

ELEVATE

# Building YOUR Brand Job Searching

Shivani Narang | Program Manager

# WHO IS BROOKSOURCE?

## Brooksource in a nutshell

- Started in 2000
- IT Consulting and Staffing
- ~32 markets nationwide

## Some of our Fortune 100 Partners

- American Airlines, Banner Health, State of Arizona, Humana, CommonSpirit Health, Kroger, Ford, CVS, Walgreens, McDonalds Corp, BMO Harris Bank, OptumRX, Motorola, Exelon



# WHAT IS ELEVATE?

- Entry-level hiring program for active life-long learners and innovative companies looking to learn, grow and thrive in the workforce
- We provide a structured program to give consultants new opportunities to enhance their skills and develop as professionals
- Program Manager– manages local Elevate relationships & events.  
Partners with:
  - Local universities, colleges & Bootcamps
  - Companies in Arizona
  - Entry-level candidates

# HOW IT WORKS?

- Free service to all students
- We work together throughout your college career with:
  - Career Coaching
    - Resume reviews, LinkedIn reviews, Mock Interviews, Career Fair Prep, Interview prep and much more!
  - Training and Development
  - Ongoing performance management

# Building your Brand



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## Program Manager:

- Work with current students or recent grads with 0-3 years of experience
- Hiring for junior level IT opportunities
- Manage onboarding and continuous training and development for the first 6-12 months of your first career

## How can I help you?!

- Get prepared for the job search and professional life after college!
- Help connect you to career opportunities!
- Help with professional development through our Elevate program!

# Step 1: What is your Brand?

*Write down what you want?*

- Type of work
  - Job titles, main skills you have, evidence of achievements
- Industry
- Which employers appeal to you
  - Values, company size, company culture, tech stack
- Career growth
  - What are your goals?
  - Know the answer to the “where do you see yourself in 5 years”
- Motivation factors
  - Money, location, growth, tech exposure



# Step 2: Make a Plan

- Recruiters
- Networking Events
- LinkedIn
- Job Boards (5%)
  - Active Resume
  - Job Postings



# How to search efficiently & effectively

## *What NOT to do*

- Blanket Applications
- Lying (on resume, in interviews, and about job search)
- Long-winded resumes

## *What to do*

- Be Realistic
- Communication is Key
- Know what you are looking for
- Updating information/resume constantly
  - (Portfolios & GitHub included)



# Best Practices

## *How to stand out?*

- Practice Practice! Practice! YOUR STORY.
- Organization
  - KEEP TRACK of WHERE you have applied & WHO you have contacted.
- Purpose
  - FYI: recruiter can see how many jobs you've applied to on LinkedIn

|    | A                         | B                              | C                  | D                  | E                     | F                      | G           | H           | I            |
|----|---------------------------|--------------------------------|--------------------|--------------------|-----------------------|------------------------|-------------|-------------|--------------|
| 1  | <b>Job Search Tracker</b> |                                |                    |                    |                       |                        |             |             |              |
| 2  | <b>Name</b>               | <b>Email</b>                   | <b>Company</b>     | <b>Position</b>    | <b>Interview Date</b> | <b>Last Touchpoint</b> | <b>Pros</b> | <b>Cons</b> | <b>Notes</b> |
| 3  | Jane Doe                  | <a href="#">name@email.com</a> | Brooksource        | Jr. Data Engineer  | 12-Mar                | 4-Mar                  | xyz         | abc         |              |
| 4  | Sammy Gorbett             | <a href="#">name@email.com</a> | Calculated Hire    | Jr. Java Developer | 5-Apr                 | 5-Mar                  | xyz         | abc         |              |
| 5  | Jordyn Adler              | <a href="#">name@email.com</a> | Medasource         | Data Analyst       | 20-Mar                | 3-Mar                  | xyz         | abc         |              |
| 6  | Joe Leonard               | <a href="#">name@email.com</a> | Eight Eleven Group | Jr. Data Scientist | 15-May                | 4-Mar                  | xyz         | abc         |              |
| 7  | Susanna Hick              | <a href="#">name@email.com</a> | Motorola Solutions | Jr. Data Engineer  | 15-Feb                | 16-Feb                 | xyz         | abc         |              |
| 8  | Ali Pashley               | <a href="#">name@email.com</a> | McDonalds          | Jr. Java Developer | 6-Mar                 | 10-Mar                 | xyz         | abc         |              |
| 9  | Ron Greenberg             | <a href="#">name@email.com</a> | Walgreens          | Data Analyst       | 10-May                | 4-Mar                  | xyz         | abc         |              |
| 10 | Elvis Presley             | <a href="#">name@email.com</a> | BMO Harris Bank    | Jr. Data Scientist | 27-Feb                | 28-Feb                 | xyz         | abc         |              |
| 11 | Shaye Smith               | <a href="#">name@email.com</a> | Humana             | Jr. Java Developer | 1-Jun                 | 1-Mar                  | xyz         | abc         |              |
| 12 | Chris Workman             | <a href="#">name@email.com</a> | Exelon             | Data Analyst       | 13-Apr                | 3-Mar                  | xyz         | abc         |              |
| 13 | Molly Goldsword           | <a href="#">name@email.com</a> | Medline            | Business Analyst   | 1-Mar                 | 2-Mar                  | xyz         | abc         |              |

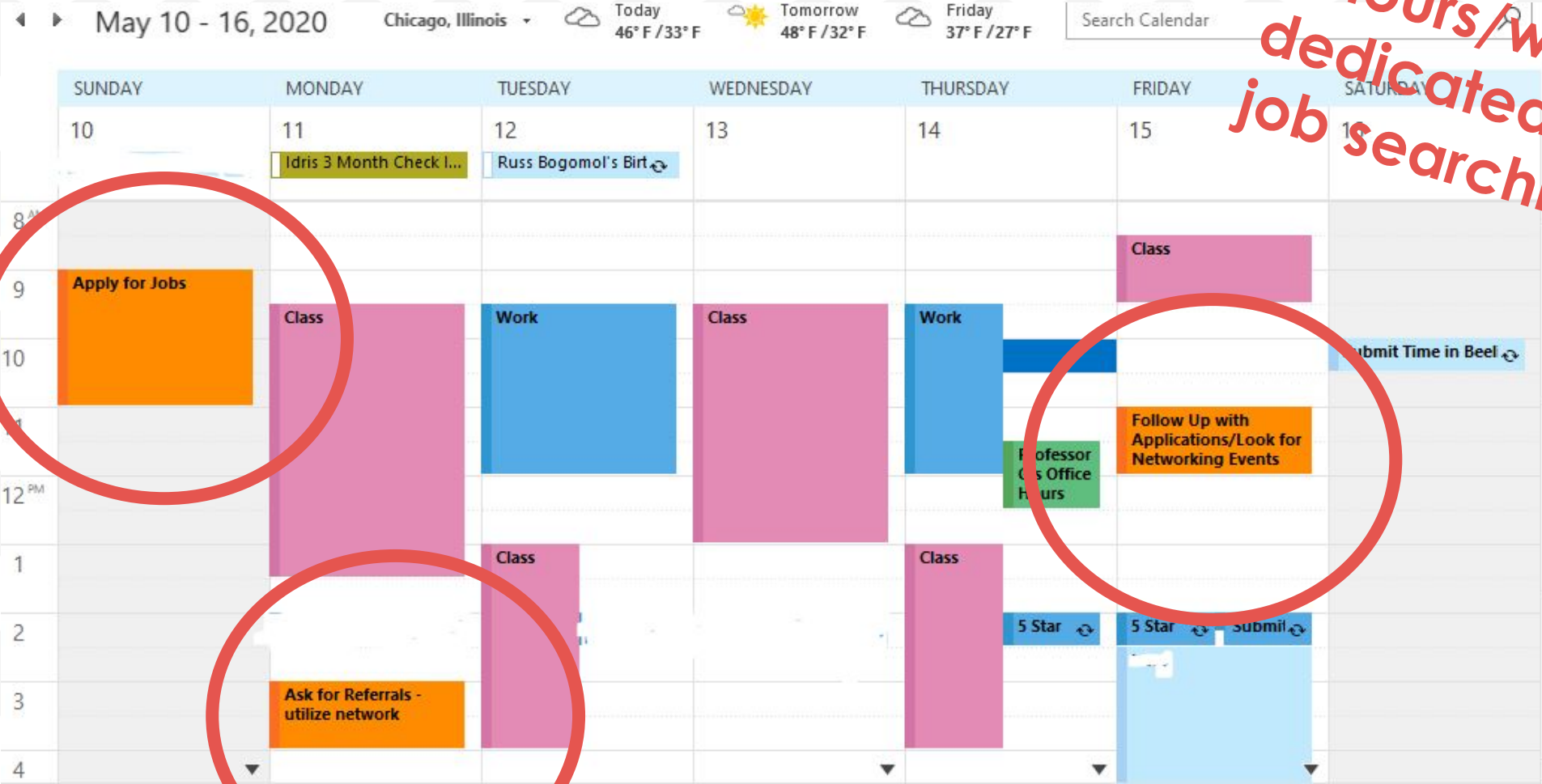
# Step 3: Execute your Plan

*Start Now!!!*

- When to start
  - Know what you want
  - Plan for rejection
- Find your “cheerleader/champion”
  - Touchbase bi-weekly
- Automate your search
  - Choose 3 sites that are relevant to you and set-up weekly search agents
- Set Goals
  - Time spent online searching
  - Referrals
  - Meetings/Networking Events

# Execute your Plan every WEEK!

4 hours/week dedicated to job searching



# THANK YOU!

Please feel free to reach out if:

- You have any questions regarding today's presentation
- You want to learn more about the Elevate program
- Would like to set up a 1:1 coaching/mentoring session
- Would like one of the following: resume review, LinkedIn review, prepping for an interview, prepping for the career fair, etc!
- You just want to chat! 😊

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