



INFOKIT

TABLE OF CONTENTS

1. Introduction
2. Career Connect & Ecosystem
3. Current Job Market Scenario
4. Finding your dream job
5. Job-Hunting Strategies
6. Unique Cover Letter
7. Awesome Resume Writing
8. Tips for Interview
9. Personal Branding & Grooming
10. Conclusion – How to reach us



INTRODUCTION



CAREER CONNECT

Career Connect has been established in 2019 as concerted efforts by university management to produce 21st century future proof learners with high graduate employability in full-filling the demand of market and industries.

Vision

Empowering student's talent through innovation.

Mission

To develop student's talent through a conducive career ecosystem.



Objectives

- To function as a one-stop Centre for students and industry on career development, industry engagement and activities.
- To be the focal point for all communication and industry-academia-student engagement.

Functions

- To empower students and graduates to discover their passion, explore their career options, develop their personal career plan, and excel in their career.
- It is set up to ensure the employability of MMU students

Alumni Engagement, Career and Entrepreneurship Development (ACE) Ecosystem



student discover their individual strengths and weaknesses and career roadmap



Students prepare themselves for job markets by upskilling and personal branding



student connect with the industry through internship, industry attachment and job seeking

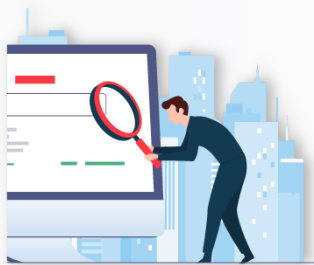


Permata Dunia excel in their jobs and continuous learning by advancing their academic qualification and other life long learning courses



Permata Dunia reconnect with the existing students by sharing their experience, job offering, upskilling opportunities and etc.

CAREER CONNECT ECOSYSTEM



student discover their individual strengths and weaknesses and career roadmap



Students prepare themselves for job markets by upskilling and personal branding



student connect with the industry through internship, industry attachment and job seeking



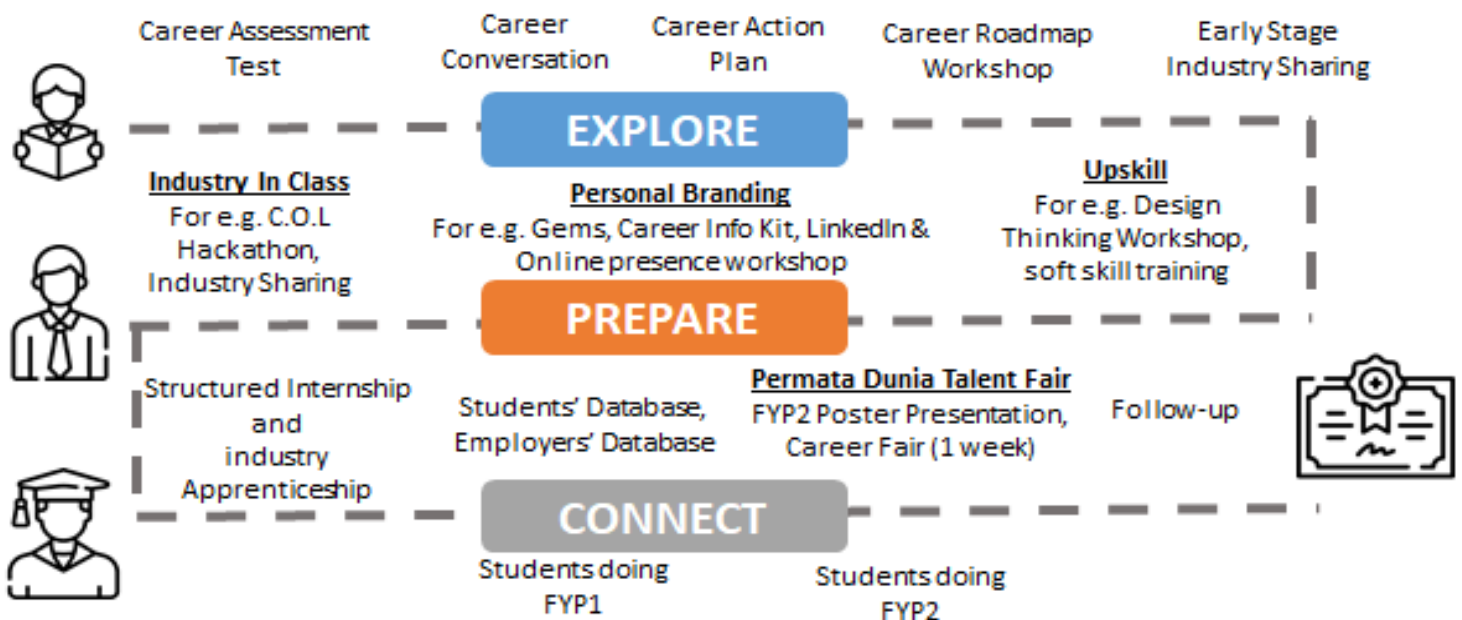
Permata Dunia excel in their jobs and continuous learning by advancing their academic qualification and other life long learning courses



Permata Dunia reconnect with the existing students by sharing their experience, job offering, upskilling opportunities and etc.

Career Connect Roadmap

Career Connect Roadmap



Career Connect Key Stakeholders





According to Jobstreet.com

1. Tech related jobs will be on the rise in years to come
2. Flexible work environments will continue to grow
3. Companies will adopt more project-based work
4. Multi-functional roles will continue to happen



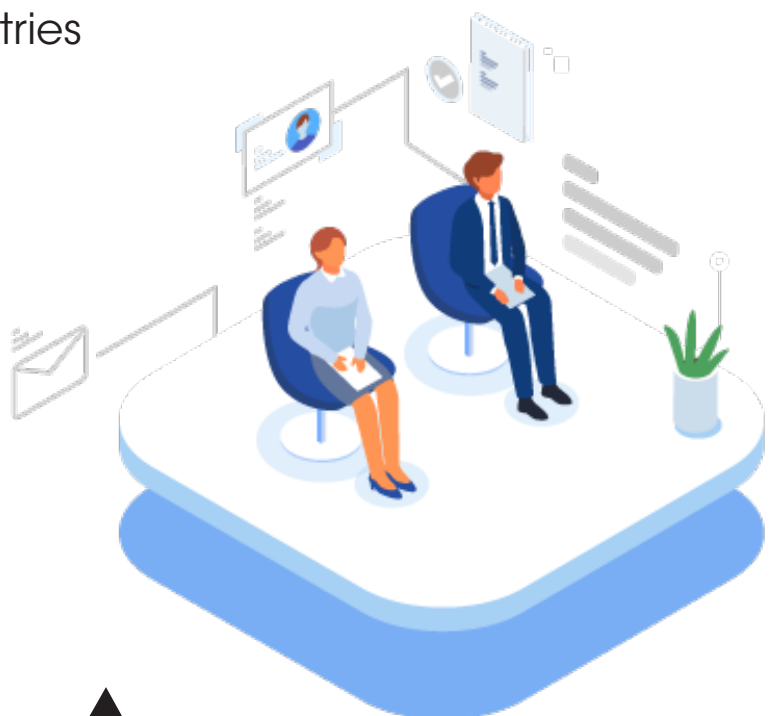
1. Start to identify, list, and develop your accomplishments
2. Building your own recommendations portfolios
3. Manage your online reputation
4. Creating professional development
5. Joining professional organizations
6. Reviewing job listings
7. Setting aside daily time for job searching

How to Choose Your Right Career?

1. Find more information about your personality
2. Identify skills and interests
3. What education or training is required?
4. What kind of employment prospects are available in this career?
5. Will this career fulfill my financial needs?
6. Do my primary values align with this career?
7. Talk and discuss with professionals in this career
8. Do an internship or volunteer work
9. Is mobility upwards in the company available or not?
10. View it as an investment for yourself



1. Build strong LinkedIn Profile
2. Need to prepare for rejection
3. Optimizing Your Resume
4. Do mock interviews
5. Have a mentor
6. Apply as many jobs as possible
7. Build more networking
8. Identify key growing industries
9. Dress for success
10. Stay motivated



Job Hunting Methods



1. Job Sites
2. Employer's Website
3. Social Networking Sites
4. Offline Networking
5. Newspapers
6. Knocking the Employer's Door
7. Employment Agencies
8. Work for Yourself

UNIQUE COVER LETTER

What is a Cover Letter?

1. A one-page summary of who you are. Why you're interested in the job/company and how your skills will benefit that company

Types of Cover Letters

1. Response to a classified advertisement
2. Cold inquiry to a potential employer



Cover Letter Rules

1. Address the hiring authority
2. Mention the type of job you're applying for
3. State important details
4. Include highlights of skills and experience
5. State why you are suited for the job
6. Each letter must be individually typed
7. Keep it brief and to the point



Common Cover Letter Errors

1. Address the hiring authority
2. Mention the type of job you're applying for
3. State important details
4. Include highlights of skills and experience
5. State why you are suited for the job
6. Each letter must be individually typed
7. Keep it brief and to the point



AWESOME RESUME WRITING

The Purpose of the Resume

- To inform the interviewer why you're the BEST person for the job.

What is a Resume?

- A marketing tool to sell YOU, factual personal profile a proof of suitability and means of getting the interview

Writing a Winning Resume

- Focus on the needs of the EMPLOYERS, not you or your experience

Types of Resumes

1. The Chronological Resume
2. The Functional Resume
3. The Chrono-Functional Resume



JOHN LITTLE

Electrical Engineer

CAREER OBJECTIVE

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo

EDUCATION

2020	MASTERAL DEGREE Electrical Engineering Science University of Chicago
2018	BACHELOR DEGREE BS Electrical Engineering University of Chicago
2014	DIPLOMA Electrical Engineering University of Chicago

EXPERIENCE

2022	General Electronics – OJT Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et
2020	General Electronics – Intern Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et
2020	Seven Electronics – Intern Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et

INTERESTS

Photography	Gadgets	Online Gaminig
Coffee	Cyclina	Reading

ABOUT ME

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut

CONTACT

44 Shirley Ave. West
Chicago, IL 60185
123.4567.8910
johnlittle@mail.com

SKILLS

Troubleshooting	
Critical Thinking	
Circuit Design	
Instrumentation	
Active Learning	
Programming Languages	
Organizational Skills	
Complex Problem Solving	
Mathematics and Physics	
Innovative Thinking	

Chronological Resume Format

Name and contact information

Janet Chobot

Little Rock, Arkansas • (123) 456-7891
agardner@email.com

Summary or objective

Summary

An exceptionally organized and friendly dental assistant with 3+ years of successful experience working with dental offices and clients.

Professional history

Professional History

Smith Family Dentistry, Dental Assistant

July 2017 – Present

- Clean and prepare treatment rooms
- Prepare patient to be seen by for dental treatment
- Answer common patient questions about dental procedures, treatments, and issues

E&H Dental, Office Assistant

August 2015 – July 2017

- Organized client schedules
- Received patients upon arrival
- Handled client billing and paperwork
- By end of work experience, took on key dental assistant roles

Educational history

Educational History

Little Road Junior College

August 2012 – June 2014

Certified Dental Assistant Program

Skills and abilities

Skills

Dental assistant skills include: DANB certification • X-ray certification • Denture impressions • Calming personality and demeanor • Hygienic • Minor oral surgery experience

indeed
career guide

The Chronological Resume

- In reverse chronological order – your most recent job/schooling first

The Functional Resume

- Focuses on skills and talents, de-emphasizing job titles, employer names and dates

The Chrono-Functional Resume

- Chronologically lists job history and education, while highlighting what makes your qualification especially marketable

Functional Resume

Name and contact information

James Kennedy

555 Cherry Ln
Ann Arbor, Michigan 48111-9626
(111) 777-888
jameskennedy@email.com

Summary

Summary

Customer Service Representative with over three years of experience resolving complex customer inquiries. Passionate about building strong customer relationships, driving brand loyalty, and increasing customer engagement.

Area of Experience

Retail Sales, Data Entry, Microsoft Office, Typing, Complaint resolution, Service-based selling, Fluency in French and Spanish

Skills

Process Streamlining

Created customer service email scripts used across the company to interact with customers. Single-handedly created customer service representative training manual, reducing on-boarding process from 8 to 6 weeks. Reduced average customer representative call time by 90 seconds with intuitive online training

Complaint Resolution

Answered an average 50+ calls per day from unsatisfied customers related to delays in shipment, order mistakes and lost orders. Achieved 97% average customer satisfaction rating, surpassing team goal by 12%.

Service-based Selling

Consistently exceeded application targets by 10%+ with innovative up-selling techniques. Pioneered development of improved system for following up with unsatisfied customers, reducing customer churn by 6%.

Experience

Cloud Clearwater, 2017

Customer Service Manager: Managed customer relationships via phone and email to obtain payments, resolve inquiries and up-sell programs.

Customer referral program: Spearheaded project, increasing customer base by 15% in less than 6 months.

Tradelot, 2016

Customer Service Representative: Resolved customer inquiries via phone and email, consistently exceeding targets and pioneering processes for better customer satisfaction.

Education

Education

Coral Springs University, 2009–2013

Bachelor of Science in Business Administration

Combination Resume

Name and contact information

Alex Lee

Scranton, Pennsylvania • (123) 456-7891 • alex.lee95@email.com

Summary

Summary

A strategically-minded and hard-working sales associate with 2 years of experience increasing sales and increasing brand awareness.

Skills and abilities

Skills

Sales and marketing skills include: Tableau (intermediate level) • Excel (intermediate level) • Salesforce Administration (entry level) • Team player • Hardworking • Creative

Professional experience

Professional History

L&O Financial, Sales Associate

August 2016—Present

- Utilize Salesforce to help manage client accounts
- Learned and used various data analytics tools, including Excel and Tableau, to provide data insights
- Work collaboratively with other associates and managers to create new marketing strategies

L&O Financial, Intern

June 2016—August 2016

- Trained on industry financial systems
- Assisted sales teams with day-to-day operations
- Learned skills in sales and developing client relationships
- Accepted as full-time Sales Associate following successful internship

Education

Educational History

Pennsylvania State University

August 2012 – June 2016

B.A., Communications, 3.95 GPA

Awards

Awards include: Magna Cum Laude, President's Scholarship Award (2014), Academic Honors (2012-2016)

Extracurriculars include: Debate Team Captain (2015), Student Government Treasurer (2013-2014), Habitat for Humanity (2012-2016).

The Essentials - Writing an Effective Resume

What to Write

- Contact Information
- Objective Statement
- Skills Summary - Keywords
- Work Experience
- Achievement Statements
- Education Summary
- RELEVANT Personal Details

What Not To Write

- Irrelevant Skills & Experience
- Reasons for leaving previous jobs
- Personal Information
- Redundant Information
- Salary History and desired pay (unless requested)
- Date of Availability (unless requested)



TOP 10 RESUME TIPS FOR WRITING A GREAT SIMPLE RESUME



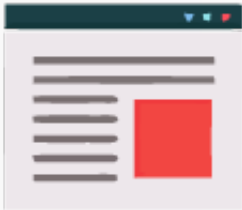
Drop your
resume to
one page



Stay Away
from templates

Aa

Use A size
10-12 font



Optimize your
simple resume's
header



Include a
professional
summary



Outline your
achievements



Quantify your
accomplishments



400 word
limit per
page



Use bullet
points



Plug in
keywords

TIPS FOR INTERVIEW

- Investigate the industry and company
- Clarify your “offering focuses” and the reasons you need the job
- Expect the interviewer’s concerns and reservations
- Plan for common meet questions
- Line up your questions for the interviewer
- Hone, hone, practice
- Score a victory within the to begin with five minutes
- Get on the same side as the interviewer
- Be emphatic and take responsibility for the interview
- Be prepared to handle unlawful and unseemly questions



What could be an individual?

It is a method of promoting yourself

How to create your personal brand

- Gather your assets – skills, passions, credentials, core values and belief
- Create a brand message
- Make a personality
- Target your audience
- Offer a solution



PERSONAL BRANDING AND GROOMING

Essential Job Interview Grooming Tips For Men & Women



MEN

SUIT

Choose a two-piece matching suit. Stick with conservative colours: navy or dark gray. Wool, wool blends, and other quality fibers are generally best for suits. A suit does have to be expensive to look good, but make sure it is tailored to you.

SHIRT

Long-sleeve shirts in white, lights blue, or a conservative pattern.

TIES

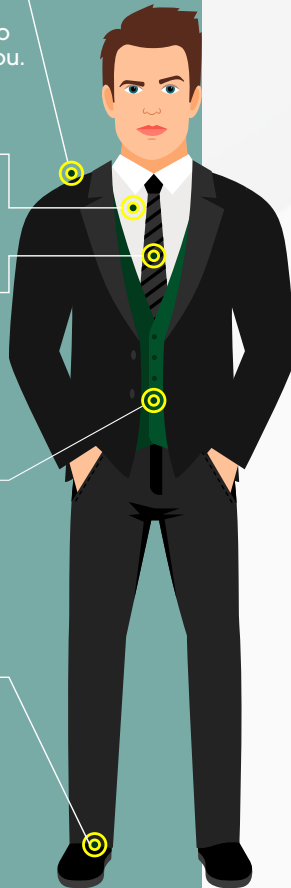
Choose ties made of high quality silk with a slight pop of color. Look at what other men in your industry are wearing.

BELT & JEWELRY

Match your belt to your shoes. Keep any jewelry to a minimum. A classic wristwatch is usually best.

SHOES & SOCKS

Socks should be mid-calf length in a dark color. The shoes can be leather with laces or slip-on business shoes. It is always important to invest in a good pair of dress shoes.



WHAT TO WEAR TO AN INTERVIEW

You've spent weeks trying to land that big interview with your dream company and finally you got it. But before you step into that interview, consult this guide to make the best first impressions possible.

GROOMING FACIAL HAIR

You should be clean shaven before your interview. If you wear facial hair, make sure it is well-groomed. If you are unsure what facial hair is appropriate, look at other men in your industry.

NAIL CARE

Every detail counts. For both men and women, clean nails are must

WOMEN

HAIR

Simple hairstyles are better.

MAKE UP

Don't go overboard on makeup,
Go for a more natural look.

ACCESSORIES

Leather is always a nice choice,
Pick more modern.

JEWELRY

A small chain and a pair of
smallish earrings.

NAILS

Neatly manicured clean nails.

PERFUME

A very little of cologne can be okay.

FOOTWEAR

Don't pick something you can't
walk in. If you don't like heels, stick to
something low and basic.



CONCLUSION - HOW TO REACH US

You can reach us at:



Persiaran Multimedia
63100 Cyberjaya,
Selangor Malaysia

 03-8312 5076



Jalan Ayer Keroh Lama
75450 Bukit Beruang,
Melaka, Malaysia

 06-2523021



careerconnect@mmu.edu.my



<https://careerconnect.mmu.edu.my>



MMU Career Connect



MMU Career Connect Malaysia



[careerconnect_mmu](https://www.instagram.com/careerconnect_mmu)



[mmucareer](https://twitter.com/mmucareer)



[careerconnect_mmu](https://www.tiktok.com/careerconnect_mmu)