

Becoming a Professional... and Getting That Job!

Jobs, Resumes, Certification, Interviewing,
Job Prospecting



PREPARATION

REQUIRED EDUCATION...varies... depending on the job

HIGH
SCHOOL

ASSOCIATE
DEGREE

BACHELOR'S
DEGREE

MASTER'S
DEGREE

DOCTORATE
DEGREE

**AGENCIES
THAT EMPLOY
FISH &
WILDLIFE
BIOLOGISTS**

**Federal
Gov't**
APHIS
BLM
DOD
NPS
NRCS
USFS
USFWS
USGS

**NGO/
For Profit**
Conservation
groups
Consulting firms
Hunt clubs/ranches
Rehabilitation
Timber companies
Utilities
Zoos

**NGO/
Nonprofits**
ABC
Aububon
TNC
NWTF
DU
PF/QF
RMEF
TWS
WMI

**Tribal
Gov't**
Tribes
Nations
Councils

Education
High School
University
Extension

**State
Gov't**
Agriculture
Extension
Game/Wildlife
Lands
Health
Transportation

Why Networking is important?

- Gives you information about the hidden job market
- Provides you a variety of perspectives on your field
- Gives you a smooth transition from student to professional
- Offers you expertise beyond your own
- Provides you help when you need it



Your Marketing Tools



Resume Do's and Don'ts

- 1 page document (if absolutely necessary, front/back)
- Sequence content from most important to least important
- Space is limited – do not duplicate information



"Your resume looks good. However, I'd limit it from 17,000 pages to three from now on."

- Proofread - make it error-free
- Use a white or off-white shade of paper
- Don't clutter the page

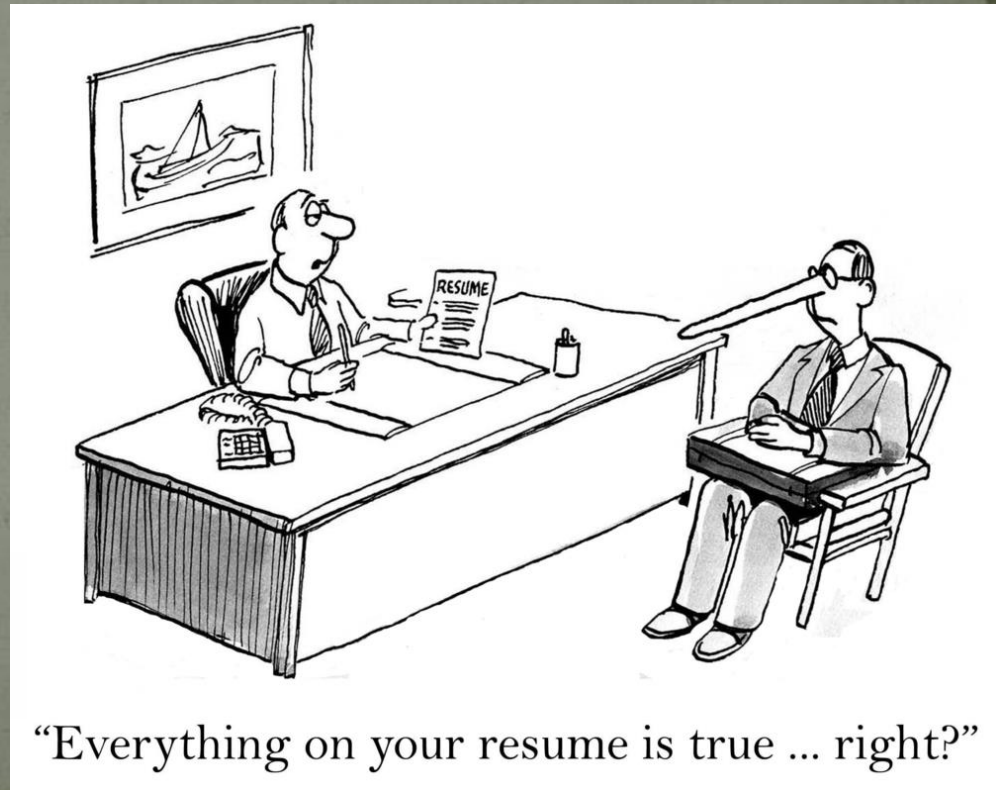





"Your resume says you spent 'fore years at collej.'"

Sell yourself, but ...
don't stretch the truth!

PROOFREAD...then,
READ IT AGAIN!



"Everything on your resume is true ... right?"



My Resume

....?

John Smith
12345 Madison Avenue
Detroit, Michigan 12345
Cell: 111-1111 – Email: JohnSmith@Acm

S

Cashier/C

-
-

Member of Lambda Fraternity
I am involved in social events, fundraising, parties, and other events.
Debate Club
Debated on weekends, helped fundraise, won many tournaments.

References available upon request.

John Smith

E-Mail: j.smith@mail.com
Tel: 774-987-4009

Address: 1905 W East Ave, San Antonio, Texas

Objective

- To be an expert in my area of work, with a passion for challenges, innovation and working with people and communities.
- Seeking a role, where I will be able to apply my skills, work experience in the development of advanced applications by making a difference through quality, with strict adherence in achieving the organizational goals.

Summary

- Extensive experience in brand management in beauty and production sectors.
- Creative with effective and efficient organizational abilities.
- Expert in product portfolio strategies.
- Excellent interpersonal skills quickly developing a rapport with the client.

Academic Details

- MBA (Business Administration, Marketing Management) from The University of Texas, San Antonio
- Bachelor of Science (Marketing and Management) from West Miami University

Technical Skills & Languages

- MS Office: MS Word, MS Excel
- Mail Chimp
- Google Analytics
- French (intermediate)
- Spanish (basic)

Work Experience

Date of Joining: 2010 to till date

Post: Global Group Product Manager

Organization: XYZ Cosmetics Capital Group, San Antonio, TX

The scope of work: Creating global brand strategies for major clients. Analyzing market trends and recommend solutions. Communicate product knowledge to customers and team members. Peppering annual marketing plans for strategic product collections. Fully responsible for P&L of the product portfolio. Project management of teams of up to 5 people. Developing new product concepts. Peppering communication plans to support new product launches.

Date of Joining: 2007 to 2010

Post: Product Manager

Organization: Kitchen Supply Center Ltd., San Antonio, Texas

The scope of work: Planning and implementing promotional campaigns. Peppering and delivering effective marketing plans. Responsible for product segment performance analyses. Providing product portfolios and competitive environment analyses. Cooperating with creative agencies. Fully responsible for meeting volume, sales, and margin targets.

Achievements

- Involved in a stock sell-off project.

Extra Curricular Activities

- Writing a blog.
- Enjoy reading books.
- Enjoy Surfing on the net.
- Making new friends.

Curriculum Vitae

John Smith

Marketing Manager

Global Group Product Manager with 7 years of experience in brand management. I led over 10 global marketing projects, including the launch of 60 new collections. I am interested in leveraging my skills for the Marketing Manager position.

Personal Data

Phone

774-987-4009

E-mail

j.smith@uptowork.com

www

cv.uptowork.com/j.smith

Social Media

LinkedIn

www.linkedin.com/johnutw

Key Skills

Innovation Management

Analytical Thinking

Marketing Strategy Development

Portfolio Deployment Plans

E-mail Marketing

Social Media Marketing

Software

MS Excel, MS PowerPoint

Very Good

Mail Chimp

Very Good

Languages

French

Intermediate

Spanish

Basic

Experience

2010-12 - present XYZ Cosmetics Capital Group / San Antonio, TX, USA

Global Group Product Manager

Product & Brand Management:

- Responsible for the creation of global brand strategies for major clients.
- Prepare Category and Portfolio Deployment Plans.
- Analyze market trends and recommend solutions.
- Communicate product knowledge to customers and team members.
- Create communication support plans for strategic product collections.
- Prepare annual marketing plans to support strategic brands.
- Project management (teams of up to 5 people).
- Fully responsible for P&L of product portfolio.
- Manage product portfolio (product segment performance analysis).

New Product Development:

- Innovation development - develop new product concepts.
- Prepare communication plans to support new product launches: catalogs and brochures.
- Manage P&L.

Achievements:

I finalized 10 global marketing projects, and launched approx. 60 new collections.

My involvement in a stock sell-off project led to a 10% reduction of stock within 3 months in the subordinate category.

2007-09 - 2010-11 Kitchen Supply Center Ltd / San Antonio, TX, USA

Product Manager

- Planned and implemented promotional campaigns.
- Prepared and delivered effective marketing plans.
- Provided product portfolios and competitive environment analyses.
- Responsible for product portfolio forecasts.
- Prepared product segment performance analyses.

Education

2005-09 - 2007-05 Business Administration / Marketing Management / The University of Texas at San Antonio / MBA

2000-10 - 2004-05 Marketing and Management / West Miami University / Bachelor of Science

Additional Activities

2012-01 - present Writing and Influencing

www.mymarketingcampaigns.me

Your Cover Letter

- Never send a resume without a cover letter
- Concise, formal and professional – 1 page
- Addressed, if possible, to the person doing the hiring
- Highlights elements in your resume that make you qualified for the job
- Close with request for an interview



Dear Sir/Madam...

Dear Potential Customer...

Dear fellow citizen...

Dear friend...

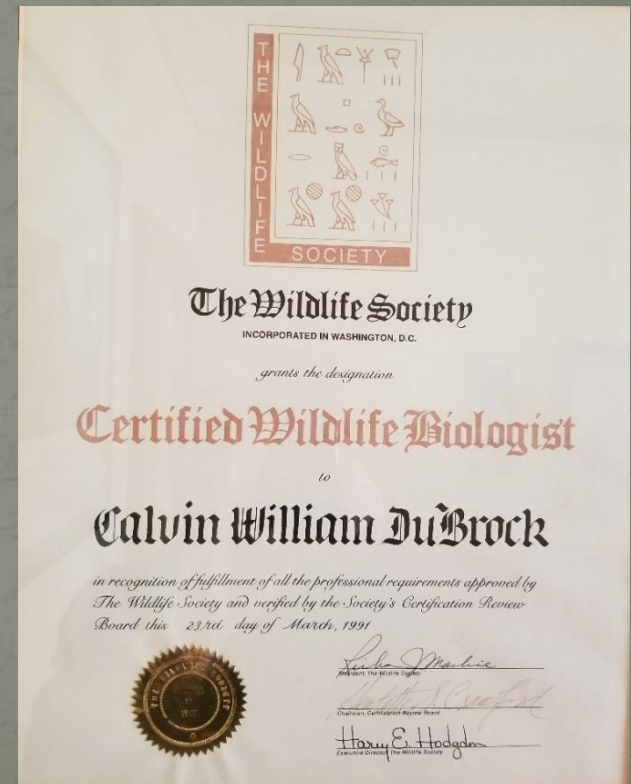
Mon ami...

Hey you gorgeous thing, you...

Dude...

Professional Certification

- Certification is a third-party verification of an individual's level of expertise in a profession.
- Certification constitutes recognition by the profession that, to its best knowledge, a member meets the minimum educational and experience standards, and the ethical standards, adopted by the profession.



Minimum requirements?

- Membership in TWS / AFS
- College degree (minimum of B.S./B.A.)
- Academic coursework in
 - Wildlife/Fisheries Management and Sciences
 - Other Biological Sciences (ecology, zoology, botany, etc.)
 - Physical Sciences
 - Mathematics and Statistics
 - Humanities and Social Sciences
 - Communications
 - Policy, Administration, Human Dimensions, and Law
- Professional Work Experience
- Professional Development/Continuing Education

Reasons to get certified...

- Demonstrates that you are committed to your profession and that you want to continue to learn and grow.
- Shows initiative, especially when certification is not required.
- Separates you from others, and can give you a competitive 'edge' over your peers for jobs and promotion opportunities, and higher salaries.
- Credentials you to be recognized as an expert witness in your profession.
- Continuing certification shows that your knowledge and skills are current.

Interviewing

- Come prepared! Do you have an elevator speech?
- Research the employer – know their mission, programs and services
- Demonstrate that you have the skills, experience and education they are seeking
- Have ready answers for common questions
- Practice!



Five Top Interview Tips



The Handshake

4 out of 5 say to keep it **firm** and **confident**

91% say a candidate should come prepared with questions for the interview



Always **research** your prospective company: The history, the team, their achievements, the lot!



Look the part

Appearance shouldn't factor into an interview but it does. Clean shoes, smart trousers, fitted jacket and

DON'T CHEW GUM



Pre-plan your route there. Early is on time, on time is late and late is **unacceptable!**

Opus.

Ten common interview questions and answers

- Tell me about yourself?
- Tell about a difficult situation you were face and how you dealt with it
- Tell me about a time when you were confronted with an unpleasant customer and how you dealt with it?
- What do you know about the company?
- What is your greatest achievement
- Why should we offer you a job
- What are your strengths
- What are your weakness



Common Reasons For Not Being Hired

- Lack of enthusiasm
- Inappropriate attire
- Responses are too general
- Inability to connect skills/experience/education to the position
- Not prepared – limited knowledge of the organization and/or the position

Top Skills Employers Seek

Entry level

- Communications (written and verbal)
- Interpersonal relations
- Ability to work in a team
- Critical thinking/problem solving
- Strong work ethic
- Time management

Advanced level

- Project management
- Leadership
- Analytical/quantitative

Jobs & Requirements...examples

- Federal government service
 - GS-486: Wildlife Biologist Series
 - at least 9 sem hrs in wildlife bio/mgt, 12 sem hrs in zoology, and 9 sem hrs in botany or related plant sciences
 - GS-482: Fish Biologist Series
 - at least 6 sem hrs in aquatic bio/mgt, 12 sem hrs in animal sciences
 - GS-408: Ecologist Series
 - at least 30 sem hrs in biological sciences, including 9 sem hrs in ecology, and 12 sem hrs in physical and mathematical sciences
 - GS-401: Natural Resources Management & Biological Sciences Series (F&W Biologist)
 - degree in biological sciences, agriculture, natural resource management, chemistry, or related discipline appropriate to the position

Jobs & Requirements...examples

- State (Pennsylvania) government service
 - Fisheries biologist
 - State residency
 - Bachelor's degree in biological science that includes/supplemented by 12 semester credits in fish biology, fish ecology, fisheries management, ichthyology, fish culture, fish physiology, fish pathology, limnology, aquatic ecology, aquatic entomology, water quality or other course related to fisheries science or aquatic ecology.

Jobs & Requirements...examples

- State (Pennsylvania) government service
 - Wildlife biologist
 - State residency (sometimes)
 - Bachelor's degree with a major in wildlife management, and two years experience in wildlife management research.

Finding a job

- Heavy competition for limited jobs
- Education
 - Get good grades; join professional club; volunteer
 - Consider getting an advanced degree
- Professional certification
- Professional engagement/network
- Diversify your background
- Get preference
 - Military service, Peace Corps (limited, noncompetitive eligibility)
- Get experience
 - Consider doing a summer internship
 - Example: <http://www.thesca.org>

Job Lists

- Professional Society Job Boards
 - Wildlife Society <http://joomla.wildlife.org/jobs/>
 - Society for Conservation Biology <http://www.conbio.org/jobs/>
 - Ecological Society of America/ECOLOG-L Listserv
 - http://www.esa.org/careers_certification/employment.php
 - American Society of Mammalogists
 - <http://www.mammalogy.org/whatsnew/employment.html>
 - American Ornithologists' Union
 - <http://www.osnabirds.org/on/ornjobs.htm>
 - Society for the Study of Amphibians & Reptiles
 - American Society of Ichthyologists and Herpetologists
 - <http://www.asih.org/jobs>

Job Lists

- Other Job Boards
 - Texas A&M - <https://wfscjobs.tamu.edu/job-board/>
 - Conservation Job Board - <https://www.conservationjobboard.com/search/>
 - EcoJobs - <http://www.ecojobs.com/>
- State & Federal Jobs—visit agency websites
 - <http://www.usajobs.gov>
 - <https://www.usajobs.gov/Help/working-in-government/unique-hiring-paths/students/> [Pathways Program]
 - <http://www.americorps.gov>
- NGOs—visit organizational websites
 - Ducks Unlimited, Pheasants Forever, WWF, National Audubon Society, The Nature Conservancy, National Wildlife Federation, etc.
- Job Databases
 - <http://www.indeed.com/q-Wildlife-Biologist-jobs.html>

Good Luck



**just
don't
blow
it**

GOOD
LUCK
!