



Boston University School of Hospitality Administration
Career Services



School of Hospitality Administration

JOB HUNTING STRATEGIES

**928 COMMONWEALTH AVENUE
BOSTON, MA 02215
617-353-3261**

EMAIL: hcareers@bu.edu

WEBSITE: www.bu.edu/hospitality



Boston University School of Hospitality Administration
Career Services

WELCOME TO THE JOB HUNTING STRATEGIES GUIDE

To assist you in your job search, we have created a manual to provide you with an organized approach to career exploration and research. It is designed as a guide to help you locate potential job resources, people, places and materials available to you at the School of Hospitality Administration and other locations both on and off campus. It also suggests ways for you to assess your skills, investigate prospective career opportunities and prepare for the job search. We anticipate that this guide will keep you focused and offer suggestions to turn your search strategies into a challenging and successful career.

You don't have to do this alone! We are here to help you ultimately realize your career goals. Meredyth Thomas is our Director of Career Services and Corporate Relations. Maureen Ricciuti is our Career Services Coordinator. They are available to meet with you to discuss corporate recruitment, résumé writing, cover letters, interviewing skills and will help to narrow down your job search. Whether you are a freshman who is discovering the hospitality industry or a graduating senior seeking a career position upon graduation, Meredyth and Maureen will answer any questions you may have. The best way to set up an appointment is through **Handshake**.

Introduction

Meredyth Thomas, Director of Career Services and Employer Relations
928 Commonwealth Avenue, Room 102
email: mdthomas@bu.edu
phone: 617-358-6377

Maureen Ricciuti, Career Counselor
928 Commonwealth Avenue, Room 103
email: mr Ricciuti@bu.edu
phone: 617-358-8916

O.K., let's begin! The first step is to create a résumé.



Writing an Effective Résumé

There are many comprehensive guides available for this part of your job search. This section of the manual will briefly highlight the key points of job correspondence and refer you to more detailed resources.

Résumés

The basic purpose of a résumé is to present your experience, skills, and accomplishments in a manner and sequence that best connects your background with the requirements of the positions you are interested in. Remember that your résumé is the main tool you use to get an interview.

The main purpose of your résumé is to sell yourself to a prospective employer. It should be a brief, informative summary of your abilities, education and experience as they apply to your career goals. It is not a biography; it is a profile. Most importantly, it should differentiate you from the hundreds of other candidates.

Types of Résumés

The most common format is the “chronological résumé” which lists each job in **reverse chronological order**. The other type is the “functional resume” which is typically used by mid-career changers. Times New Roman is generally the most popular font and usually most recommended. Don’t use fonts that look too “flashy” or “unprofessional”. Print size should be easy to read so an 11 or 12 is best.

Your résumé should be brief, businesslike, and accurately reflect in terms of style and content the type of job you are seeking.

Contents of a Résumé

Below are some suggestions to help you structure the individual categories within your résumé.

Hint: When you first start, don’t be concerned with style and format. Aim first for the content, and then you can edit and rearrange for style.

Identification:

- ◆ Full Name
- ◆ Address (present/permanent)
- ◆ Phone Number (cell is recommended if you use it regularly (make sure VM is professional)
- ◆ Email address
- ◆ LinkedIn URL (optional) If you include this you **MUST** customize your URL on LinkedIn

Education:

Emphasize the positive aspects of your academic career and extracurricular activities. Describe any academic honors or scholarships you have received as well as any positions of leadership you have assumed. If your GPA is over 3.0, you may include that as well.



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Items which may be included under this section of your résumé include:

- ◆ Institution/degree/minor/concentration
- ◆ Academic performance (GPA 3.0 or above)
- ◆ Relevant courses/class projects
- ◆ Academic Awards (Dean's List, other academic honors)

Work Experience:

Use action verbs to describe the skills and responsibilities which best relate to the position you are seeking. Try to avoid words or phrases like “assisted” or “responsible for”, they don’t sell. Emphasize your accomplishments and quantify them wherever possible. Remember that it’s okay if they seem relatively minor as compared to the “real world”.

Indicate progressive increases in responsibility. Include volunteer work, leadership positions and so on. Be specific and avoid generalities. Include all relevant experiences, summer or otherwise. This includes all paid and un-paid positions.

- ◆ Name of employer
- ◆ Location
- ◆ Dates of employment (month, year only)
- ◆ Title
- ◆ Brief job description using bullets to emphasize action
- ◆ Level of responsibility

Skills:

This section may include computer skills or other special skills not included in your work experience.

Languages:

If you are fluent or proficient in more than one language it may be indicated in a separate section.

Activities/Affiliations:

This section can be used to list memberships or affiliations you have in or outside of school. Where applicable, indicate any offices held and achievements related to these activities.

Awards/Honors:

- ◆ Awards/honors
- ◆ Scholarships
- ◆ Special certificates

Interests:

We caution against using interests if you list only general interests like “reading, music and sports”. If however, you are wine aficionado and have developed a real depth of knowledge about wines or you are a baking enthusiast who specializes in French pastries those interests may be noteworthy as they may be relevant to your career interests. Noteworthy interests do not have to be hospitality related but they should reflect more than just a general interest. Interests that demonstrate a passion, skill or leadership experience may be included.



A Few Final Guidelines

No manual or book will tell you everything you need to know about writing your résumé; these are simply guidelines. Make an appointment with the SHA Career Services department for individual help with yours. It is also important to realize that various people view your résumé differently so it is a good idea to show yours to a few different people including the SHA Career Services staff, faculty and classmates. Developing a résumé takes time and patience. You may go through many drafts before you are satisfied. It is best to think of your résumé as a “work in progress” as you will likely be updating it with new information often.

Résumé language should be:

- Specific, not general
- Action-oriented, not passive
- Dynamic – start bullets with action verbs
- Written to express, not impress (never embellish!)
- Articulate, not flowery – be concise
- Fact-based (quantify, not qualify – use numbers, percentages, dollar amounts when applicable to highlight the effect of your work) e.g. “Improved sales by 25% over previous quarter”
- Written for scanners, not readers

Do:

- Be consistent in format and content
- Make it easy to read and follow
- Use spacing, italics, bold, underlining and capitalization for emphasis
- List categories in order of importance
- Use 8 1/2” X 11” bond paper
- Use numbers, dollar signs and percentage signs when possible as these are eye-catching

Do Not:

:

- Use slang or colloquialisms
- Include age (or birth date), gender, or SSN
- Use personal pronouns (such as “I” or “they”)
- Abbreviate or use acronyms without prior
- Use a picture
- List references on résumé



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Career Services

SAMPLE RÉSUMÉS



Boston University School of Hospitality Administration
Career Services

John Smith
johnsmith@bu.edu

University Address:
555 Beacon Street Apt.
Boston, Massachusetts 02215
(555) 555-5555

Permanent Address:
1313 Mockingbird Lane
Nowheresville, AZ 85018
(555) 555-5555

EDUCATION

Boston University, Boston, MA
School of Hospitality Administration
Bachelor of Science in Hospitality Administration

Graduation Expected May, 2017

EXPERIENCE

L'Auberge Resort and Spa
(Destination Hotel and Resorts Property)
Food and Beverage Intern

Del Mar, California
June 2011 – August 2011

- Acted as night host, food expeditor, room service attendant, morning/lunch/dinner wait staff
- Gained in-depth Squirrel POS exposure

Nine Zero Hotel
(Destination Hotel and Resort Property)
Sales and Marketing Intern

Boston, Massachusetts
March 2010 – May 2010

- Performed research on potential clientele, competitors' strengths and weaknesses, and possible advertisement cost and space
- Received Delphi training and oversaw extensive clean-up and follow-up of outdated material and contacts

Arizona Biltmore Resort and Spa
(KSL Recreation Properties)
Intern

Phoenix, Arizona
June 2009 – August 2009

- Completed rotations in the following fields of hotel management: rooms division; front desk, concierge, reservations, bell services, banquets, catering, and conference services
- Learned HIS Hotel Management Systems

Wally's American Pub N' Grill
Management Trainee/ Floor Manager

Phoenix, Arizona
June 2008– August 2008

- Oversaw cash reconciliation daily and sign-off on all voids/discounts
- Handled customer relations; resolved complaints with customers and disputes amongst staff
- Ordered products daily and signed-off on inventory nightly
- Learned Aloha POS menu structure and input data via Aloha Manager
- Managed employee scheduling and payroll via ADP payroll

Intern - Rotational Training Program

June 2008 – August 2008

- Rotated and trained in all areas of restaurant including dish washer/clean-up crew, prep cook, line cook, inventory clerk, host, waiter, floor manager

ACTIVITIES

- Full athletic scholarship, Boston University Division 1 Swim Team, Captain
- Boston University Resident Hall Association, Student Council Secretary
- Habitat for Humanities volunteer work
- School of Hospitality Administration (SHA) Peer Advisor

SKILLS

- Squirrel POS and Aloha POS Manager, HIS Hotel Management Systems, Delphi Systems
- Microsoft Word, Excel, Outlook, PowerPoint



Boston University School of Hospitality Administration
Career Services

John Smith II
johnsmithII@bu.edu
27 Ashford St. Apt. #1
Allston MA, 02134
(555) 555-5555

Education:

Boston University, School of Hospitality Administration
Bachelor of Science in Hospitality Administration
GPA 3.1

Boston, MA
Expected Graduation May 2018

Experience:

Longhorn Steakhouse Inc. Boston, MA
Bartender, Server

August 2008-present

- Maintain front and back of the house cleanliness
- Ensure efficient customer service
- Sustain a clean and stocked bar area

Planet Hollywood Inc. London, England
Sales & Marketing Associate

March – May 2011

- Updated database daily for new reservations and functions
- Created new programs to provide efficient means of recording clientele and bookings
- Designed and maintained program for recording web based business
- Assisted with a variety of additional needs in the department

Ken's Foods Inc. Marlboro, MA
Purchasing Department Assistant Buyer

May – September 2010

- Ensured daily shipping/receiving reports were synonymous with paperwork
- Placed, confirmed, and scheduled raw material orders for all plants
- Provided support to all buyers

Marriott Courtyard Inc. Westborough, MA
Server, Breakfast Chef, Buffet Setup, Function Room Attendant

May – August 2009

- Set up, stocked, and ensured guest satisfaction at morning buffet
- Organized, reserved, and served functions
- Prepared and ordered materials for the back of the house
- Preserved front and back of the house sanitation and cleanliness

Naked Fish Inc. Westborough, MA
Server Assistant, Busboy, Bar Back, Line Cook, Prep Cook, Expeditor, Host

October 2007 – September 2008

- Aided wait staff with food running, table maintenance and other guest needs
- Stocked and maintained service bar, main bar, and supply rooms
- Prepared ingredients and food for final preparation on the line
- Ensured quality, temperature, timeliness, and presentation of food
- Assigned sections and maintained a smooth flow of guests into the restaurant

Skills:

Proficient in MS Word, Excel, Power Point, Access, World Wide Web, Netscape, Data Base, AS400. 7 years of front of house experience, Two years of bartending experience, and 1 year of back of house experience. Bar Code Certification Training for Rare Foods Incorporated

Extracurricular Activities:

Peer-Coordinator for incoming freshmen to the School of Hospitality Administration



Boston University School of Hospitality Administration
Career Services

JANE DOE

55 Egmont St. Apt 5 • Brookline, MA 02446 • (555) 555-5555 • jdoe@bu.edu

EDUCATION

Boston University, Boston, MA

Bachelor of Science in Hospitality Administration

May 2012

Minor in Music (Non-Performance)

PROFESSIONAL EXPERIENCE:

Server

February 2011 – Present

The Country Club

Brookline, MA

- Serve club members in both formal and informal a la carte dining rooms
- Assist with holiday events and function set up and service
- Provided dinner set up and cocktailing

Assistant Event Planner

September-December 2010

Boston University Office of Development & Alumni Relations

Boston, MA

- Assisted in planning the Boston University School of Hospitality Administration Celebration
- Oversaw operational functions for the event such as arranging entertainment and coordinating the events for the evening
- Supervised and trained 12 volunteers during the event
- Worked closely with the event manager in planning the menu and decorations

Assistant Event Manager

March – May 2010

SPT Events Ltd

London, England

- Assisted in managing a variety of events including business lunches, book launches, fashion photo shoots, and private/corporate parties
- Developed marketing contacts database for advertising opportunities and potential clients
- Presented venue options to potential clients

Office Assistant

September – December 2009

Huntington Theatre Company

Boston, MA

- Organized and tracked operations for the finance department
- Performed administrative tasks including filing, photocopying, phone calls, and data entry

ADDITIONAL WORK EXPERIENCE:

- **Big Daddy's Ice Cream**, Wells, ME

Summer 2009

VOLUNTEER EXPERIENCE:

York Hospital, York, ME (May 2008 – September 2008) – planned the 16th Annual Frank E. Hancock Memorial Golf Tournament; worked towards a goal of \$35,000 in donations and sponsorships; responsible for invitations, sending information packets, and tracking finances

Wine Expo 2009, Boston, MA (January 30, 2009) – assisted with the Celebrity Chef Series by working at the demonstration booth

SKILLS & ACTIVITIES:

Proficient in Microsoft Office

President, **Eta Sigma Delta**, International Hospitality and Tourism Management Honor Society

Vice President, **Boston University School of Hospitality Administration's Diner's Club**

Member, **Boston University Symphonic Chorus**

Song Chair, **Alpha Phi Sorority**



Boston University School of Hospitality Administration
Career Services

Jane Smith
janesmith@bu.edu
(555) 555-5555

School Address
1056 Commonwealth Avenue
Boston, MA 02215

Permanent Address
5555 Second Place
Kirkland, WA 98033

Education

Boston University, Boston, MA
School of Hospitality Administration
B.S. in Hospitality Administration
Minors in Spanish and Latin American Studies

May 2018
GPA 3.68

Experience

Hotel Suecia, Madrid, Spain

Summer 2016

Intern: Marketing and Food and Beverage

- Mailed hotel brochures to travel agencies throughout the world
- Verified group reservations were entered correctly in computer system
- Sorted mail for all the offices and processed outgoing mail
- Prepared and served guest's beverages
- Cleared, cleaned and replaced bar/ table items as needed
- Assisted waiters with tasks to enable better service to guests

Doubletree Hotel Bellevue, Bellevue, WA

Summer 2015

Human Resources Intern

- Greeted, directed, and screened applicants
- Kept track of the application process for job openings
- Answered telephone and made reference calls on applicants
- Distributed and explained paperwork to applicants
- Recorded all applications in the computer program ERMA
- Followed-up on the required EEO data form with applicants

Embassy Suites Hotel Seattle-Bellevue, Bellevue, WA

Summer 2014

Guest Services Representative

- Checked guests in and out while satisfying their preferences/requests
- Answered internal and external telephone calls, including reservations
- Answered guests/visitors questions by researching the information needed and coordinating with other departments within the hotel
- Processed credit card authorizations
- Assigned rooms and created keys and breakfast cards in advance of Hilton Honors members' check-in

Skills

- Fluent in Spanish
- Microsoft Word, Excel, Power Point, and Internet.

Activities

- SHA Peer Advisor 2008-2010



Résumé Action Verbs

accelerated	constructed	explored	molded	retained
accomplished	consulted	facilitated	monitored	retrieved
achieved	contacted	figured	named	revamped
acquired	continued	financed	negotiated	reviewed
activated	contracted	focused	observed	revised
actively	controlled	forecasted	obtained	rewrote
adapted	convened	formed	offered	routed
addressed	conveyed	formulated	operated	scheduled
adjusted	coordinated	fostered	ordered	searched
administered	corresponded	found	organized	selected
advised	counseled	functioned	outlined	served
allocated	created	gathered	oversaw	serviced
analyzed	critiqued	generated	participated	shaped
annotated	decided	governed	perceived	showed
anticipated	defined	grouped	performed	simplified
applied	delegated	guided	pinpointed	sold
appraised	delivered	handled	planned	solicited
arranged	demonstrated	helped	predicted	solved
approved	derived	illustrated	prepared	sought
articulated	detected	implemented	prescribed	specified
assessed	determined	imposed	presented	spoke
assigned	developed	improved	presided	staged
assisted	devised	increased	printed	stimulated
attained	diagnosed	influenced	processed	streamlined
authored	directed	informed	produced	structured
balanced	discovered	initiated	programmed	studied
briefed	dispensed	inquired	promoted	submitted
budgeted	displayed	inspected	proposed	succeeded
built	distributed	installed	protected	suggested
calculated	drafted	instilled	proved	summarized
carried out	dramatized	instituted	provided	supervised
catalogued	drew up	instructed	publicized	supported
categorized	earned	insured	published	surveyed
chaired	edited	interpreted	purchased	systemized
changed	educated	intervened	questioned	targeted
channeled	effected	interviewed	rated	taught
charted	elicited	introduced	recommended	tested
clarified	eliminated	invented	recorded	trained
classify	employed	investigated	recruited	translated
coached	endured	judged	reduced	tutored
collaborated	enlisted	launched	referred	updated
collated	entertained	learned	regulated	upgraded
collected	established	lectured	reinforced	united
committed	estimated	led	rendered	utilized
communicated	evaluated	licensed	reorganized	verified
compared	examined	listened	repaired	visualized
competed	exchanged	located	reported	wrote
compiled	executed	maintained	represented	
completed	exercised	managed	reproduced	
composed	exhibited	marketed	researched	
computed	expanded	mastered	resolved	
conceived	expedited	measured	responded	
conducted	experienced	mediated	responsible	
confronted	experimented	modeled	restored	



After you complete your résumé you should look candidly at yourself. Understanding your strengths and weaknesses and identifying your skills, interests and values are crucial to a successful job search. You have to know the **product** you are selling, namely **yourself**, in order to seek out the right market and promote yourself effectively. Ask yourself:

Where am I heading?

- What kind of organization best suits me? Large or small? Stable or changing?
- What do I want in a job? Security? The fast track? Achievement? Power? To be part of a team?
- What are my future personal plans? Travel? Family?

Who am I and what do I have to offer?

- What do I enjoy? What inspires me or motivates me?
- What are my strengths and weaknesses? Why do I want to do this work?
- What do other people think of me? Am I a leader?
- How would I describe myself? Tolerant? Energetic? Direct? Honest?
- Do I lose confidence when I make a mistake? Am I objective?
- Do I compromise my values and integrity, or do I stand up for what I believe?
- What have I accomplished? How do these relate to my career goals?



Informational Interviewing is a useful tool for two very important reasons. It will help you research and better understand the careers you are considering, and it will provide you with a list of contacts.

You can use informational interviews to learn what it is like to be a chef, general manager, or any other career. It will also help you become adept at interviewing techniques when you are applying for a particular job. This type of interviewing is not used to sell yourself or bid for a specific job, as much as it is meant to gather information.

The second reason is less obvious, but equally important. So many jobs today are the result of networking. You never know who might be of help to you down the line. It is essential to make contacts and maintain them throughout your college career and beyond.

Most anyone can be a source of information: friends, family, faculty, current and former employers, alumni, professional association members, etc.

The purpose of an informational interview is to ask questions and get answers; here are some suggestions:

Informational Interviewing

- How did you enter this field?
- How does your job fit into the organization?
- What are your major responsibilities?
- What do you do in a typical day?
- What kinds of problems do you face?
- What do you find most satisfying about your work? Most frustrating?
- How did you prepare yourself for the work you do?
- What skills or abilities do you find important in your work?
- How much flexibility does a person have regarding self-expression, decision-making?
- How is performance evaluated in this field?
- How much interaction with other people?
- What social or other obligations, outside of business hours, go along with your job?
- How much work-related travel is required?
- What are the chances of relocation?
- How many hours per week do you work on average?
- Is there seasonal pressure?
- What sort of changes are occurring in your field?
- What is the employment outlook in your area?
- What attributes do you seek in employees?
- How would you advise a person like me to prepare for a career in this field?
- What type of education is required? Training? Experience?
- Is there a definite career path in your field/organization? Can you describe it?
- What are the professional journals in your field? Which ones do you recommend?
- Do you belong to any professional organizations?
- Can you suggest anyone else for me to contact for additional information?

Reminders:

- Always make an appointment.
- Bring extra résumés - at least 3.
- Be on time.
- Wear appropriate business attire.
- Know in advance what you want to ask.
- Send a thank you note following the interview.



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SHA Marriott Career Services

928 Commonwealth Avenue, 1st floor
617-353-3261

Handshake

BU Handshake is a University-wide, multi-platform recruitment, job-posting, and career services website. Hospitality employers large and small may post their profiles, current job listings, internship opportunities, and corporate recruitment schedules on Handshake. Handshake also offers each SHA student the opportunity create a searchable profile so employers can identify appropriate candidates. Students can also save their resumes and other important job search documents and apply directly through Handshake. Visit BU Handshake often to stay informed about hospitality recruitment opportunities and job and internship postings at www.bu.joinhandshake.com

Industry Websites

SHA LinkedIn

SHA Homepage

Magazines and Periodicals

In the SHA Library you will find numerous up-to-date magazines covering all aspects of the hospitality industry. Feel free to access them as you conduct research for various projects. These magazines must stay in the library, but you may check them out for a few hours to make copies of articles if need be.

SHA Computer Lab

Computers are available to all SHA students to write résumés and cover letters. The software programs on the computer will help you get started with your résumé. The SHA Computer Lab is located on the first floor. Also, computers have internet access so you can research a company before applying.

University Resources

BU Center for Career Development - <http://www.bu.edu/careers/>

100 Bay State Road
Sixth Floor
Boston, MA 02215 **Phone:** 617-353-3590
Fax: 617-353-9350
Email: future@bu.edu

Office Hours

September–May

Monday–Thursday: 9 a.m.–7 p.m.

Friday: 9 a.m.–5 p.m.



Boston University School of Hospitality Administration
Career Services

Summer

Monday–Friday: 9 a.m.–5 p.m.

“Networking” is an essential part of your job search. Keep this in mind: You never know who may be able to help you find a job. You must publicize yourself, and the first step in networking is contact. The following is a general list of people to contact, to get out the word that you are looking for a job:

- Friends and relatives
- Former and current co-workers
- Fellow classmates
- SHA Career Services staff
- Other BU contacts
- Community contacts (Chamber of Commerce, local industry associations, etc.)
- Professionals mentioned in newspapers and magazines articles
- Professionals working in your field of interest
- Organizations with whom you are affiliated
- **Anyone you meet!**

Two defined groups for you to talk to are **SHA faculty and alumni**.

SHA faculty members have all worked in the hospitality industry and are here to help in your job search. They know what it takes to get a job. SHA grads are working in all segments of the industry and can be identified through LinkedIn or SHA Career Services.

Who Can Help



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CORRESPONDENCE



The purpose of a ‘cover letter’ is to either obtain an interview, or follow up an interview, plain and simple. There are three types of letters:

- Application - requesting an interview for a specific position
- Inquiry - requesting an interview or a meeting, for either a position or for information
- Thank You - expressing gratitude for an interview or meeting

While each one is different, the following set of guidelines will help you write a powerful letter, no matter the type.

The Rules

- Each letter should be an original, and addressed to a specific person.
- **DOUBLE CHECK THE SPELLING OF THE PERSON’S NAME, TITLE, AND ADDRESS**
- Use simple and correct grammar.
- Use standard business format.
- Spell-check each letter.
- Limit sentences that begin with “I”.
- When printing, use same quality paper stock as your résumé.
- Limit each letter to ONE typewritten page.
- Sign your name, preferably in black ink.
- Keep a copy for your files.

Samples follow the general outline.



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General Outline of a Cover Letter

Your Address
City, State, Zip

Today's date

Name of Person
Title
Organization
Street Address
City, State, Zip

Dear _____:

Opening paragraph: Your reason for writing. Name the specific position or type of work for which you are applying. Include how you learned about the opportunity when applying for a specific position.

Body of letter: Explain why you are interested and why you are qualified. Don't just reiterate your résumé - elaborate on one or two items that are relevant. Mention something about the company and why you want to work for them and believe you are a fit. Be creative and show that you are knowledgeable about them!

Closing paragraph: This should pave the way for an interview or meeting. Indicate your interest and desire to interview. Thank them for their time to consider your resume.

Sincerely,

(Your signature)

Your name typed

Enclosure/Attachment

General Outline of a Cover Letter



Boston University School of Hospitality Administration
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700 Commonwealth Avenue, #1505
Boston, Massachusetts 02215

September 1, 2012

Ms. Jane Smith
Human Resources Director
Hyatt Regency Hotel
575 Memorial Drive
Cambridge, Massachusetts 02138

Dear Ms. Smith:

I am aware that the position of Assistant Manager in the Room Service division is available at the Hyatt Regency Hotel. I am very interested in pursuing this position and feel I am a qualified candidate.

As my résumé indicates, I will graduate *magna cum laude* from the School of Hospitality Administration at Boston University in May 2013. Having worked extensively in food and beverage for over four years, I would like to remain in the field. My internships have been in hotels, which have enabled me to develop the necessary skills for this position. During the summer of 2008 I was fortunate enough to obtain a position in Room Service at the Hyatt Regency Auckland in New Zealand, an experience that would facilitate a smooth transition to the Hyatt Regency in Cambridge.

The combination of my work experiences and education matches the demands of this position. I would welcome the opportunity to meet with you to discuss my application. Thank you for taking the time to review my resume and application.

Sincerely,

(Your signature)

Your name typed

Enclosure

Letter of Application



Boston University School of Hospitality Administration
Career Services

700 Commonwealth Avenue, #1505
Boston, Massachusetts 02215

September 1, 2012

Ms. Jane Smith
Human Resources Director
Hyatt Regency Hotel
575 Memorial Drive
Cambridge, Massachusetts 02138

Dear Ms. Smith:

I am currently a junior in the School of Hospitality Administration at Boston University, expecting to graduate in May 2014.

At this time, I am exploring career possibilities with Hyatt Regency Hotels. I have worked extensively in the industry for over three years and two of my internships have been in hotels, both in food and beverage and the rooms division.

Enclosed is a copy of my résumé for you to review. I will call you early next week, to see if we can arrange a brief meeting. I appreciate your time and look forward to meeting with you.

Sincerely,

(Your signature)

Your name typed

Enclosure

Letter of Inquiry



Boston University School of Hospitality Administration
Career Services

700 Commonwealth Avenue, #1505
Boston, Massachusetts 02215

September 1, 2012

Ms. Jane Smith
Human Resources Director
Hyatt Regency Hotel
575 Memorial Drive
Cambridge, Massachusetts 02138

Dear Ms. Smith:

Mr. Thomas Smith, General Manager of the Hyatt Regency Auckland, suggested I contact you concerning the position of Assistant Manager, Room Service, currently available at the Hyatt Regency Cambridge. I am very interested in pursuing this position and feel I am a qualified candidate.

As my résumé indicates, I will graduate *magna cum laude* from the School of Hospitality Administration at Boston University in May 2013. Having worked extensively in food and beverage for over four years, I would like to remain in the field. My internships have been in hotels, which have enabled me to develop the necessary skills for this position. During the summer of 2010 I was fortunate enough to obtain a position in Room Service at the Hyatt Regency Auckland in New Zealand, an experience that would facilitate a smooth transition to the Hyatt Regency in Cambridge.

The combination of my work experience and education matches the demands of this position. I would welcome the opportunity to meet with you to discuss my application. Thank you for taking the time to review my resume and application.

Sincerely,

(Your signature)

Your name typed

Enclosure

Personal Referral



- **The Opening - Be Prepared**

Never go into an interview without knowing as much as you can about the job, position and the company. Be prepared to sell yourself. If you need additional information, do some research on your own - it is time well spent. Hiring managers expect that you are interviewing with them because you are interested in their company. If possible, ask the hiring manager to share some of his or her feelings about the job. This may give you a clue about what to emphasize in your own background.

- **Sell Your Skills and Background**

Summarize your experience and what you could do to be an asset to the company. To prepare for the interview, make a mental list of past projects and accomplishments and how these may apply to the new position you are seeking. Demonstrate how the company would benefit by hiring you.

- **Handle Weaknesses Up Front**

If there are issues which may be perceived as negative, discuss them with the Director of Career Services before the interview so you are prepared to address them with the hiring manager. Outweigh the weakness with a positive attitude. For example, this response effectively compensates for a lack of direct management experience: "I have no direct experience as a manager, but I have trained several people in my department".

- **Express Interest & Address Concerns**

Toward the end of the interview, if you are excited about the prospects of the job, express your enthusiasm to the hiring manager. Inquire about the next step in the interviewing process, such as how soon you will hear from them, if they are planning a second round of interviews, etc. Now is the time to ask for, and address, any concerns or questions that the hiring manager may have about you as a potential employee.

- **Make a Positive Impression**

The manner in which you present your skills is as important as the skills themselves. You have only one opportunity to make a strong impression and several factors are crucial:

1. Arrive a few minutes early so you have time to gather your thoughts.
2. Wear professional attire, preferably a suit.
3. Greet the hiring manager with a smile and a firm handshake.
4. Keep eye contact and good posture during the interview.



Interviewing is perhaps the hardest part of your job search. Because each is different, you never know what to expect. It is time consuming, nerve-racking, scary and draining. That is why informational interviews, conducted early on in your college career, provide invaluable practice for the interviews that “really count.”

This section will help you prepare, but the best preparation is practice. Interview any time you get the chance - you never know who you might meet or what you might learn.

Research

Don't underestimate the importance of doing your research before you interview. If you effectively prepare for an interview, your confidence will promote a positive interaction. You should not only understand your own goals and abilities, but have an understanding of the company's products/services and organization. The following outline will help you do both.

The Basics

- What are the name and title of the interviewer, and the formal name of the company?
- What is the address and location of the interview?
- What is the phone number?
- What are the time and date of the interview?
- Who are your references? Do they know you are using them?
- What are the company's products? What services do they offer?
- What is their organizational structure? What is their culture? Their philosophy?
- Where are the home office and branches?
- How old is the company?

Personal Information

- How do your interests, values, skills, personality and goals match the organization?
- How do your education and work history relate to this organization?
- What are your achievements? Accomplishments?
- What are your personal strengths? Weaknesses?
- What are your plans for the future? How does working for this company fit with your goals?



Research Techniques

- Read about the employer, including their homepage and annual reports
- Read periodicals and newspapers to learn of current newsworthy issues at the organization and especially, within the field.
- Talk to people who work there or at a similar organization. Find out what are considered personal success factors in the organization and be sure that your presentation includes them.
- SHA faculty, alumni and members of the Advisory Board are a good place to start. “Informational Interviewing” is an invaluable skill
- Thoroughly understand the requirements of the job or training program. Don’t waste time in the interview asking for this information if it is available elsewhere.

Practice, Practice, Practice

Don’t use your first interview as a proving ground – *practice* is a no-risk situation. Once you get started, *practice* interviews quickly feel like the real thing. Seeing yourself as others see you is the single most effective and efficient way to learn interviewing skills. Get feedback.

Since it is virtually impossible to predict the questions an employer will ask, have a flexible agenda. You should have a short list of items in mind which link the needs of the organization to your experience. Don’t rehearse for a script that is bound to change, but do be prepared for the questions that recruiters might ask you. A list of the most commonly asked interview questions is included in this section.

The Day of The Interview

Before the Interview

- Dress professionally. Don’t be eliminated in the first few seconds because your appearance is inconsistent with the “culture” of the organization. Being conservative is the safest bet.
- Arrive early and allow a generous amount of travel time. Use the extra 15-20 minutes once you arrive to relax and collect your thoughts and observe what is going on around you. Get a “feel” for the work environment. If unsure about the meeting place, go a day or two ahead of time; see how long it takes you to get there, and make sure you know where the office is located.
- Take extra résumés to the interview. You may unexpectedly be asked to meet with additional interviewers. A clean copy of your résumé on bond paper is more impressive than the Xeroxed copy your interviewer might pass along.
- Bring a list of the names and contact information of your references
- Take a pen and paper along for any notes you may wish to make immediately **after** the interview. Use them to write your thank you letter.



During the interview

- Be calm. Most interviewers expect applicants to be slightly nervous, so try not to worry about it. Employers use different interviewing styles and may be inexperienced at interviewing.
- Be friendly and enthusiastic. Establishing rapport is as much your responsibility as the employer's.
- Be aware of body language. Maintain good eye contact, but don't stare. Control distracting and/or nervous habits, and don't slouch. Practicing your interview techniques beforehand will help you spot and reduce any distracting mannerisms.
- Don't wait for the right questions in order to talk about your skills and experience and how they qualify you. If the employer fails to ask the questions you want to answer, attempt to steer the conversation tactfully, using the employer's questions as a springboard.
- Be direct and don't ramble; introduce a point, develop it, give an illustration and move on.
- Speak through your experiences at every opportunity. Concrete examples which "show" are much more compelling than broad generalizations which simply "tell".
- Listen. Good communication skills mean listening as well as speaking.

Phases of the Interview

Most interviews will pass through the following phases:

- ◆ **The Ice Breaker:** This is the "how's-the-weather" polite conversation. Relax, participate, enjoy it. You are showing a basic social skill, which is important in virtually any job.
- ◆ **The Heart of the Interview:** The interviewer will want to talk about your experiences so that she can evaluate you on the organization's criteria.

You will often be asked if you have any questions about the organization, program or job during this phase. Think of something you would like to know and ask it. Don't ask a question just because you think you have to. And don't ask questions which should have been answered in your research.

Questions you may want to ask:

- What specific tasks does the position require?
- Where does this job fit into the organizational structure?
- How will the work be evaluated?
- What kind of supervision will there be?
- Whom would I be working for and with?
- Where is the organization going?
- What opportunities for advancement exist?
- What kind of orientation and training are available to new employees?
- Are there any long-range plans for the office or department?

The Closing: The interviewer will likely be watching the time and will give overt cues that the interview is approaching the end. She will often tell you what will happen next and when. If she doesn't, you should ask. Be sure to thank the interviewer for her time and restate your interest in the job.

After the Interview

- Write the interviewer a brief thank-you note. In this note, you may refer to specific issues which were discussed, express your thanks, and restate your interest in the position. Also provide whatever credentials, references, or employment applications the employer may have requested.
- Think about the interview and make some notes on what you learned about the job, organization, or career field. These will be helpful if you are invited for a second round of interviews.
- If an interview doesn't go well, learn from your mistakes (another reason to plan practice interviews).



Boston University School of Hospitality Administration
Career Services

700 Commonwealth Avenue, #1505
Boston, Massachusetts 02215

September 1, 2012

Ms. Jane Smith
Human Resources Director
Hyatt Regency Hotel
575 Memorial Drive
Cambridge, Massachusetts 02138

Dear Ms. Smith:

I would like to thank you and your staff for your time and consideration during my interview on Friday.

The Hyatt Regency Cambridge is an impressive hotel, with a staff dedicated to the ultimate in customer service. Based upon our conversation, I believe I could make an immediate contribution to the hotel, as my background and interests are compatible with the position of Assistant Manager, Room Service.

Again, thank you for the informative interview and your consideration. If I can provide you with any additional information as you make your decision, please do not hesitate to contact me.

Sincerely,

(Your signature)

Your name typed

Thank You Letter



Behavioral interview questions are designed to identify a candidate's specific competencies, and hospitality employers use them frequently to narrow their field of candidates. The concept behind these questions is that past performance or actions will predict how a candidate will perform in the future. Questions that start with "Tell me about a time when..." or "Describe a time when..." are quite common in behavioral interviewing. Your ability to not just recount the details of a past situation but provide a response that demonstrates your skills, abilities and problem solving acumen will be critical. Employers seek employees who can take responsibility for their work, manage their time effectively, communicate clearly, work on teams, handle stress and find solutions to difficult situations.

Prepared for these questions by using the **STAR** format (Situation, Tasks, Actions and Results) to frame your responses and discuss your past performance. Think of your responses as short stories that emphasize your competencies. Be sure to practice telling these stories so you are succinct and to the point.

Sample Behavioral Questions:

Tell me about a time when you had to change the way you worked with someone because he/she was not listening to your ideas.

Describe a situation when you had to work with someone who was difficult to work with.

Discuss a situation when you disagreed with your supervisor.

Tell me about a time when you worked closely with others.

Tell me about a time when a co-worker asked for help.

Describe a time when you helped teach someone a new task.

Describe your favorite customer service moment.

Describe a time when you could have done more to meet/exceed a customer or guest's needs.

Tell me about a time when someone complained about a service or product.

Tell me about a time when you anticipated a customer or guest's need.

Tell me about a time when you overcame a problem or obstacle to complete a task.

Describe a challenge or problem you have had to deal with recently.

Tell me about a time you made a suggestion to make something work better.

Tell me about a time when you had to complete several projects in not much time.

Tell me about a time when you had to rush to get something done.

Tell me how you manage your time and why this approach works for you.

How do you organize your days/weeks/months?

Tell me about a time when you needed to gain the cooperation of others to get something done.

Describe a time when you were the new person on a team.

Describe how you lead by example to demonstrate a company's vision or value to others.

Tell me about a time when you delegated work to complete a task or project.

Tell me about a time when you helped someone understand their job.

Tell me about a time when you had several important tasks and how you prioritized your work.

Describe a mistake you made and how you recovered from it.

Talk about a stressful situation and how you dealt with it.



Here is a list of common general interview questions. Use them to prepare for each interview, but remember that this is just a guideline. If in an interview you are asked a question that you find difficult or interesting, add it to the list.

1. What are your long range and short range goals and objectives, when and why did you establish these goals, and how are you preparing yourself to achieve them?
2. What specific goals, other than those related to your occupation have you established for yourself for the next ten years?
3. What do you see yourself doing five years from now?
4. What do you really want to do in life?
5. What are your long-range career objectives?
6. How do you plan to achieve your career goals?
7. What are the most important rewards you expect in your career?
8. What do you expect to be earning in five years?
9. Why did you choose this field or career?
10. Which is more important to you the money or the type of job?
11. What do you consider to be your greatest strengths and weaknesses?
12. How would you describe yourself?
13. How do you think a friend or professor who knows you well would describe you?
14. What motivates you to put forth your greatest effort?
15. How has your education prepared you for a career?
16. Why should I hire you?
17. What qualifications do you have that make you think that you will be successful?
18. How do you determine or evaluate success?
19. What do you think it takes to be successful in a company like ours?
20. In what ways do you think you can make a contribution to our company?
21. What qualities should a successful manager possess?
22. Describe the relationship that should exist between a supervisor and subordinates?
23. What two or three accomplishments have given you the most satisfaction? Why?
24. Describe your most rewarding college experience?
25. If you were hiring a graduate for this position, what qualities would you look for?
26. Why did you select your college or university?
27. What led you to choose your field or major study?
28. What academic subjects do you like best? Least?
29. Do you enjoy doing independent research?
30. If you could do so, would you plan your academic study differently?
31. What changes would you make in your college or university?
32. Do you think that your grades are a good indication of your academic achievement?
33. What have you learned from participation in extracurricular activities?
34. Do you have plans for continued study?
35. In what kind of work environment are you most comfortable?
36. How do you work under pressure?
37. In what part-time or summer jobs have you been most interested? Why?
38. How would you describe the ideal job for you following graduation?
39. Why did you decide to seek a position with this company?
40. What do you know about our company?
41. What two or three things are most important to you in your job?
42. Are you seeking employment in a company of a certain size? Why?
43. What criteria are you using to evaluate the company for which you hope to work?
44. Will you relocate and do you have a geographic preference? Why?



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LinkedIn is the world's largest online professional network. Employers will expect to see you on it. Your LinkedIn profile should be a snapshot of your professional "brand" – a synopsis of your skills and strengths that highlights your accomplishments and emphasizes the value that you will bring to your next role. Note – LinkedIn is where you make *professional* contacts and share *professional* updates; it is NOT a platform for sharing personal information. Chose Facebook, Instagram, Snapchat or other *social* networking sites for that purpose.

Creating a LinkedIn profile checklist:

Photo – According to one recent article, profiles that include photos get 14 times more views. A headshot is best – think "typical yearbook" photo. You don't need a professional photographer; use your smartphone and ask a roommate or friend to take the picture. No selfies. For a professional look, stand in front of a plain wall (no posters or messy dorm room clutter), wear professional attire and SMILE.

Headline – Make this informative. Include your present status and your future goals: For example, "Hospitality Student, Front Desk Agent and Aspiring Luxury Hotel General Manager" or "Creative and Detail-Oriented Event Intern seeking Opportunities to Contribute My Unique Touch"

Summary – This is your opportunity to sell yourself: be sure to include what motivates/inspires you, what you're skilled at and what you offer prospective employers.

Experience – List the jobs you held starting with the most recent. Include your descriptions and add links to photos, videos or even your blog.

Education -- List Boston University School of Hospitality Administration. Hospitality employers frequently use "hospitality" as a keyword when sourcing candidates on LinkedIn.

Volunteer – Even if you weren't paid for a job, employers often see volunteer experience as just as valuable as paid work.

Skills and Expertise – List at least 5 key skills (but feel free to add as many as apply). Your connections can endorse you for the things they know you're good at.

Following – Select companies you worked for or ones in which you are interested, chose industry thought leaders who's philosophies align with yours.

Groups – Join groups that reflect your professional interests and affiliations.

Recommendations – Ask managers, professors or classmates with whom you've worked to write a recommendation for you.



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What's next?

The recommendations in this guide are designed to assist you now and throughout your career. Indeed, the skills you develop to conduct an effective job search will likely be re-deployed each time you change jobs whether you remain in your field or change industries. Gaining confidence with these techniques will make the job search process easier and perhaps even enjoyable.