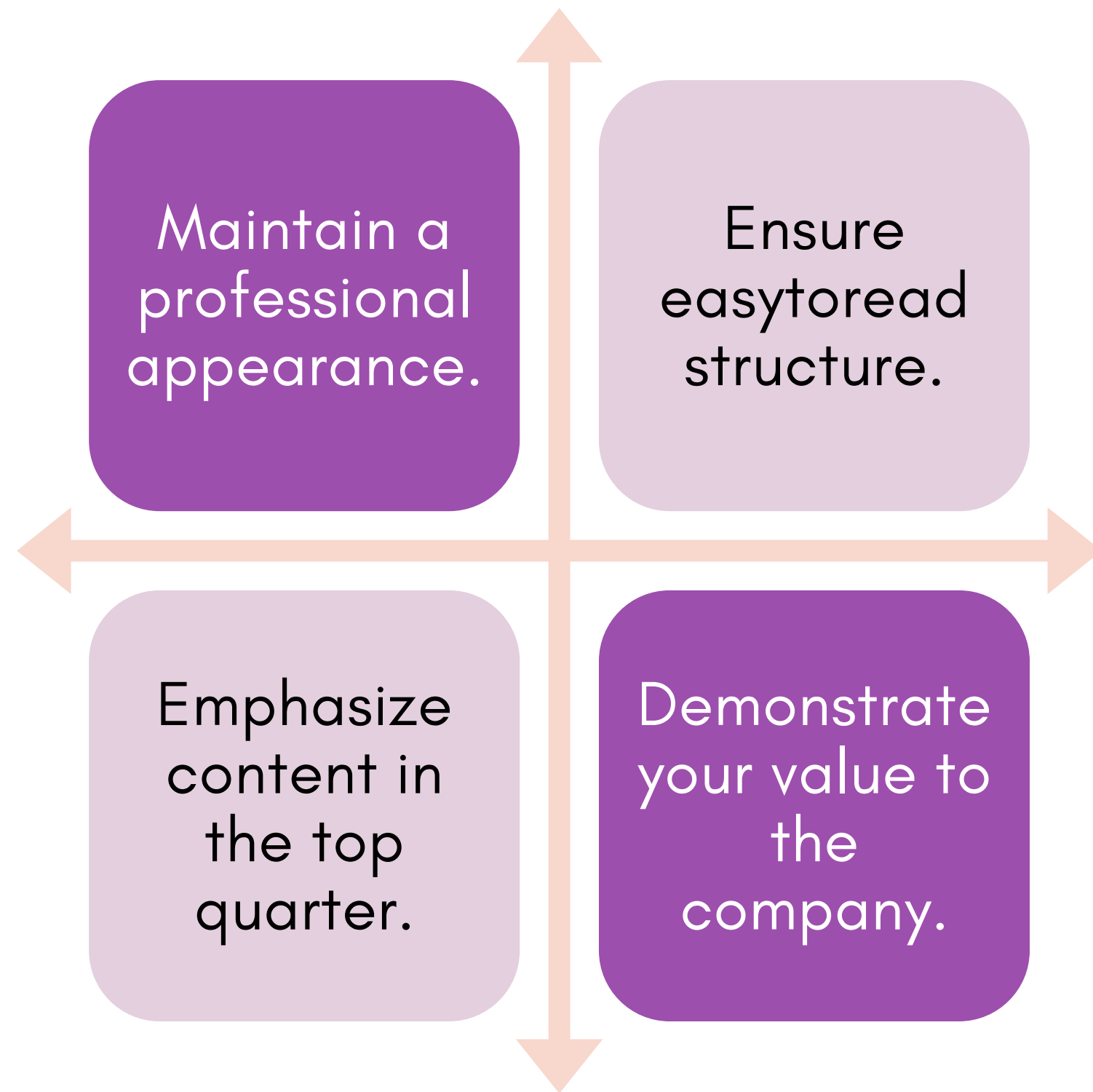
# PURPOSES OF PREPARING RESUME

Highlight education, experience, and skills to captivate employers.

Align abilities with job requirements to increase chances of interview consideration

Validate hiring choice.

# TIPS TO BUILD A HIGH IMPACT RESUME





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## 1.3. IDENTIFY CHARACTERISTICS OF A HIGH IMPACT RESUME

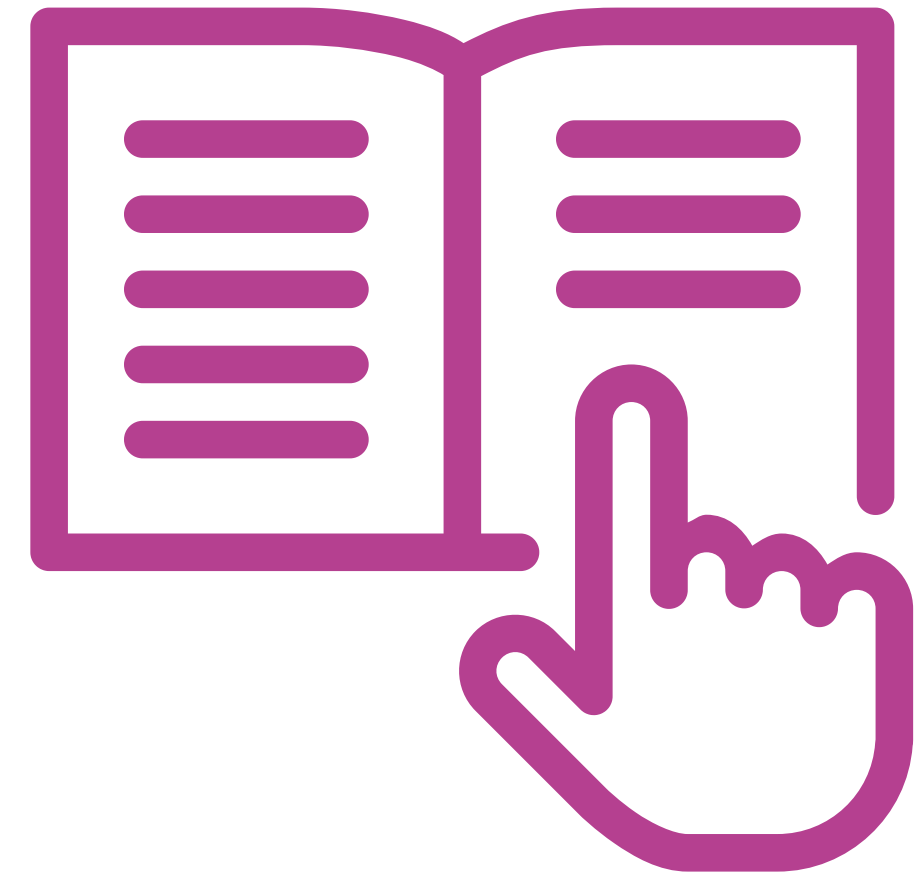
# PROFESSIONAL APPEARANCE

- Use clear and simple fonts.
- Divide into sections with clearly formatted subheadings, organized by importance.
- Consider using appropriate colors like grey and blue, in addition to black.



# EASYTOREAD STRUCTURE

- Introduction
- Key skills areas
- Employment history in reverse chronological order
- Educational qualifications





# FOCUS ON THE TOP QUARTER OF THE RESUME

- The top part of the resume is crucial
- A good start will give positive impression
- Focus on key skills, experience, and qualifications initially, then include less important details later.



# PROVE YOUR VALUE

- Demonstrate your value to the organization.
- Highlight past achievements and
- Outline specific ways you'll contribute to growth.





A large, horizontal, textured purple brushstroke serves as a background for the text. The stroke is irregular and painterly, with varying shades of purple and some white highlights, giving it a hand-painted appearance. It is centered on a white background.

## 1.3.2 INTEGRATE RELEVANT QUALIFICATIONS, EXPERIENCES, SKILLS AND PERSONAL INFORMATION

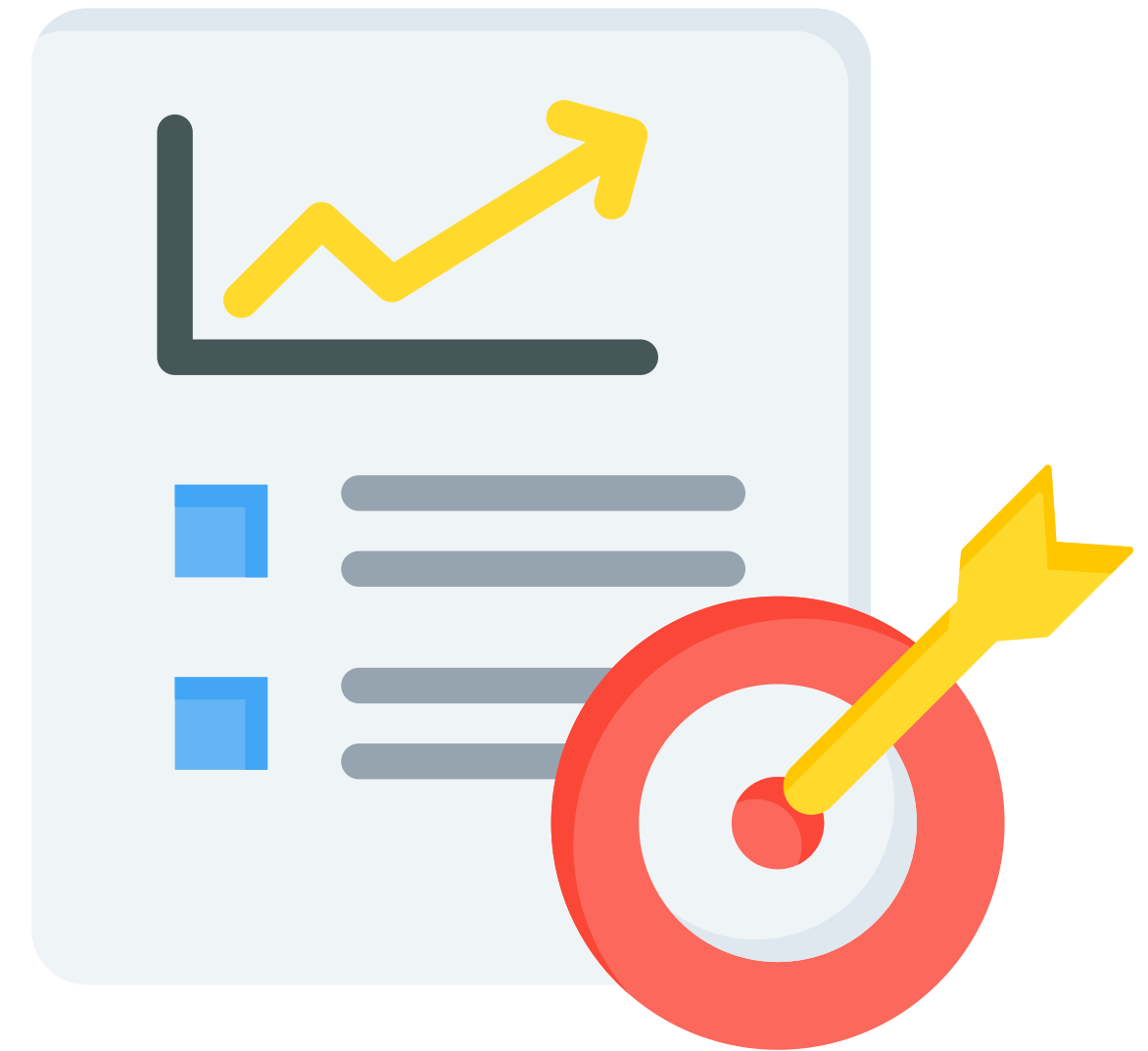


# OBJECTIVE STATEMENT

- Concisely state career goals and desired position, aligning with the job applied for.
- Keep it to one or two lines for clarity.

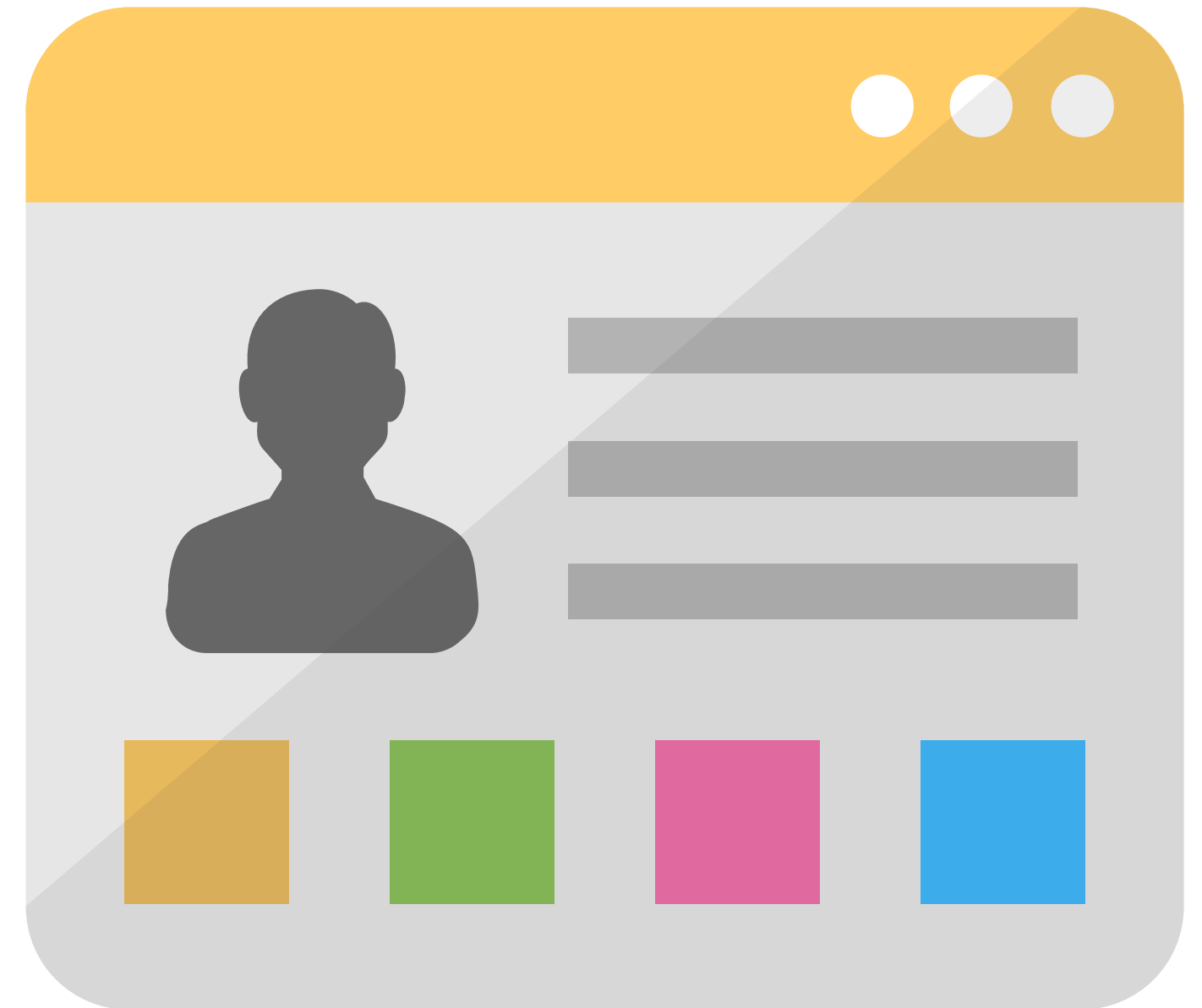
**EXAMPLE**

"Seeking a challenging position in software engineering where I can utilize my technical skills and innovative thinking to contribute to the development of cutting-edge software solutions."



# PERSONAL INFORMATION

- Full name
- Professional title
- Phone number accurate
- Email address
  - Ensure your email address is professional and accessible.
  - **Avoid** using outdated or inappropriate addresses like ~~"allpartynowork@email.com"~~.



# LOCATION

- Include your location for recruiters to match you with relevant opportunities.
- Simply listing your city/state/zip is sufficient.





# EMPLOYMENT DATES

emp_id	emp_name	job_name	manager_id	hire_date	salary	commission	dep_id
68319	KAYLING	PRESIDENT		1991-11-18	6000		1001
66928	BLAZE	MANAGER	68319	1991-05-01	2750		3001
67832	CLARE	MANAGER	68319	1991-06-09	2550		1001
65646	JONAS	MANAGER	68319	1991-04-02	2957		2001
64989	ADELYN	SALESMAN	66928	1991-02-20	1700	400	3001
65271	WADE	SALESMAN	66928	1991-02-22	1350	600	3001
66564	MADDEN	SALESMAN	66928	1991-09-28	1350	1500	3001
68454	TUCKER	SALESMAN	66928	1991-09-08	1600	0	3001
68736	ADNRES	CLERK	67858	1997-05-23	1200		2001
69000	JULIUS	CLERK	66928	1991-12-03	1050		3001
69324	MARKER	CLERK	67832	1992-01-23	1400		1001
67858	SCARLET	ANALYST	65646	1997-04-19	3100		2001
69062	FRANK	ANALYST	65646	1991-12-03	3100		2001
63679	SANDRINE	CLERK	69062	1990-12-18	900		2001

```
SELECT emp_id,  
       emp_name,  
       salary,  
       to_char(hire_date,'MONTH DD,YYYY')  
FROM employees;
```

emp_id	emp_name	salary	hire_date
68319	KAYLING	6000	NOVEMBER 18,1991
66928	BLAZE	2750	MAY 01,1991
67832	CLARE	2550	JUNE 09,1991
65646	JONAS	2957	APRIL 02,1991
64989	ADELYN	1700	FEBRUARY 20,1991
65271	WADE	1350	FEBRUARY 22,1991
66564	MADDEN	1350	SEPTEMBER 28,1991
68454	TUCKER	1600	SEPTEMBER 08,1991
68736	ADNRES	1200	MAY 23,1997
69000	JULIUS	1050	DECEMBER 03,1991

.....

- Include months of employment (not just years) for the past 10 years of employment.
  - If your resume lists “2024 to 2026,” a recruiter/hiring manager has no idea if you were employed for 4 months (December 2024 – January 2026) or for 36 months (January 2024 – December 2026)
  - it makes a difference.

# QUALIFICATIONS

- **Years of Experience:** Number of years in the field or role.
- **Highest Degree:** Degree, program, school, and graduation year.
- **Management Experience:** Number of employees managed.
- **Key Achievement:** Major project or achievement with quantifiable results.
- **Areas of Expertise:** Special skills and training.
- **Current Role Responsibilities:** Summary of key daily tasks.
- **Professional Recognition:** Awards, honors, certifications.



# WORK EXPERIENCE

- **Use Specific Bullet Points**
- **Responsibilities and Achievements:**
  - Detail key responsibilities under each position title.
  - Include specific metrics, such as managed sales volume and number of direct reports.
- **What Not to Do**
  - **Avoid** Copying Job Descriptions: Do not simply paste your entire job description into your resume.
- **Summarize Experience:**
  - Do not summarize experience from over 5 years and list temporary roles at the end of the Experience section.



# SKILLS

- Computer proficiency
- Leadership experience
- Communication skills
- Organizational know how
- People skills
- Collaboration talent
- Problemsolving abilities



# SOFT SKILLS

- Adaptability
- Attention to detail
- Collaboration
- Communication
- Creativity
- Customer service
- Decision making
- Empathy
- Leadership
- Multitasking
- Positivity
- Problem solving
- Selfmotivation
- Time management



# TECHNICAL OR HARD SKILLS

- Accounting or bookkeeping
- Data analysis
- Data privacy
- Human resources
- Mathematics
- Multilingualism
- Process automation
- Product design
- Project management
- Research skills
- Software proficiency
- Typing skills
- Writing and editing

# APPROPRIATE RESUME FORMAT





# RESUME LENGTH

- Ideally your resume should fit on one or two pages.
  - This does not mean squeezing 3 pages of content into 6.5 font with narrow margins onto one page.
  - Summarize!
- What's not okay?
  - Sixpage resumes. 10page resumes.



# FINAL POLISH

- Ensure it looks visually **appealing**.
- Complete these quick tasks:
  - Proofread and fact-check grammar, spelling, punctuation, and capitalization.
- Is the font type and size consistent?
  - Is the format consistent across all sections?



# FORMATTING MISTAKES !

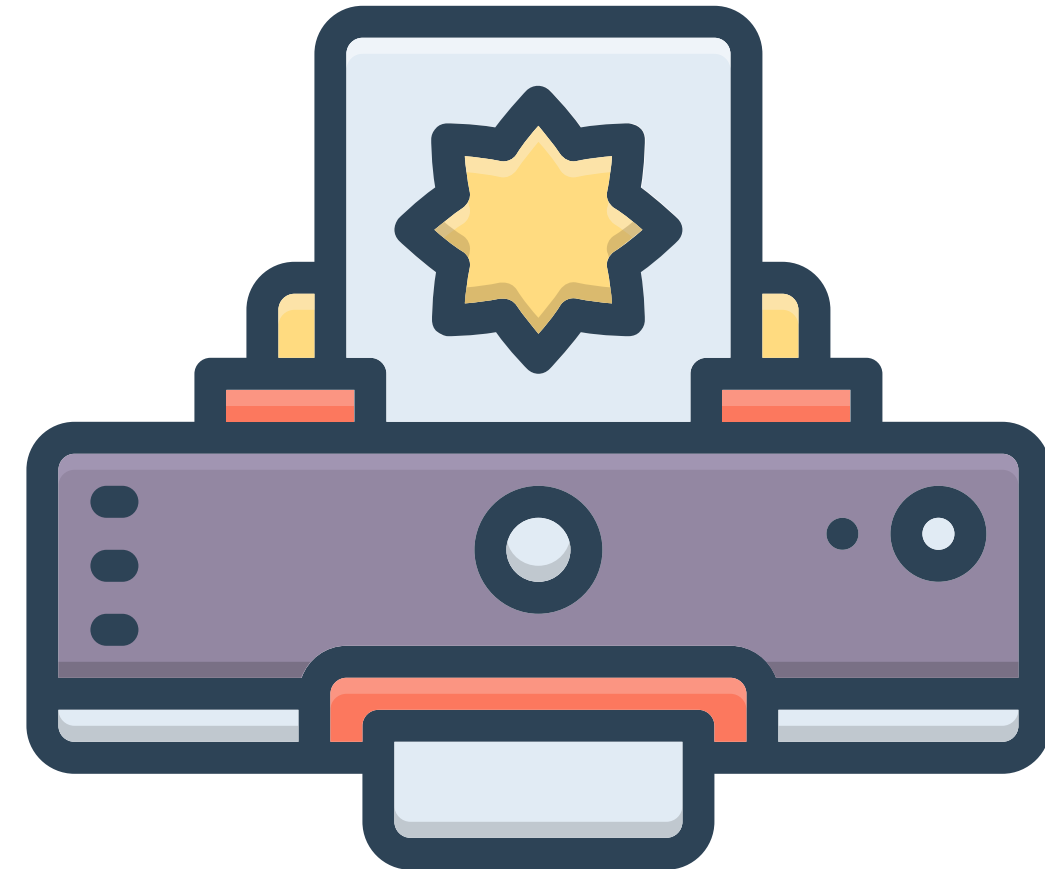
- Font size that is either too small or LARGE
- Choosing too many font styles; bolding, italicizing, parenthesizing, underlining !
- Page length, too long, margins too wide/narrow !

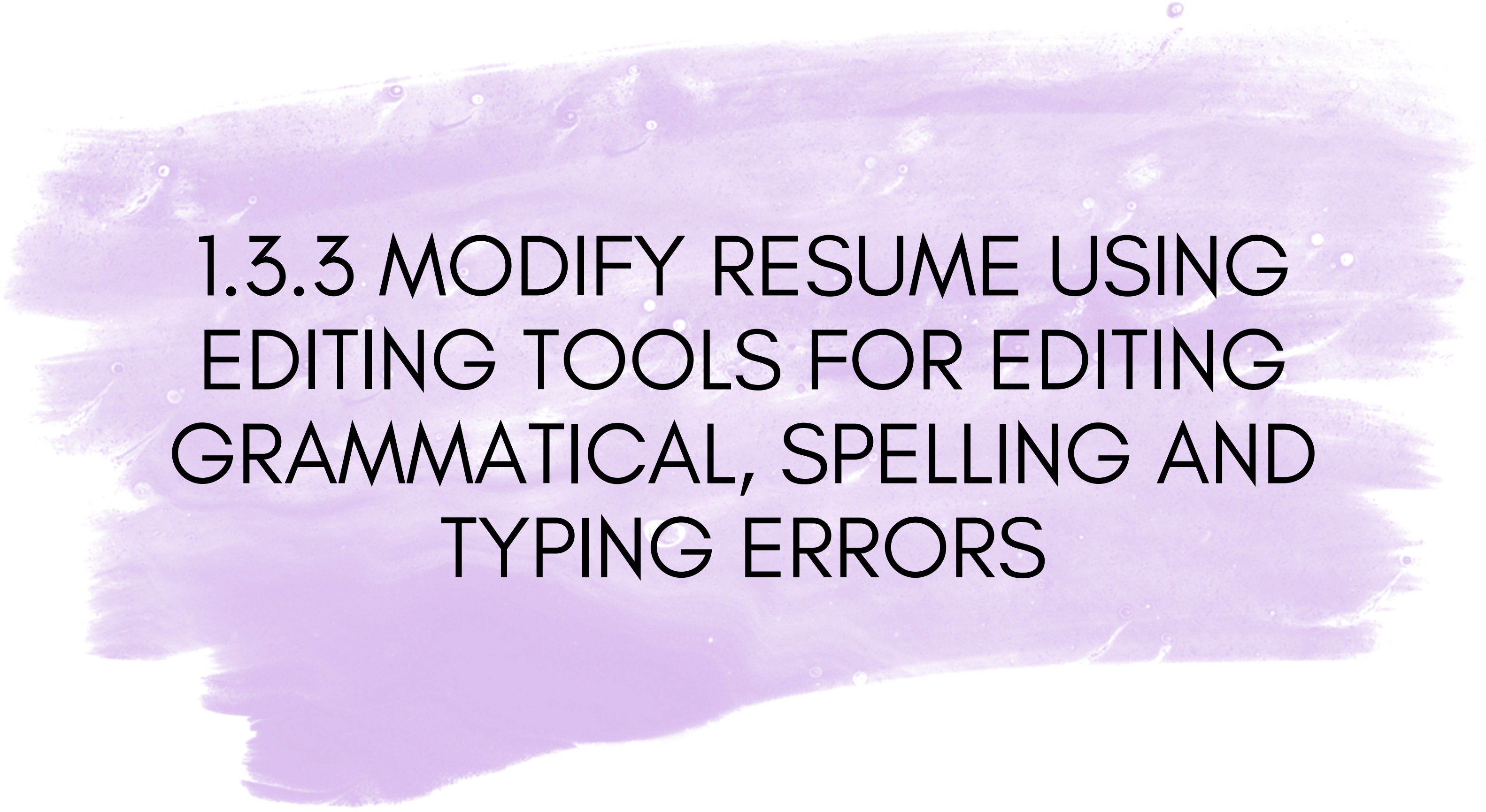




# PRINTABILITY

- Ensure your resume is easily printable without content extending beyond the printable area.
- Testprint to assess font size for readability.
- Avoid lastminute formatting issues before interviews.



A large, horizontal, textured purple brushstroke serves as a background for the text. The stroke is irregular with frayed edges and some internal texture variations, giving it a hand-painted appearance. It is centered on a white background.

### 1.3.3 MODIFY RESUME USING EDITING TOOLS FOR EDITING GRAMMATICAL, SPELLING AND TYPING ERRORS

- Online spell checker
  - <https://www.reverso.net/spellchecker/englishspellinggrammar/>
  - <https://www.onlinespellcheck.com/>
- Online grammar checker
  - <https://languagetool.org/>
  - <https://www.grammarly.com/grammarcheck>



# RESUME EXAMPLES!

## Barry Waldon

**Registered Nurse and Master of Health Admin**

123 Grant Street,  
Seattle, Washington 98101  
Phone No: 683-111-1111  
email: bwaldon@email.com

Looking to obtain a leading position of a pediatrics wing.

### Work Experience

#### Registered Nurse

**Seattle Grace Hospital - Seattle, Washington**

- Assess patient with vitals and take lab specimens for testing
- Work with young women from puberty to geriatric ages, educate on routine care and health improvement/wellbeing, promote moderate exercise, diet and other positive life choices
- Help expectant mothers with exercises to manage weight gain and ensure optimal fetal health
- Assist doctors with in-office surgeries and non-invasive procedures

**New York Mercy Hospital - New York City, New York**

- Primary care, assessment and evaluation of gynecological and obstetrical patients
- Educated patients on delivery care, healthy living, recoveryLed support groups in subjects related to mental and emotional well-being
- Worked 36-hour shifts at urgent care clinic for victims of violence

### Education

**Bachelor of Science, Nursing**  
2016 Washington University - Washington D.C., Washington  
Tobias Wells Achievement Award  
Graduated Summa Cum Laude



### Certifications

**Registered Nurse**  
State of Washington  
2017 - present

**First Aid, CPR and AED Certifications**  
American Red Cross  
2017

**BLS and ATLF Certifications**  
American Brain Association  
2018

### Highlights

- Patient care
- Assessments
- Vitals
- Medication administration
- Phlebotomy
- IV management
- HPPA compliance
- Organized
- Detail-oriented

## nathan phillips

MARKETING DIRECTOR

### PROFILE

**Name**  
Nathan Phillips





**Address**  
709 Honey Creek Dr.  
New York, NY 10028

**Phone**  
212-849-6532

**Email**  
me@nathanphillips.com

**Website**  
www.nathanphillips.com

### SOCIAL

 @NathanPhillips  
 facebook.com/nathanphillips  
 instagram.com/nathanphillips  
 linkedin.com/in/nathanphillips

### EXPERIENCE

**2015 - Present** **Big Bang Design**  
*Marketing Director*  
Brief description of the position and the responsibilities you had in this post.

**2012 - 2015** **Biogen Communications**  
*Marketing Manager*  
Brief description of the position and the responsibilities you had in this post.

**2010 - 2012** **Hive Marketing**  
*Digital Marketing Consultant*  
Brief description of the position and the responsibilities you had in this post.

**2008 - 2010** **Skijo Design**  
*Marketing Contractor*  
Brief description of the position and the responsibilities you had in this post.

### EDUCATION

**2011 - 2013** **MA Marketing & Communications**  
Columbia University, NY

**2007 - 2011** **BS Business Administration**  
Columbia University, NY

### HIGHLIGHTS

- Basic coding knowledge: HTML & CSS
- Google AdWords certified
- Bing Ads certified
- Knowledge of UX design
- Proficient in SEO implementation
- Exceptional research abilities
- Proficient in all major social media platforms



## HANNAH PANIZARES

Environmental Science Researcher

8001 Tilda Lane, Monseil, NY  
1-905-509-5900  
afournier@uwaterloo.com

### EDUCATION

**UNIVERSITY OF WATERLOO**  
2020-2024  
*Bachelor of Sciences, Environmental Sciences Specialist*

### CO-OP PLACEMENT EXPERIENCE

**Lyfe Science Co-op**  
2022 *Lab Technician*

- Carried out everyday tasks as part of ongoing research study
- Reported findings, contributed hypothesis and helped co-author a professional findings report

**Geology Point**  
2023 *Field Technician*

- Tested water samples around the world
- Drew conclusions based on highly-controlled experimentation
- Presented findings at a Water Stewardship Conference

### SUMMARY

Supporting our ecosystem and reversing the effects of climate change are the reasons I get up in the morning. International cooperation is necessary, but I believe it begins with uncovering new findings and developing exciting technologies through dedication and innovation.

### QUALIFICATIONS

Strong academic performance in environmental biology and natural sciences.

Experienced with professional lab settings, experimenting and reporting.

High grasp of biochemistry, ecosystem structures, and energy conservation methods.

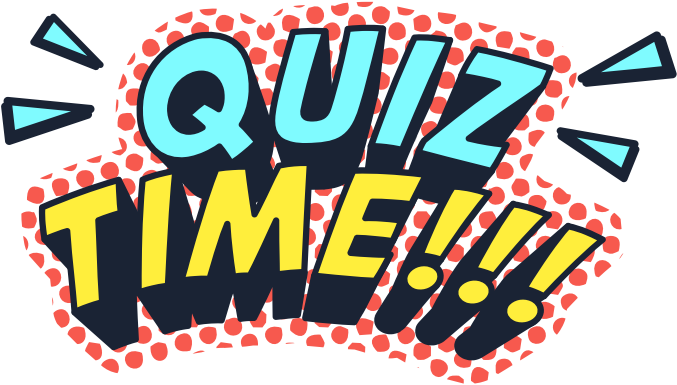
### CLUBS & ASSOCIATIONS

**Dragon Rowing Club**  
Rower  
2021-2022

**Writing Help Center**  
Writing Guide  
2022-2023

### SKILLS & EXPERTISE

Report Findings	<div></div>	
Lab Research	<div></div>	
Lab Testing	<div></div>	
Presentation	<div></div>	
	<div></div>	Analysis
	<div></div>	Test Proposals
	<div></div>	Chemistry
	<div></div>	Experimentation





# 1.4 PREPARE COVER LETTERS

# WHAT IS A COVER LETTER?

- A cover letter accompanies your resume and outlines your **qualifications** and **interest** in the company.
- Typically three to four paragraphs long, it highlights **relevant skills** and **experiences** to persuade the employer to review your resume and invite you for an interview.





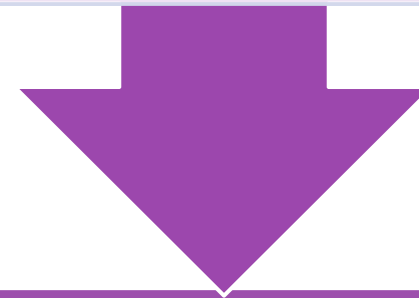
A large, horizontal, textured purple brushstroke serves as a background for the text. The stroke is irregular with frayed edges and some internal texture variations, giving it a hand-painted appearance. It is centered on a white background.

## 1.4.1 ORGANISE THE CONTENTS OF THE LETTER IN A LOGICAL MANNER

# THE CONTENT OF A COVER LETTER TYPICALLY INCLUDES:

## 1. Introduction:

A brief introduction stating the position you're applying for and how you learned about it.



## 2. Body paragraphs:

a. Why you're interested in the position and the company/organization.

b. Highlight key skills, experiences, and achievements relevant to the job.

c. Provide specific examples that demonstrate your qualifications.

### 3. Conclusion:

a. Express enthusiasm for the opportunity.

b. Thank the employer for considering your application.

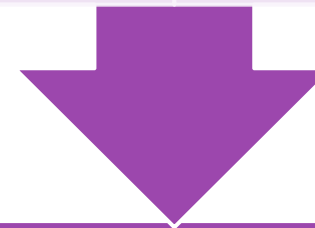
c. Mention any attached documents (such as a resume or portfolio).



### 4. Closing:

a. Use a professional closing such as "Sincerely" or "Best regards".

b. Include your full name and contact information.



Overall, the content should be tailored to the specific job and company,

showcasing your qualifications and enthusiasm for the role.



# INTRODUCTION

- **Demonstrate interest in your employer's business and organization**
  - Since TT Resources is expanding its IT business in other states of Malaysia, perhaps you have an opening for a welltrained Information System graduate
- **State your special talents and background will benefit the company**
  - Having obtained a First Class Honors degree in Journalism and some invaluable experience overseas as a reporter, I believe I have much to offer your company. I am enquiring as to whether you have any suitable vacancies at The Sun.

# BODY PARAGRAPH

- **Describe working experience/education**
  - name of the institution or training programme
- **Fresh graduate**
  - name of course and degree
- **No experience**
  - skills and knowledge you acquired at college
- **Make a link**
  - between your experience/education with the job

# CLOSING PARAGRAPH

- **State** -resume is enclosed and request an interview
- **Express** the willingness to meet the employer
- **Explain** how the employer may reach you
  - Examples: "I am very excited to learn more about this opportunity and share how I will be a great fit for XYZ Corporation."

# SAMPLE: WITH LIMITED WORK EXPERIENCE

- I am eager to join an organization known for delivering high-impact consumer solutions, and I recognize XYZ Inc. as a leader in the Consumer Products Industry. I admire your innovative approach and would love to contribute to your team.
- With a background in accounting and finance, I believe I can add significant value as an intern at XYZ Inc. I have a strong academic record, relevant work experience, and excellent communication skills, along with knowledge of GAAP and proficiency in Excel and PowerPoint.
- I look forward to leveraging my education and experience at XYZ Inc. While my resume outlines my background, I have much more to share.
- I will reach out next week to discuss the possibility of an in-person meeting. I am excited to learn more about XYZ Inc. and believe my drive and enthusiasm will be an asset to your team.
- I would appreciate the opportunity to meet with you to discuss how my qualifications will be beneficial to your organization's success.

# SAMPLE: WITH EXTENSIVE WORK EXPERIENCE

- I am excited to apply for the position of [POSITION] advertised on the [COMPANY NAME] website. I believe my education, skills, and experience make me a strong candidate for this role.
- I am a highly organized and selfdriven individual, passionate about advancing my career in Accounting as a Corporate Banker. I hold an MBA with a specialization in Accounts from PHT, which reflects my commitment to this field.
- With over five years of experience in various financial roles, I have gained valuable insights and expertise. My key competencies include maintaining financial records, managing budgets, conducting risk assessments, and reviewing business strategies.
- I believe this is a position where my passion for this industry will grow because of the XYZ opportunities you provide for your employees.



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## 1.4.2 PREPARE COVER LETTER USING APPROPRIATE FORMAL LETTER FORMAT/EMAIL



STAND OUT FROM THE CROWD

# Anatomy of a Perfect Cover Letter

1

**YOUR NAME** 555-212-8533  
your-email@gmail.com

2

Dear **[Recruiter/Hiring Manager's Name]**,

3

**INTRO PARAGRAPH:**

Grab the reader's attention right away with a **unique opening line**. In a few sentences, describe what role you're applying for, why you're interested in the job (**and the company itself**), and what makes you a good fit.

4

**BODY PARAGRAPH(S):**

**List the responsibilities of your position, projects you participated in, skills you acquired**, and above all, the **impact that you had**. Feel free to include any accomplishments or awards you received.

5

**CLOSING PARAGRAPH:**

**Re-emphasize why you're interested in the position, why you're passionate about the company, and why you'd make a good fit**. In addition, describe how you, if hired, would contribute to the company.

6

**CALL-TO-ACTION:**

Prompt the reader to move forward with your application by inviting them to follow up with you, and thank them for reviewing your cover letter.

Sincerely,  
[Your name]

glassdoor

<https://www.glassdoor.com/blog/guide/howtowriteacoverletter/>

# XYZ Company

## Human Resource

[Company Address]  
[City, State, Zip Code]

+601-456-7890

helloiamwho@email.com

123 Anywhere St., Any City

Dear [Employer's Name],

I'm writing to apply for the [Job Title] position at [Company Name], as advertised on [where you found the job posting]. With [mention years of experience or relevant background], I'm confident in my ability to contribute effectively to your team.

In my current role as [Your Current Position/Job Title] at [Your Current Company/Organization], I've [mention relevant skills or experiences]. For example, [specific achievement or project]. These experiences have equipped me with [key skills or qualifications].

I'm drawn to [Company Name] because of [specific reasons]. I'm impressed by [something specific about the company].

Enclosed is my resume. I'm available for an interview at your earliest convenience and can be reached at [Your Phone Number] or [Your Email Address].

Thank you for considering my application.

Sincerely,



**YOUR NAME**

EXAMPLE OF  
A COVER LETTER





Subject: Application for [Job Title] Position – [Your Name]

Dear [Employer's Name],

I am writing to apply for the [Job Title] position at [Company Name], as advertised on [where you found the job posting]. With [mention years of experience or relevant background], I am confident in my ability to contribute effectively to your team.

In my current role as [Your Current Position/Job Title] at [Your Current Company/Organization], I have [mention relevant skills or experiences]. For example, [specific achievement or project]. These experiences have prepared me well for the challenges and responsibilities outlined in the job description.

Attached is my resume. I am available for an interview at your earliest convenience and can be reached at [Your Phone Number] or [Your Email Address].

Thank you for considering my application.

Sincerely,  
[Your Name]

COVER LETTER  
VIA  
EMAIL

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## 1.4.3 VERIFY LANGUAGE ACCURACY OF COVER LETTER



# LANGUAGE VERIFICATION

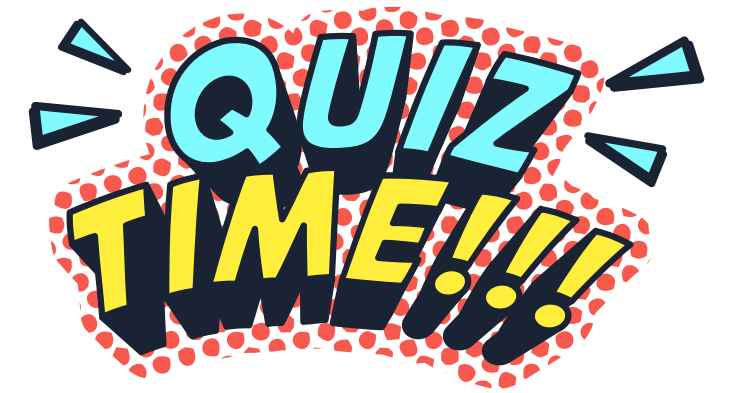
## Follow these steps:

1. **Proofreading** : Check for spelling, grammar, and punctuation errors.
2. **Consistency** : Ensure language and tone are consistent and professional.
3. **Clarity** : Make sure your writing is clear and concise, avoiding unnecessary complexity.
4. **Relevance** : Tailor content to the job, focusing on relevant skills and experiences.
5. **Accuracy** : Doublecheck all factual information, such as dates and contact details.
6. **Formatting** : Maintain a professional format with appropriate font, spacing, and alignment.
7. **Feedback** : Seek input from a trusted source to review for accuracy and clarity.



# ELIMINATING GRAMMATICAL SPELLING AND TYPING ERRORS

- Online spell checker
  - <https://www.reverso.net/spellchecker/englishspellinggrammar/>
  - <https://www.onlinespellcheck.com/>
- Online grammar checker
  - <https://languagetool.org/>
  - <https://www.grammarly.com/grammarcheck>





## 1.5 DEMONSTRATE THE ABILITY TO HANDLE JOB INTERVIEWS

# PURPOSES OF AN INTERVIEW



## EMPLOYER

to find out whether you  
can really do the job  
and fit into the  
company/organization

## EMPLOYEE

to determine whether  
the job is right for you  
and whether you will be  
comfortable working  
for the company



# TYPES OF INTERVIEW

## ONE TO ONE

- Sit down with the employer and talk about the job and your qualifications
- Human resource department interviewer – general questions
- Prospective supervisor – specific question related to post that you apply

## PANEL INTERVIEWS

- Interviewer – a panel of 3/6 members including
  - A supervisor
  - A person from human resource department
  - A coworker
  - Someone from department
- You will be asked by each panel member

## MULTI LEVEL INTERVIEWS

- Interviews can be held at different levels
- Higher profile position – more than one stage/level
- Stage by stage

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## 1.5.1 DISPLAY APPROPRIATE PERSONAL PRESENTATION



- 1. Dress Professionally** : Choose attire suited to the industry.
- 2. Grooming** : Maintain good hygiene and a neat appearance.
- 3. Body Language** : Stand tall, make eye contact, and offer a firm handshake.
- 4. Confident Posture** : Sit and stand confidently.
- 5. Minimal Accessories** : Keep jewelry understated.
- 6. Limit Fragrance** : Use subtle scents.
- 7. Organized Materials** : Carry a clean portfolio with your resume.
- 8. Tidy Interview Space** : Keep your area clean for virtual meetings.
- 9. Check Details** : Ensure clothing is free of stains and wrinkles.
- 10. Positive Attitude** : Approach the interview with enthusiasm.



# SUITABLE OUTFITS, GROOMING, ACCESSORIES

## Men:

Suits: Dark colors (navy, charcoal, black).

Shirts: Solid or subtly patterned dress shirts.

Ties: Conservative options.

Shoes: Polished leather (black or brown).

## Women:

Suits: Tailored pantsuit or skirt suit in dark colors.

Blouses: Professional and non-revealing.

Dresses: Knee-length or longer.

Shoes: Closed-toe flats or low heels.

## Grooming

Hair: Neatly styled.

Facial Hair: Well-groomed for men.

Makeup: Natural and subtle.

Nails: Clean and trimmed.

## Accessories

Watches: Simple and classic.

Jewelry: Minimal.

Bags: Professional portfolio for resumes.

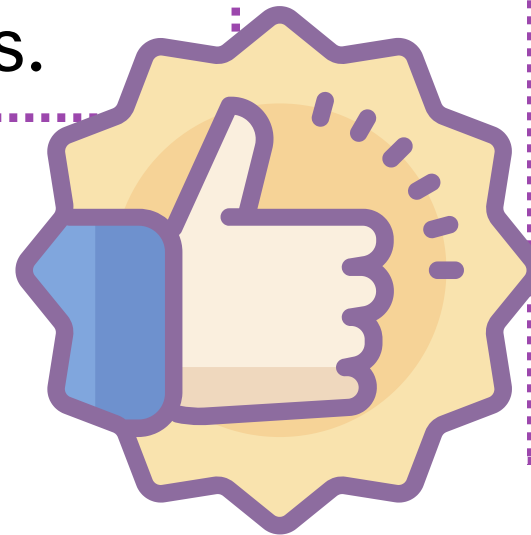
Belts: Match to shoes.

## Tips

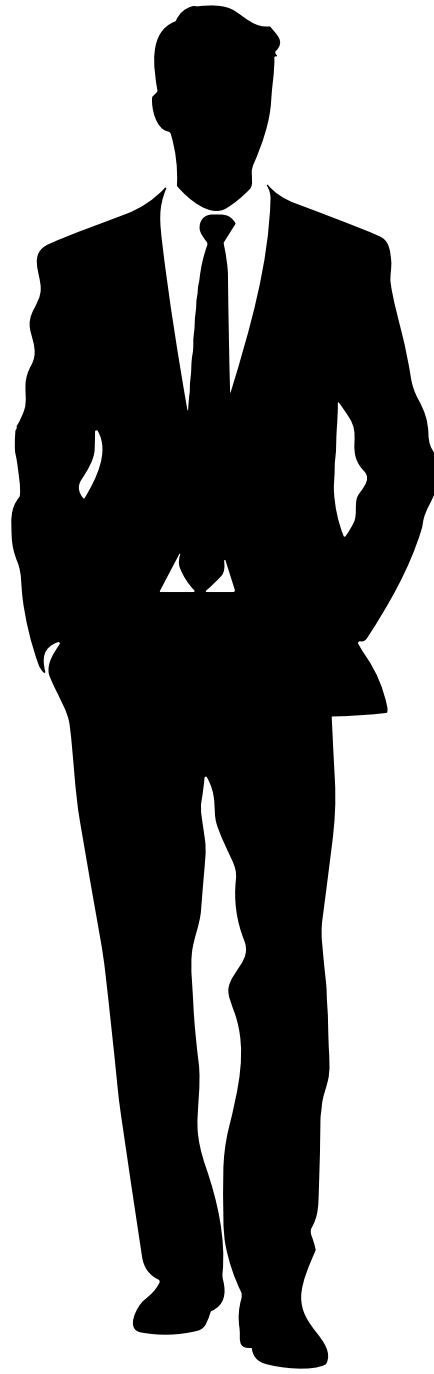
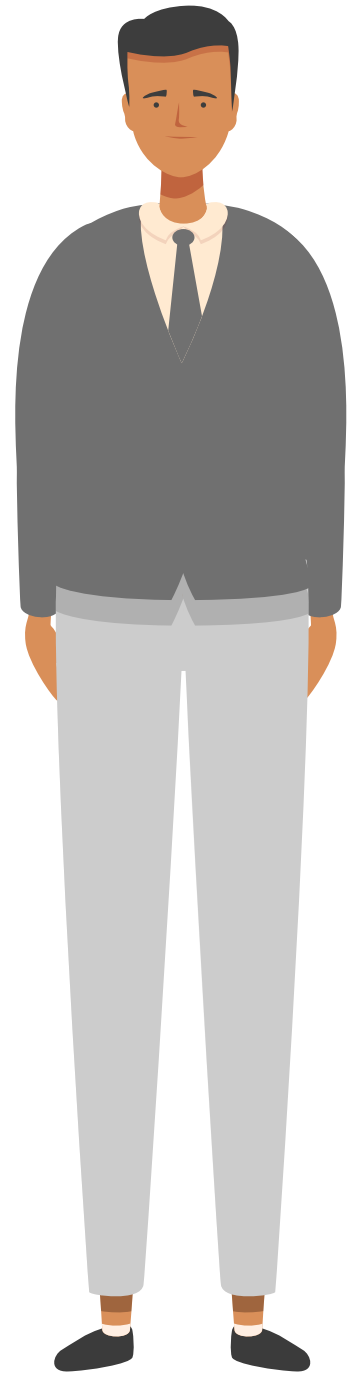
Fit: Ensure clothing fits well.

Colors: Stick to neutral tones.

Simplicity: Keep the look polished.



**EXAMPLE**





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## 1.5.2 PREPARATION FOR JOB INTERVIEW



# AN EFFECTIVE INTRODUCTION OF ONESELF

- **Summarize your professional standing**

- With experience: include your name and job title or experience.
- Unemployed : educational degree, certification level or current place in your job search

- **Elaborate on your experiences and achievements**

- discuss your professional skills and accomplishments.

- **Conclude with a leading to the next part of the conversation**

- In an interview, mention why you're the best person for the job.

***For example:***

- "My name is Zarina, from Terengganu, Malaysia. I recently graduated from HT University with a bachelor's degree in elementary education. Previously, I worked at an elementary school camp and am eager to secure my first teaching job for the upcoming school year.
- During my teaching internship, I developed unique lesson ideas that I look forward to implementing in my own classroom. Having attended HT High School, I believe I would be wellsuited for your secondgrade opening. Educating students in an environment that ignited my passion for learning would fulfill a lifelong dream."

# HIGHLIGHTING ONE'S SUITABILITY

MOTIVATION

WORK  
PREFERENCES

INTERPERSONAL  
SKILLS

# MOTIVATION

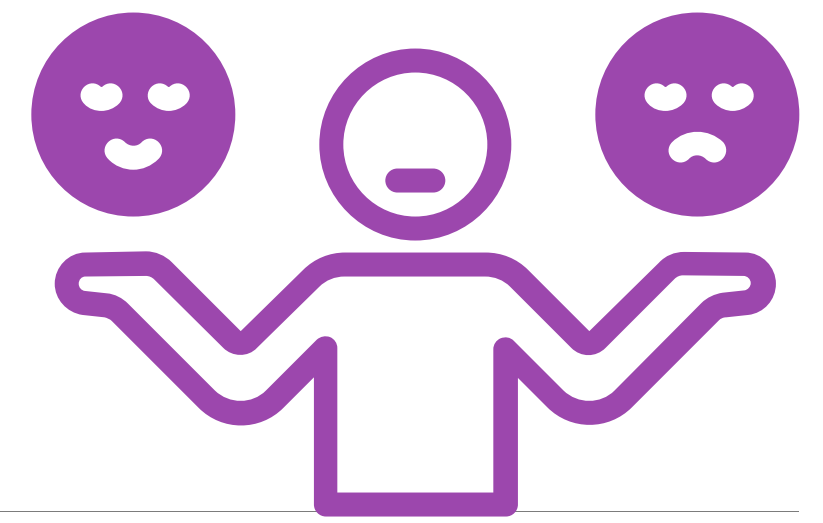
- The chance to make an impact
- Learning something new
- Finding innovative solutions
- Staying curious
- Working with great people in a great culture
- Having fun
- Continuous improvement
- Having flexibility
- Giving back to the community

*Click this link :*





# WORK PREFERENCE



- **I enjoy working with:**
    - data (information, ideas, words, numbers)
    - people
    - things (machines, equipment, animals)
  - **I prefer working:**
    - indoors
    - outdoors
    - some inside and some outside
  - **I want to work for a company:**
    - with fewer than 100 employees
    - with 100 to 500 employees
    - with 500 or more employees
- I would like to work in a:
    - large city
    - medium size city
    - town or suburban area
    - small town or rural area
  - I am interested in a job that involves:
    - a lot of travel
    - some travel
    - no travel
  - Which of your past jobs did you like least? Why?
  - Which of your past jobs did you like best? Why?
  - What work would you do if you could choose any job you wanted?

# INTERPERSONAL SKILL

- Definition:
  - to effectively communicate, interact, and work with individuals and groups.
- For examples:
  - Clear communication skills
  - Conflict management and resolution skills
  - Constructive feedback
  - Mentoring and coaching team members
  - etc



# HIGHLIGHTING ONE'S SUITABILITY

## EDUCATION

- can include both your **formal education and any informal** or continuing education
- It is common to focus on your **most recent and relevant** educational experiences

## KNOWLEDGE

- Discuss the **industry**
- Show what you've learned about it
- Describe **current development**
- Prepare related questions

## EXPERIENCE

- Use simple and active verbs to show your skills
- Use data to add **proven value** to your accomplishments
- Clearly state your **familiarity with specific responsibilities**

## TRAINING

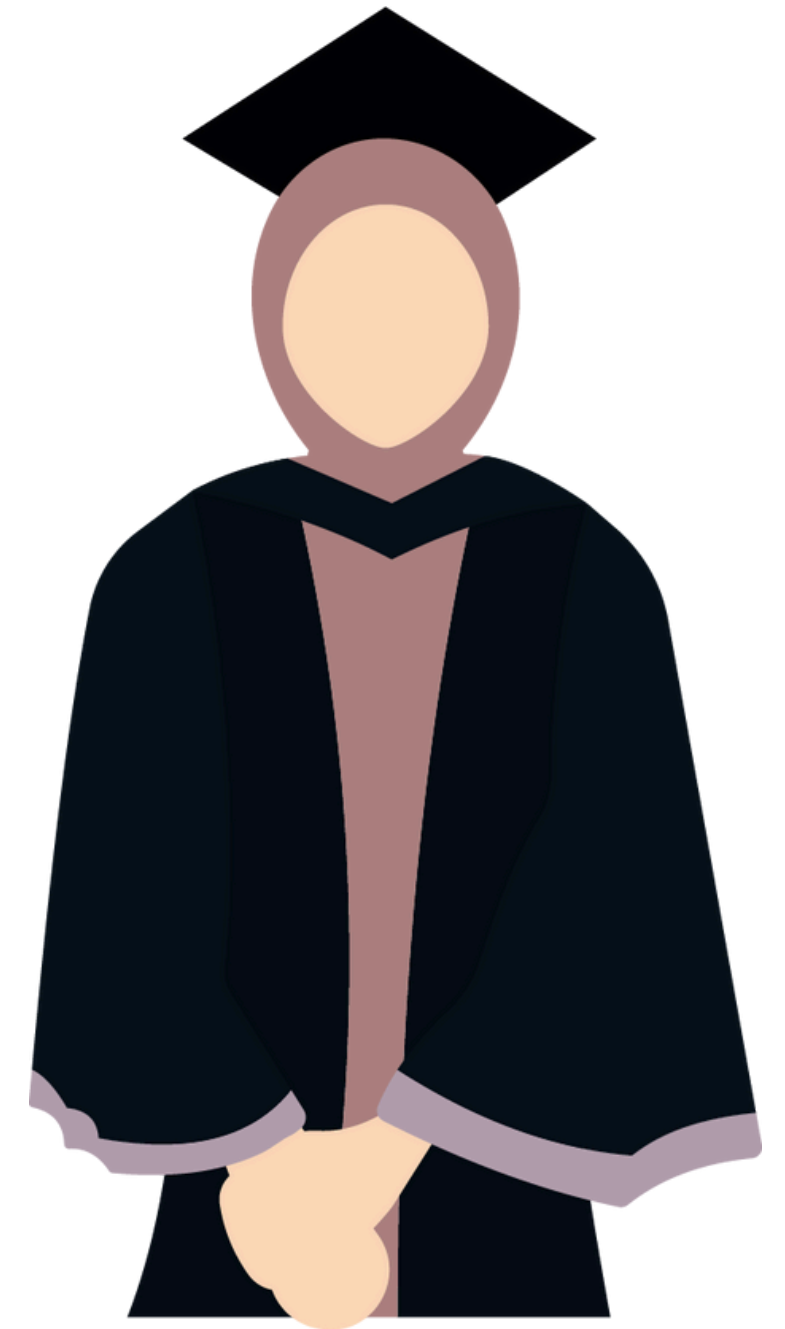
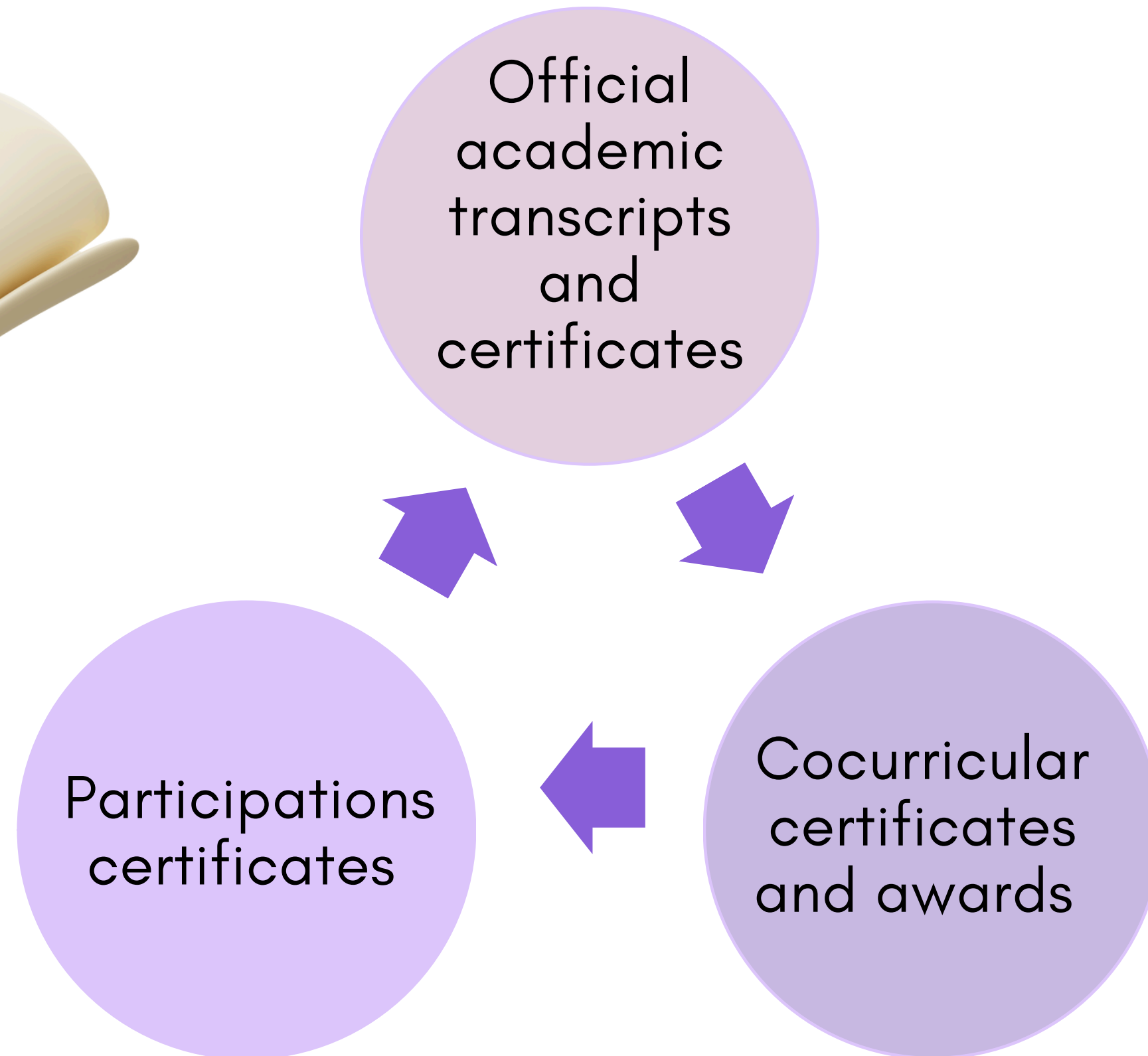
- Explain the project that you get **passionate** about
- Stay on top of the game
- Be alert of training outcomes





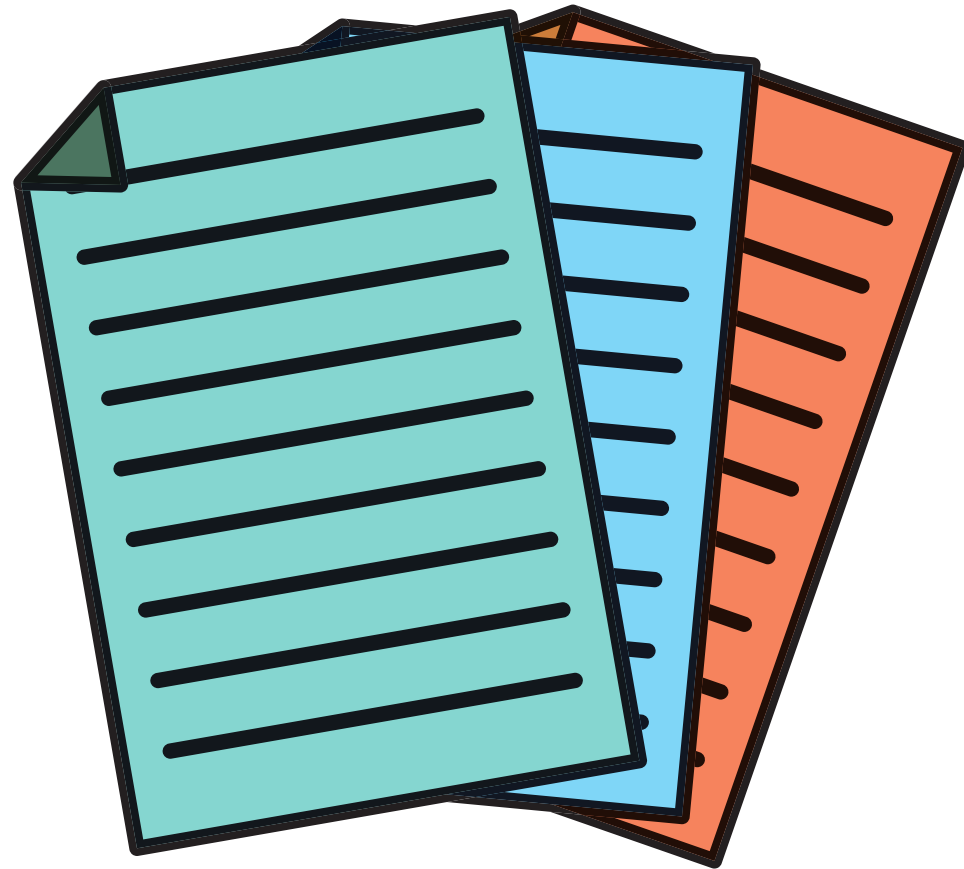
## 1.5.3 SELECT RELEVANT DOCUMENTS

# ACADEMIC CERTIFICATES





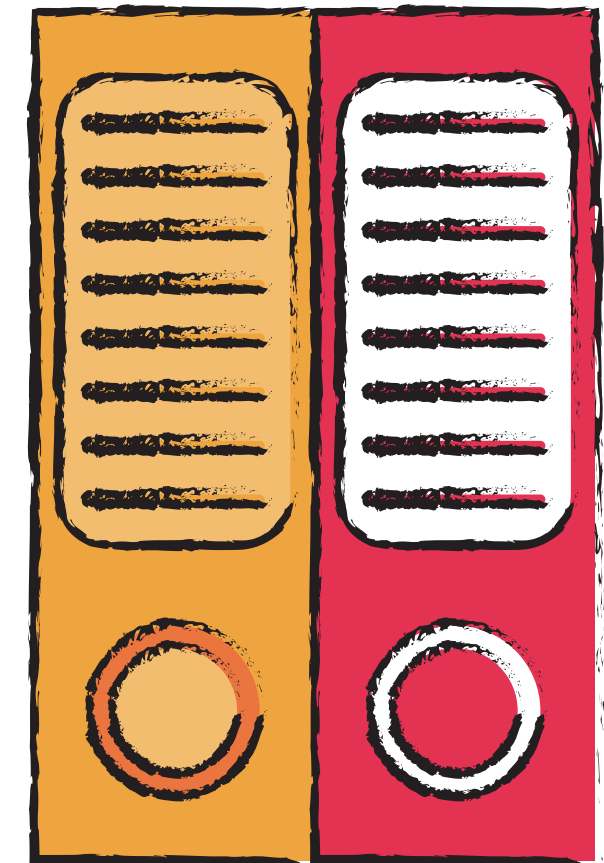
# FOLIO



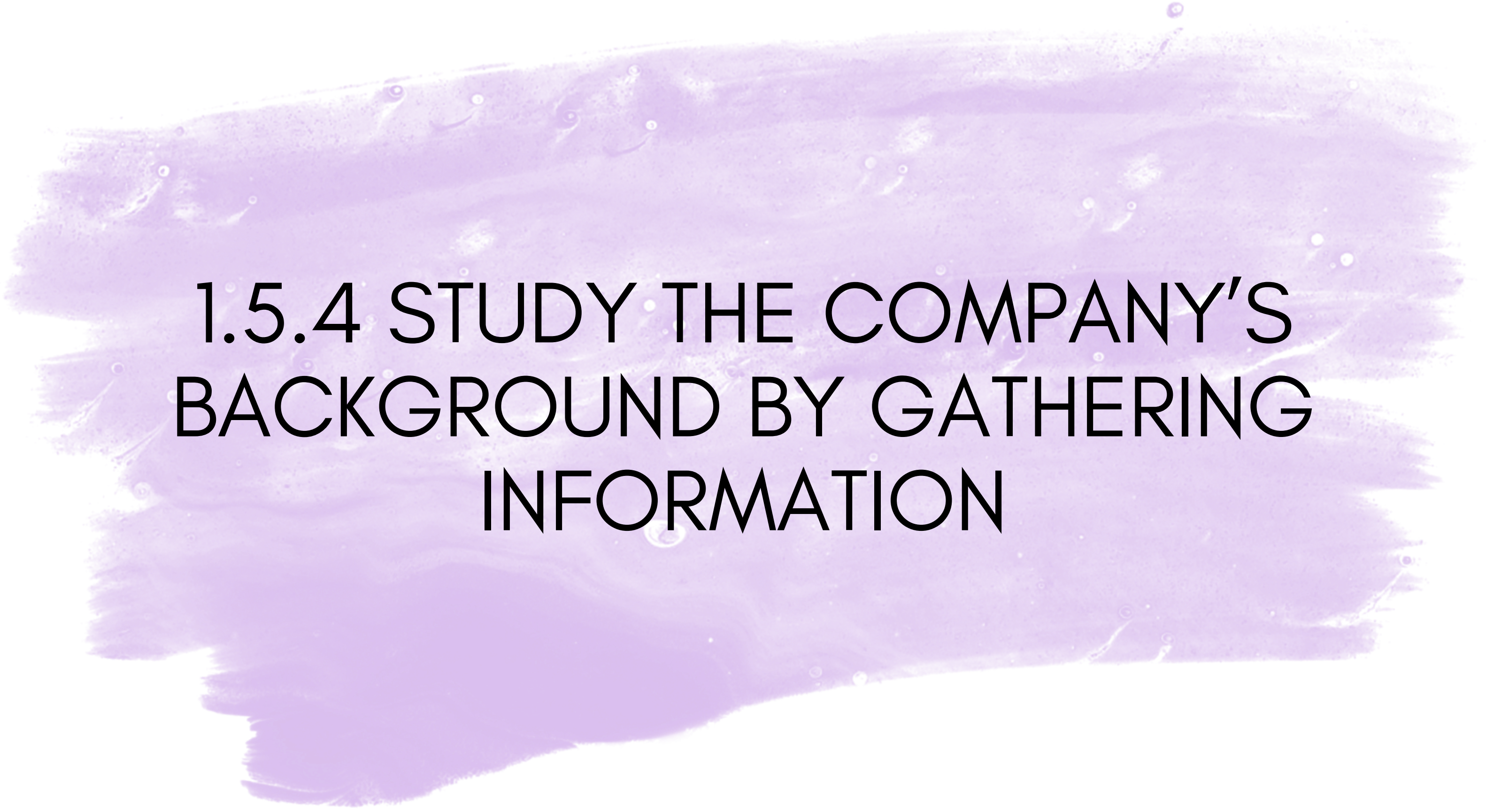
Graduates of creative fields  
such as design, advertising,  
journalism, architecture or  
video production:

showcase some of  
your abilities

bring along  
samples of your  
work that you can  
present to your  
interviewers





A large, horizontal, textured purple brushstroke serves as a background for the text. The stroke is irregular with frayed edges and some internal texture variations, giving it a hand-painted appearance. It is centered on a white background.

## 1.5.4 STUDY THE COMPANY'S BACKGROUND BY GATHERING INFORMATION

# PURPOSES OF STUDYING COMPANYS'S BACKGROUND

- Show you are prepared.
- Express excitement about the company.
- Understand the company culture.
- Prepare questions in advance.
- Know your interviewers.
- Explain why you want to work there.
- Stay updated on recent news.
  - Research company leaders and goals.





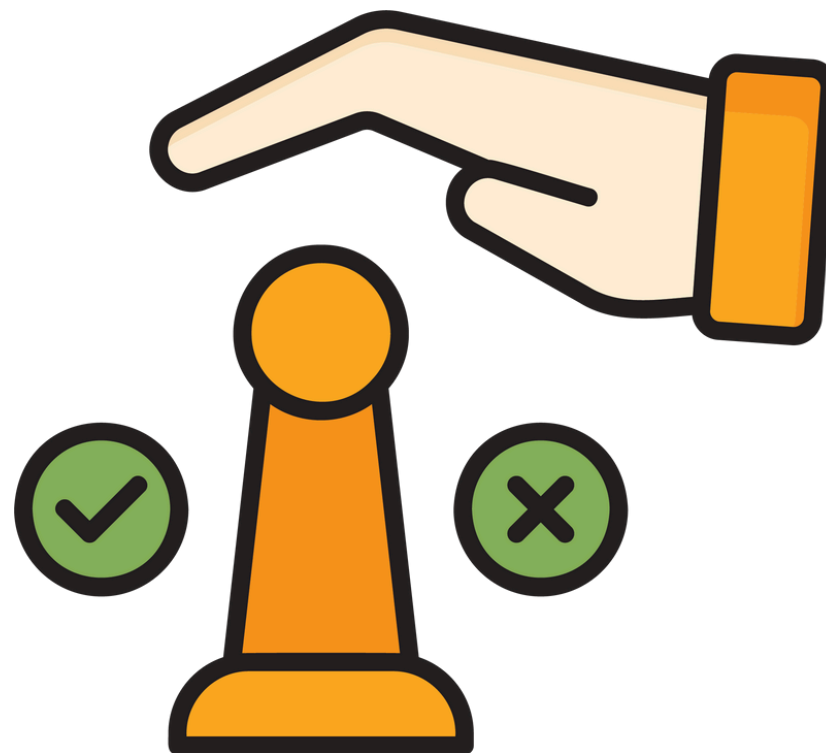
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## 1.5.5 PREPARE INTERVIEW QUESTIONS AND RESPONSES THAT RELATE TO COMPANY'S REQUIREMENTS



# ANTICIPATES QUESTIONS THAT MIGHT BE ASKED AT INTERVIEWS

- Plan questions that might be asked
  - Prepare written answers in advance
  - Practice loudly
  - Ask friends who have gone for interview about the questions



# EXAMPLES OF TYPICAL QUESTIONS:

## **Personal questions**

- Tell me about yourself.
- Where did you study?

## **Experience and accomplishments**

- Tell me about your internship.
- What were your major achievements?

## **Future plans**

- Where do you see yourself in five years?
- What are your life goals?

## **Commitment to the company**

- Would you relocate if needed?
  - Would you work overtime if required?

## **Questions that make you uncomfortable**

- What are your main weaknesses?
- Which part of your personality would you change if you could? And why?

## **Questions about money**

- How much salary do you think you are worth?
- Would you consider a pay cut if the company is not doing well?
- What is your expected salary?

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## 1.5.6 DISPLAY EFFECTIVE COMMUNICATION AND SOCIAL SKILLS DURING INTERVIEWS



# TIPS

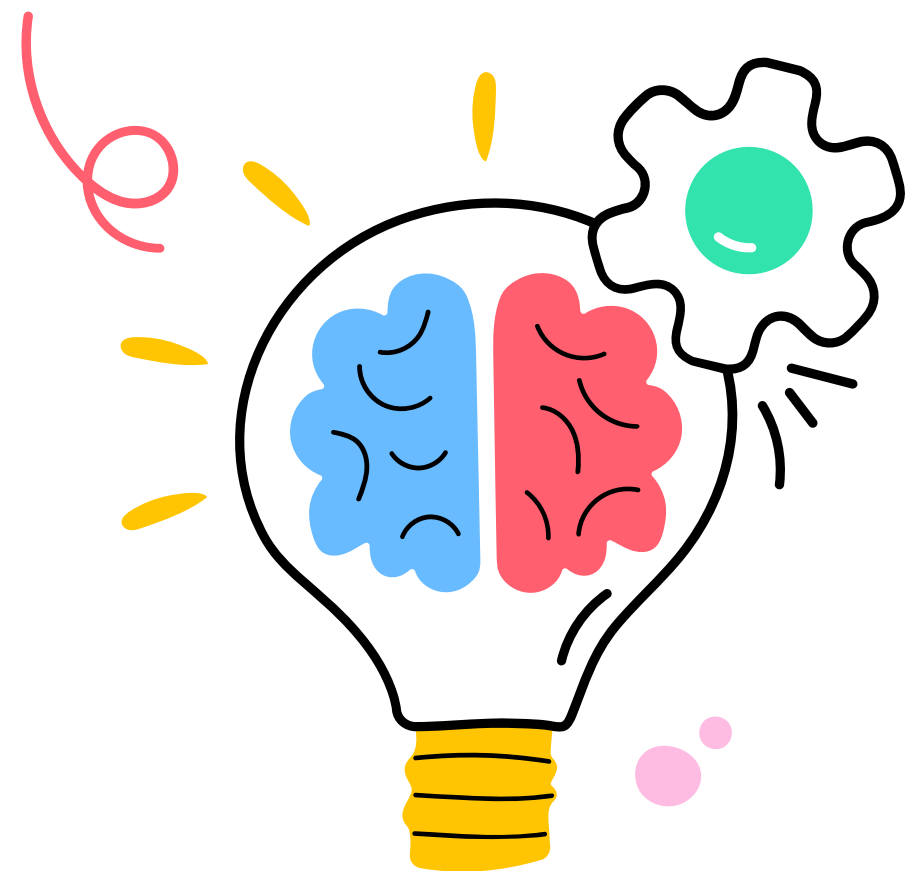
1. **Listen Actively** : Engage and respond appropriately.
2. **Be Concise** : Keep answers focused.
3. **Use Positive Body Language**: Maintain eye contact.
4. **Ask Thoughtful Questions**: Show interest.
5. **Build Rapport**: Connect with shared experiences.
6. **Manage Tone and Pace**: Speak clearly.
7. **Stay Calm**: Breathe to ease nerves.
8. **Use Relevant Language**: Include industry terms.
9. **Show Gratitude**: Thank the interviewer.
10. **Follow Up**: Send a thank-you email.




# WHY INTERVIEWERS TEST COMMUNICATION SKILLS

- Assess decision making and communication abilities.
- Evaluate handling of dissatisfied customers with empathy.
- Judge potential to represent and raise brand awareness effectively.
- Determine teamwork skills.

Source: <https://www.indeed.com/careeradvice/interviewing/communicationinterviewquestions>



A large, horizontal, purple brushstroke with a textured, painterly appearance serves as the background for the text. The stroke is centered on a white background and has irregular, feathered edges.

1.5.7 RESPOND APPROPRIATELY,  
FLUENTLY, AUDIBLY AND  
CONFIDENTLY TO QUESTIONS IN A  
JOB INTERVIEW



# BE CONFIDENT


- Make eye contact while answering.
- Maintain strong posture.
- Don't fidget.
- Smile and enjoy the process.
- Deliver answers calmly and slowly.
- Avoid rambling.
- Practice your tone of voice.
- Practice your handshake.
- Don't appear desperate.
- Know what you want in a job.



# WHAT NOT TO DO IN A JOB INTERVIEW

## DON'T:

- Lie
- Eat
- Fidget
- Be late
- Be rude
- Look angry
- Look bored
- Be arrogant
- Be defensive
- Cross your arms
- Act desperate
- Avoid eye contact
- Answer the phone
- Come unprepared
- Dress inappropriately
- Show a lack of accountability



Avoid these actions to help ensure you have a successful and positive interview.



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## 1.5.8 ORGANIZE COMPETENCIES AND STRENGTHS THAT MEET EMPLOYER'S EXPECTATIONS



# STRENGTHS IN THE WORKPLACE

- Dependable
- Flexible
- Selfmotivated
- Teamoriented
- Successoriented
- Optimistic
- Communicative
- Emotionally aware
- Trustworthy
- Problemsolver



Source: <https://www.indeed.com/careeradvice/startingnewjob/strengthsatworkplace>

# TOP 10 IN DEMAND WORKPLACE COMPETENCIES

- Communication
- Teamwork
- Sales and Customer Service
- Leadership
- ProblemSolving and Complex Thinking
- Perception and Attentiveness
- Teaching and Learning
- Vision and Hearing
- Business and Economics
- Digital Technology

Source: <https://www.bestcolleges.com/blog/workplacecompetenciesemployerswant/>



A large, horizontal, textured purple brushstroke serves as a background for the text. The stroke is irregular and painterly, with varying shades of purple and some white highlights, giving it a hand-painted appearance. It is centered on a white background.

## 1.5.9 ASK APPROPRIATE QUESTIONS IN A JOB INTERVIEW



# PLAN YOUR OWN QUESTIONS

1. Plan questions to ask interviewers.
2. Gather information and impress them.
3. Use the opportunity to assess job fit.
4. Avoid discussing money or benefits until the interviewer does.

- Examples:
  - What will my duties be?
  - What are the possibilities of promotion?



# EXAMPLE



1. Tell me about yourself.
2. Why do you want to work for our company?
3. What are your greatest strengths?
4. What are your weaknesses?
5. Describe a challenging situation you've faced at work.
6. Where do you see yourself in five years?
7. Why should we hire you?
8. How do you handle stress?
9. Do you prefer to work independently or in a team?
10. Do you have any questions for us?

1. Describe yourself
2. What will people admire you?
3. What people dislike about you?
4. If you are at the lowest point of your life, what are 2 best things you are going to do?
5. Who's your role model and why?
6. How do you organize your task?
7. What would be your ideal working environment?
8. What makes you uncomfortable?
9. If you could be a superhero, what would it be and why?
10. What's your ideal company?

# MOCK INTERVIEW



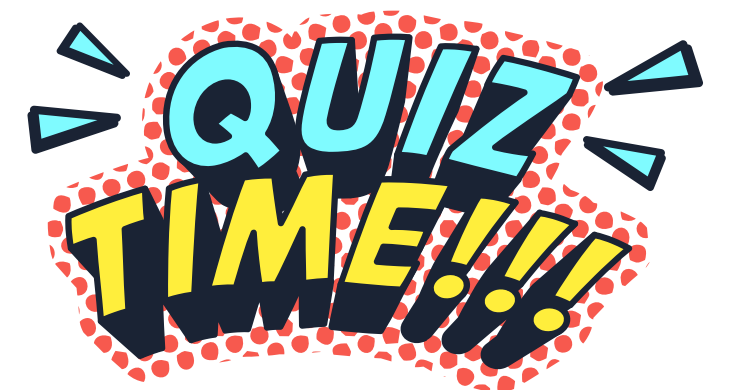
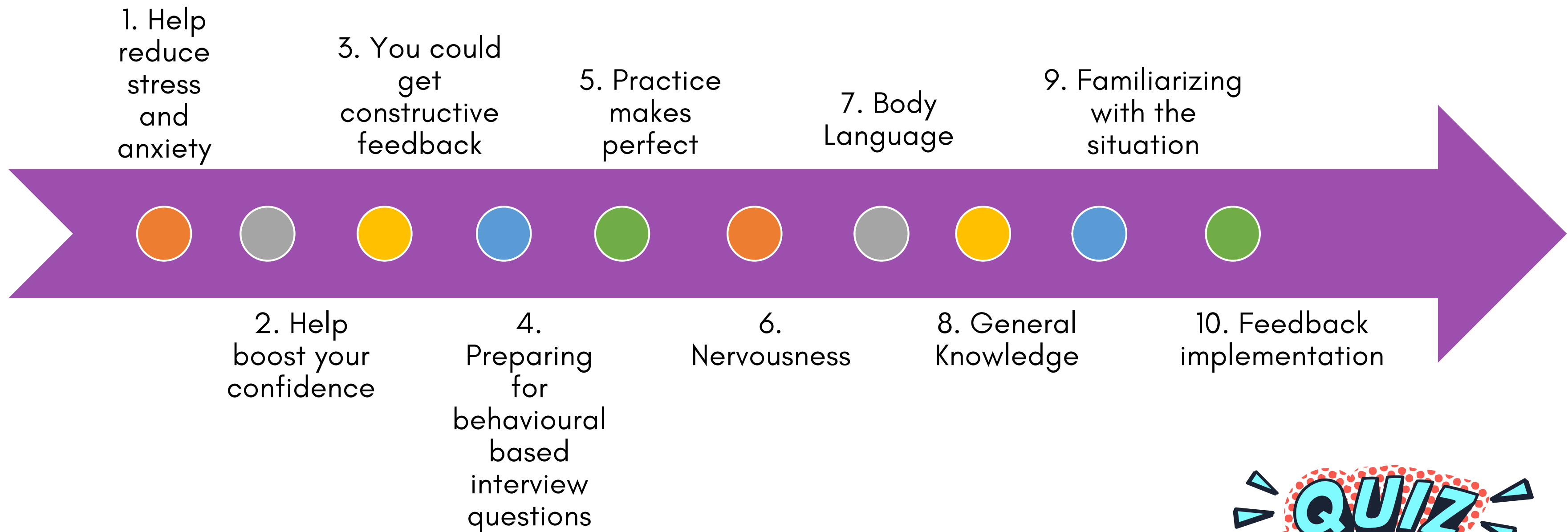


# WHAT IS A MOCK INTERVIEW:

- A mock interview simulates a typical interview environment and scenario.
- It involves preparing with appropriate body language, professional etiquette, and practicing responses to tricky questions.
- Essentially, it allows you to perform as you would in a real interview, helping to build your confidence and reduce the stress associated with job searching.



# Advantages of Mock Job Interviews:



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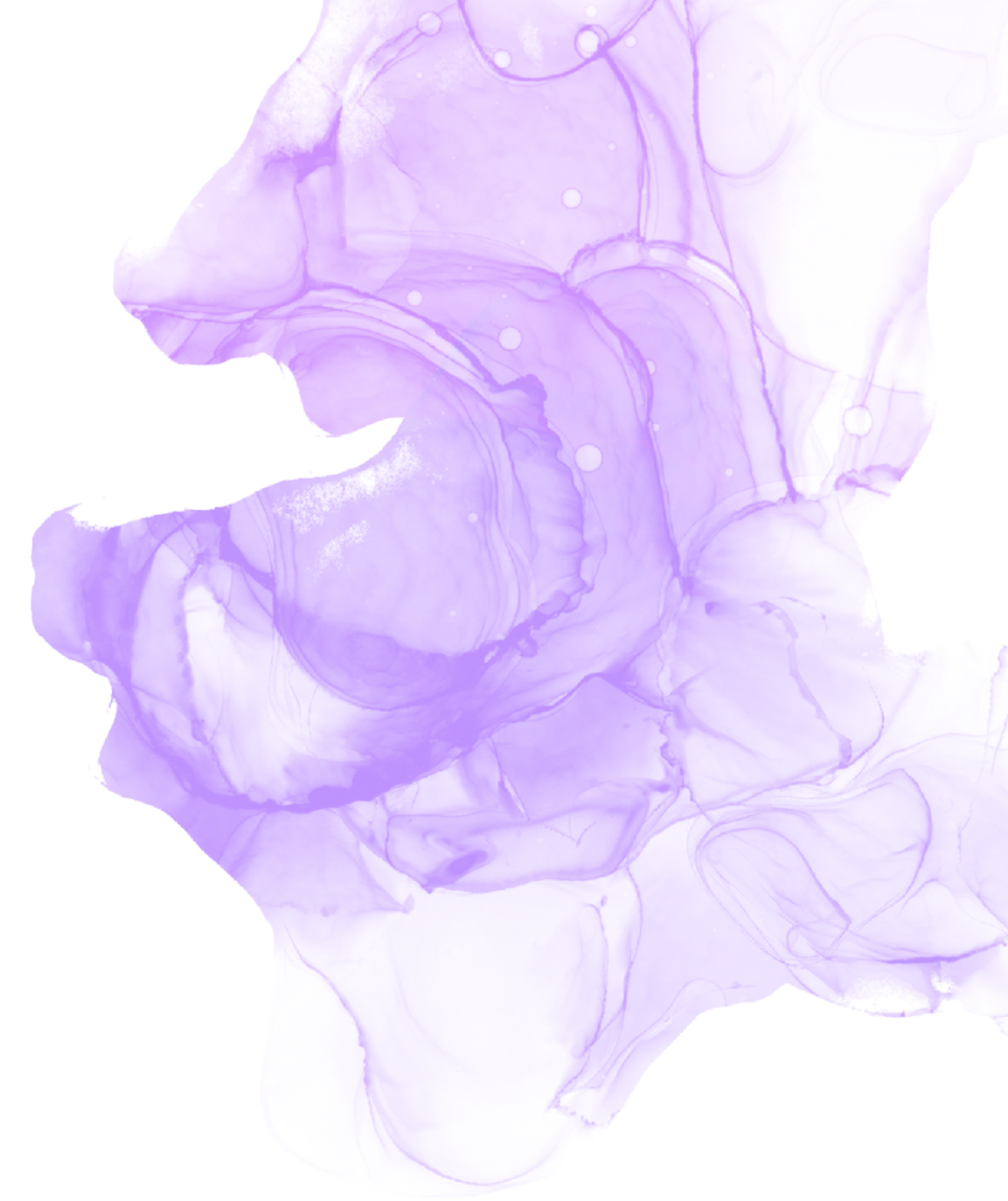
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# THE SIGNIFICANCE

This ebook holds significance as a comprehensive guide to navigating the competitive job market. By distilling industry insights and practical strategies, it empowers readers with the tools needed to succeed in job hunting.

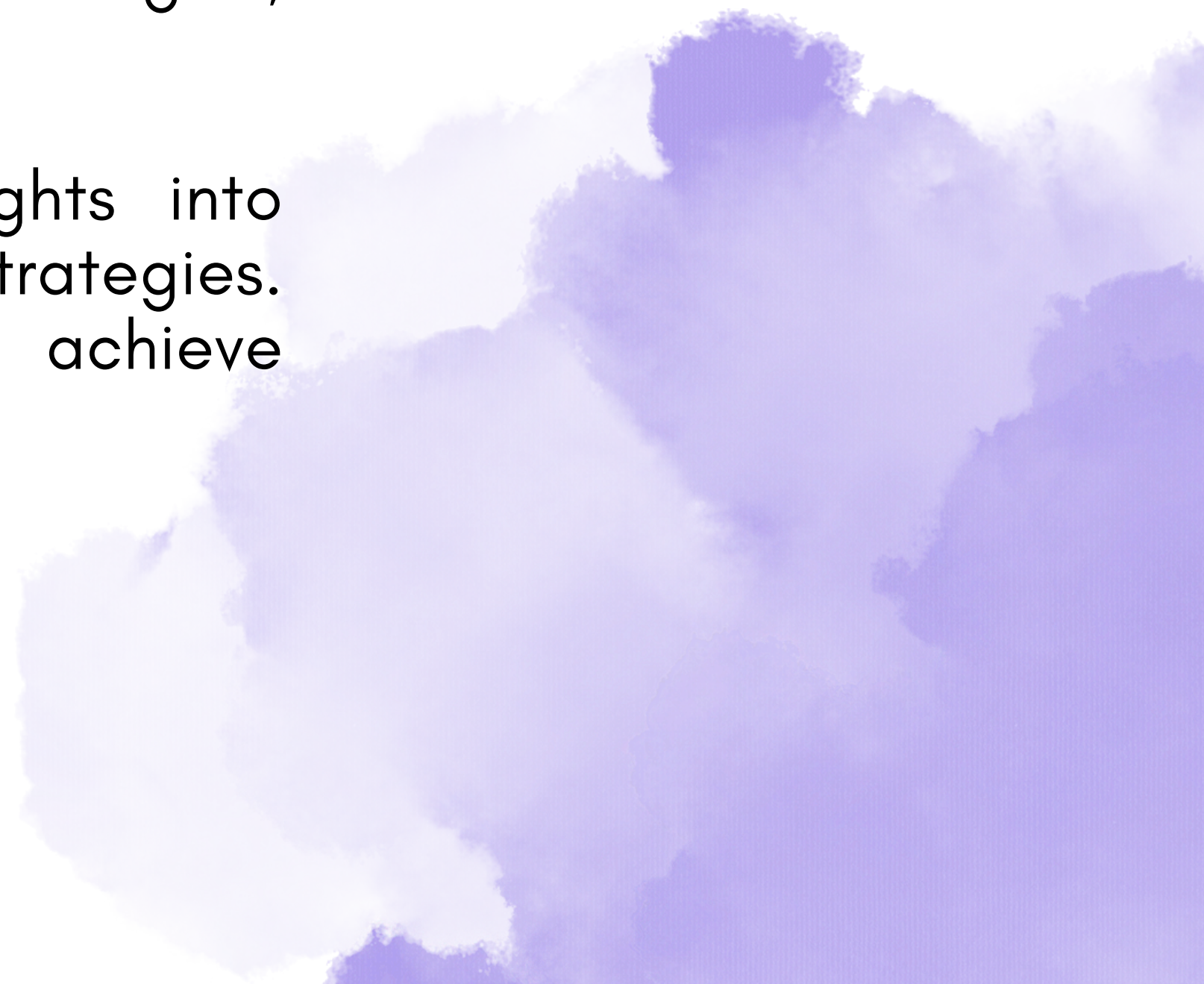
Whether you're a recent graduate or a well-established professional, this resource equips you with essential skills in networking, interview preparation, and digital presence, ensuring you can approach your career goals with confidence and strategic foresight.



# THE APPRECIATION

We deeply appreciate your interest in this e-book on **Career Pursuit Strategies**. By exploring the intricacies of today's job market and offering practical strategies, we aim to support your career journey.

Thank you for trusting us to provide insights into networking, interview techniques, and digital strategies. We hope this resource empowers you to achieve success in your career pursuits.



**THANK  
YOU!**



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