



UB Equity Research Group

LinkedIn + Resume Workshop, Networking,
Certifications & How to get your dream job

Market Current Event of the week!

China's Evergrande Group

The Evergrande Group is China's second largest real estate developer and 122nd largest in the world.

China put pressure on the company to reduce their 300bn in liabilities which included 100bn in debt. Earlier this month news broke that the company would not be able to pay loan interest which in turn could lead to 1,500,000 lost deposits on Evergrande developed homes.

Shares in the company fell 19% to an 11 year low. Additionally Markets across the globe tumbled yesterday in fallout. Blackrock, HSBC and UBS are buying up the debt.



LinkedIn: What is it?

- A social networking that focuses on professional networking and development.
- A platform to display your resume, search for new jobs, and enhance your professional reputation. (posting and interacting with other people)
- In other words, it is a more formal version of Facebook, in my opinion.
- You can personally reach out to anyone on LinkedIn, even if you've never met them. (see example)
- Do not try to get an internship on LinkedIn the first time you talk to a recruiter. Get to know them first.



Why LinkedIn?

- Over hundreds of millions of members
- Allows you to connect to students, professionals and recruiters
- Access to people, jobs, news, updates and insights
- It's FREE!!



How LinkedIn can help

- Build and maintain your professional network
- Find and reconnect with colleagues and classmates
- Discover new career opportunities by searching for jobs



Build your profile strength

Photo

Add professional profile

Experience

Keep work experience relevant

Skills

Show off your skills here!

Volunteering Experience

Great time to start volunteering

Organizations

Part of an organization on campus?

Honors & Awards

Show any recognition you have earned

Summary

Highlights your experience and interests



Bad VS Good examples of LinkedIn Message

Bad

Hello,

I am messaging you because you went to my college and I need a job. Is your company hiring?

Thanks.

Hello Greg,
I hope you are doing well.

I never got the chance to introduce myself. My name is Christian Gallucci. I am a senior at University at Buffalo. I read your article and found it very interesting. I've heard similar things about Social Security that was mentioned in this article about Pensions.

I see that you are Chief Investment Officer at ACG Wealth. I am just reaching out to you as I am seeking any connections possible who are looking for full-time applicants in the Financial Services Industry for the summer of 2020 and on. I would greatly appreciate the opportunity of further communication if I fit the description for any employment opportunities you are presented with, or for you to be able to refer my resume to someone who you think I could speak with.

If you would like to know more about my story and what I can contribute to an employer, I would be more than happy to schedule a brief phone call with you sometime. I have attached my resume if you would like to take a look.

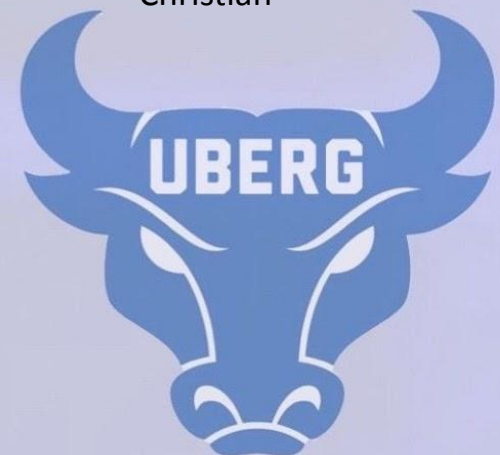
Thank you so much for taking the time out of your day, I hope to be in contact with you soon.

Best,
Christian

Good?

I am not saying this is the only way to reach out to someone on LinkedIn. I am just providing an example I used and thought it was a well rounded way to cold message someone and to present yourself as a motivated and well-rounded candidate.

-Christian

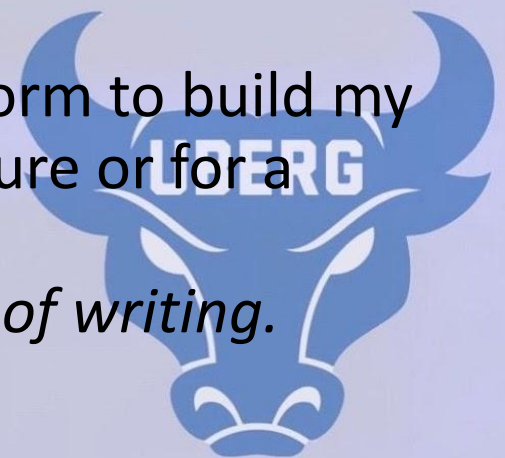


Example of an opening LinkedIn statement?

As the current President of UB Equity Research Group, the largest club in Jacobs School of Management, I focus on taking complex financial situations and making them tangible for the average person to understand.

I am currently working on key soft skills such as communication, public speaking & leadership. I am extremely eager to find a solid base upon, which I plan to build my financial career.

- Short, precise and to the point.
- I highlight an achievement of mine and how I use my knowledge to help others...etc
- I also shed light on how I am still working towards bettering myself.
- Humility is key. Do not come off arrogant and cocky.
- At the end, I shortly say how I am currently looking for a solid platform to build my financial career. This could lead to a possible opportunity in the future or for a conversation about employment opportunities.
- *This is just an example. I am not saying you need to follow my style of writing.*
-Christian

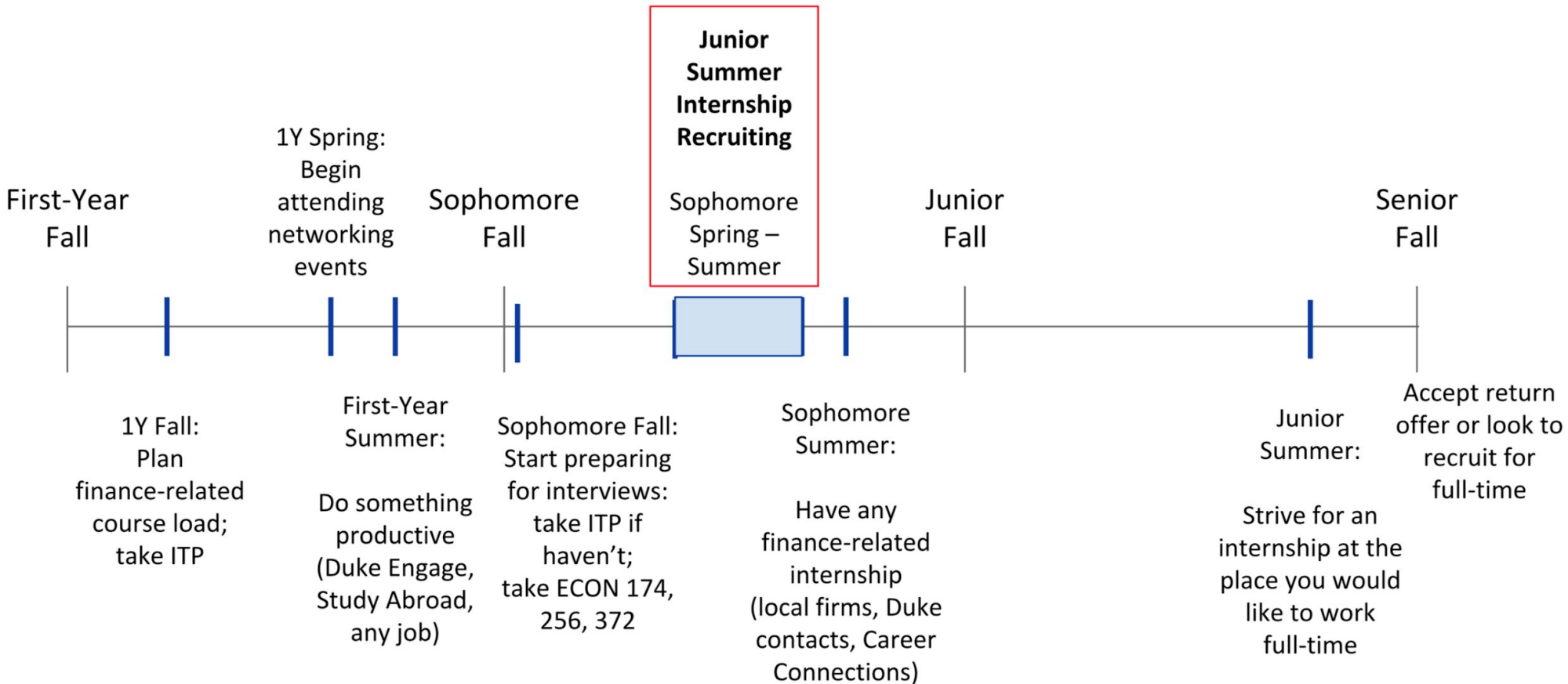


Why you should be on it?

- LinkedIn is an online version of your resume. (autonomous applying)
- Recruiters or even connections come to you. (Simple)
- Expand your professional network further than you would've ever thought. (Ex. Christians profile, 500+ connections at the click of a button)
- Allow yourself to set yourself apart from the crowd. (You vs. someone who doesn't have account).
- It only takes roughly 30 minutes to set up a complete account. (The more time you put into it, the better it will be....)
- Aside from networking, there are some very interesting reads and articles that you have free access to.
- The account is free to set up.
- Easy access....app or google.
- UBERG will be getting professional headshots for members, included in dues.

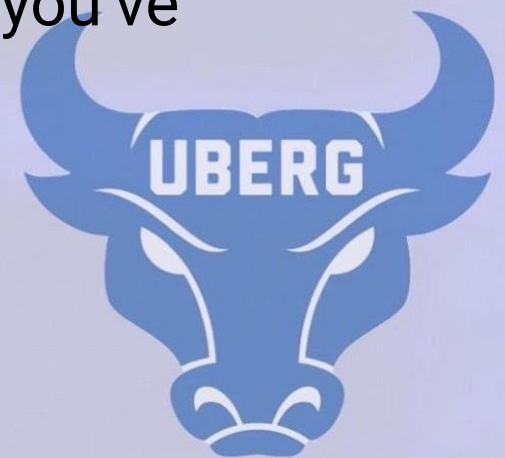


Start Early!



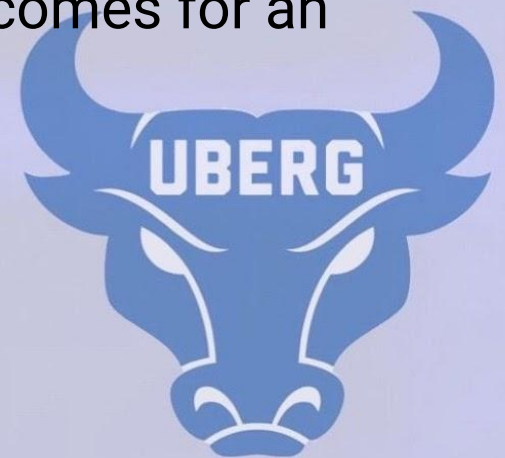
Internship Advice

- Finding an internship can be a full time job.
- Do not be picky and be flexible (Apply even if not finance related ex.. operations)
- Start Early (Start this week if you are looking for a summer internship)
- Reach out to small firms as well. Don't limit yourself to Fortune 500 companies, they are more competitive.
- Ask/express interest in working for the company full time after you've completed internship.



Interview Preparation

- Dress to impress. A fitted suit goes a long way. (black/dark suit, Men: solid color tie)
- Do your homework/prepare! (Research the company, its products, how it makes money, even research the CEO. (Example: Jason Trennert; book)
- You do not want to be caught off guard when they ask you about their company.
- Write out Practice interview questions such as behavioral questions and type out answers to prepare. (e.g. Name a time when...)
- Be confident. (**CRUCIAL**)
- Most questions will be behavioral usually, but can be also technical. (Examples?)
- Know your technicals. (Don't say you know Python, but you really don't...etc)
- Sign up for practice interviews to get more comfortable, when the time comes for an internship/Job.
- Firm handshake when you meet the interviewer
- Make sure to maintain good eye contact during the interview.
- ALWAYS ask at least 3-5 questions after the interview.



Aspects of a Great Resume & How to Stand Out

- High GPA. (depends where applying)
- Internships. (Ideally 1-3 prior to graduation)
- Work experience.
- Club & extra curricular activities.
- Learn technical skills. (e.g. Excel, programming etc.)
- Volunteering.
- Cater your resume to your strengths.
- Leadership.
- Use strong action words such as Created, Supervised, Executed and Analyzed.
- Try to have as little free space as possible. Do not beat around the bush.
- Try to have as many numerical values as possible, included in your sentence.



[Name]
[Physical Address]
[Phone Number] | [Email Address]

EDUCATION

[University Name] [City], [State/Country]
Bachelor of [Arts/Science] in [Major] Expected [Graduation Date]
• **GPA:** [xx] / 4.0; SAT: [xx] [If you're outside the US, list grades under your system here instead]
• **Honors:** [xx]
• **Relevant Coursework:** [Economics / Accounting / Finance classes, anything business-related]

WORK & LEADERSHIP EXPERIENCE

[Company Name] [City], [State/Country]
[Position Title], [Group Name] [Start Date] – [End Date]
• [Summary sentence stating what you did and the overall results of your work]
• Selected [Client / Project / Transaction] Experience:

- [Project #1]
 - [Led team to do xx, which resulted in more efficiency / time or money saved / higher sales]
- [Project #2]
 - [Analyzed xx and concluded that key factor was xx, which made project viable / not viable; resulted in company proceeding with project]
- [Project #3]
 - [Created xx new method for doing xx; led to increased efficiency / sales]

[Company Name] [City], [State/Country]
[Position Title], [Group Name] [Start Date] – [End Date]
• [Summary sentence stating what you did and the overall results of your work]
• [Led team's efforts to do xx by creating/managing xx; resulted in increased sales / profits / cost savings]
• [Analyzed options available for xx and recommended xx based on time and resource considerations; implementation led to successful marketing of xx]
• [Developed strategy for marketing to new prospective clients / fund-raising / promoting brand; resulted in increased awareness / capital commitments]

[Student Club Name] [City], [State/Country]
[Position Title] [Start Date] – [End Date]
• [Summary sentence stating what you did and the overall results of your work]
• [Recruited over xx members to club with promotional campaign]
• [Organized conferences, speaker events and community events]

SKILLS, ACTIVITIES & INTERESTS

Languages: Fluent in [xx]; Conversational Proficiency in [xx]
Technical Skills: [List any programming languages – **not** MS Office/Excel]
Certifications & Training: [Any extra courses or programs relevant to finance]
Activities: [Student Clubs, Volunteer Work, Independent Activities]
Interests: [Keep this to 1-2 lines and be specific; do **not** go overboard]

Resume Template

Link to word doc of this template attached:

<https://www.mergersandinquisitions.com/free-investment-banking-resume-template/>

PS. You want to use a PDF version of your resume when you submit it.



Resume Example

JOE BAR
someemail@gmail.com
(888) 888-8888
BARJ1

<https://www.linkedin.com/in/BARJ1/>

Present Address:
999 Rock Street
Wonderland, NY 14261

Permanent Address:
46 Golfward Street
Batville, NY 56325

EDUCATION UNIVERSITY AT BUFFALO, THE STATE UNIVERSITY OF NEW YORK
Bachelor of Science in Accounting, expecting May 2021
GPA: 3.04/4.0
Plan to apply to MS program to complete 150-hour CPA requirement by May 2022

EXPERIENCE

Home Depot, Batville, NY

Customer Service Desk, 06/2018-11/2018

- Executed more than 10 telephone inquiries a day about availability of products or status of orders
- Trained 3 new employees on desk procedures for fast and efficient business
- Analyzed at least 4 customer complaints daily in a timely fashion to satisfy needs

Bobs Stores, Alba, NY

Sales Associate/Cashier, 06/2016-08/2018

- Provided support in various departments such as shocking shelves, register pickups and closing the store
- Stocked, replenished and organized inventory with accuracy and efficiency
- Delivered outstanding customer service and received 5 customer appreciation awards

YYZ Hospital, Buffalo, NY

Surgical Intensive Care Unit Volunteer, 06/2013-05/2017

- Communicated patients' needs to nurses to save nurses valuable time
- Cleaned patient space and equipment, restocked lab supplies and transported specimens to lab
- Lead and trained 4 new volunteers on hospital procedures

ACTIVITIES

V.P of the University at Buffalo Marketing Club

- Responsible for keeping track of dues via Excel spreadsheets
- Keep tracks of cash and other forms of payment with precession
- Maintains and supervises club bank accounts

Member of the University at Buffalo Financial Management Association

- Observed weekly technical events presented by multiple firms
- Attended weekly meetings regarding future plans
- Attended multiple networking events such as " Meet the Banks"

TECHNICAL SKILLS

Working knowledge in Microsoft Word, PowerPoint, Excel

APPLICABLE SKILLS

Proficiency in the Italian Language



Cover Letters

- Writing a cover letter when applying to jobs and internships is a way to make yourself stand out.
- Personalize the cover letter and address someone within the firm
- Focus on qualifications, how you can contribute, avoid using the word I and cater the cover letter to the employer
- Provide proof. Example: “ I am proficient in excel. This is evident through my internship at XYZ company where I worked with databases where I did functions like V-lookup, created pivot tables and more”
- Use descriptive adjectives and action verbs.



LinkedIn Links

@ Taylor Lasomser www.linkedin.com/in/taylorlasomser

@Max Crummy <https://www.linkedin.com/in/max-crummy-1a5222190/>

@Thomas Dias: <https://www.linkedin.com/in/thomasjodias>

@Cierra Thomas <https://www.linkedin.com/in/cierra-thomas>

@Katherine Mariano <https://www.linkedin.com/in/katherine-mariano-ub22/>

@Aiden Herron <https://www.linkedin.com/in/aiden-herron/>

@Michael Cabra <http://linkedin.com/in/michael-cabra>

@Lia Sitrin <https://www.linkedin.com/in/liasitrin/>

@Aditya Agrahari <https://www.linkedin.com/in/aagrahar736/>



Questions?



THANK YOU FOR COMING!



Stay In Touch

IG & TWITTER: UBEQUITYRESEARCH