

2018 STRATEGIC COMMUNICATION

CAREER FEST

GUIDEBOOK

**Preparing for the
Career Fest**



Perfect Your Portfolio

Whether you consider yourself a creative, an account person or somewhere in between, it is important to assemble a portfolio of your work prior to the Career Fest. Depending on the position you're applying for, this portfolio could look very different. Copywriters, account executives and public relations specialists can all benefit from creating an online portfolio, regardless of your interest. Here are a few things you can do to [brand yourself](#) in a unique way. None of these are necessary for getting a job, but they have the potential to help you stand out.

- Consider creating a paper and online version of your portfolio.
- Create a portfolio using an online platform, such as [SquareSpace](#), [Weebly](#) or [WordPress](#). For information on how to make your own website and to learn how to use these programs, we invite you to visit [Lynda.com](#).
- Include up to eight pieces of work, organized by project to make your portfolio easy to navigate.
- Brand your book/online portfolio with a consistent aesthetic.
- Arrange and label your work strategically.
- Tell the story of what you learned and contributed to on the project when discussing your work with recruiters. Make sure you can explain the problem that you solved.
- Make your portfolio a living document that is constantly updated throughout your job-search journey.

Follow us on [Twitter](#) and [Facebook](#) @MUCareerFair for more tips from our prep sessions!



Portfolio Tips for your interest area

For Creatives

Industry professionals suggest creating a portfolio that shows off your best work from a variety of products and styles. The best thing you can do is continue perfecting and fine-tuning your craft through practice. Go above and beyond your assignments in class, and explore what you can do on your own time as well.

For Account Services

Some of you are probably wondering what you should even put in a portfolio. In addition to internship or job experience, fill your portfolio with samples of your research, strategy, communication plans, campaigns and other relevant work. It's nice to have a website where these documents can live, but it is not always necessary for landing a job.

For Account Planners, Researchers, Strategists

Industry professionals recommend putting together a short summary of the work you have done. For example, you could summarize your research in a quick visual to explain the challenge and how you arrived at your conclusion or insight. Creative briefs and examples of how your strategy inspired a campaign are also relevant to include.

For Media Planners and Public Relations Students

Industry professionals recommend compiling examples of relevant work into an online portfolio. Include work such as media flow charts, budgets, press releases, event plans and social media content.

What to Wear

When you finally arrive at the MU Strategic Communication Career Fest, make sure you're [dressed business professional](#)!

Recruiters expect you to look professional, but careers in Strategic Communication value creativity, so let your personality shine through.

You don't necessarily have to wear a suit. Men, jazz up a button down and slacks with a colored tie. Women, wear a nice blazer or a pressed blouse. If you choose to wear a dress or skirt, a good rule of thumb is to have it hit above the knee and cover your thighs when you sit down.

It's important that you [feel comfortable](#) in what you're wearing, but don't let what you're wearing steal the show. The recruiter's focus should be on you and your accomplishments, not [your clothing](#). Keep your goals in mind and remember to be professional.

The most important thing is for you to wear something that makes you feel confident. If you need a new [outfit](#) or [suit](#), the holidays are the perfect time to add it to your wish list.

Need something to wear? Check out Truman's Closet for professional business attire. Their mission is to provide MU students, faculty and staff with professional clothing to borrow free of charge. For more information, check out their [website](#).

Truman's Closet Location

Rock Quarry Facility, Room #8 1400 Rock Quarry Road Columbia, MO 65202

What to Bring

On the day of the MU Strategic Communication Career Fest, the most important things you can bring are a smile, a resume and/or a creative portfolio. So that you feel prepared and confident, we recommend the following:

- **COPIES OF YOUR RESUME**

You want to have one resume for every company you are planning to speak with. We suggest bringing somewhere between 25 and 40 copies.

- **MINTS**

Freshen your breath between conversations.

- **PADFOLIO**

This will help you organize your notes and resumes. These are available for purchase at [The Mizzou Store](#). Check out a few creative ways you can pack your resume on your journey to the Career Fest from this article, [14 Classy Ways to Carry Your Resume](#).

- **PAD OF PAPER AND A PEN**

Jot down notes after talking to companies to help you jog your memory and personalize your thank-you notes.

- **COAT**

It's chilly in February! But don't worry, it won't get in your way. We will have a place to hang coats at the Career Fest.

- **DIGITAL PORTFOLIO**

Having a digital copy of your portfolio is a great way to show your work. If you'd like to use an iPad but don't own one, you can rent one from the [Journalism Library](#) before the date of the Career Fest. Make sure it is fully charged!