

# Becoming FIERCE

*a professional development workshop for  
high schoolers*

Pitt Society of Women Engineers  
*Saturday, February 4th 2023*



# Workshop Agenda



**Overview &  
Goals**



**Resumes**



**Elevator  
Pitches**



**Speed  
Networking**



**Survey & FiERCE  
Forum  
Overview**

# Today's Goals

- Help you start your professional development journey and prepare you to attend the FiERCE Forum by:
  - Improving your resume
  - Assisting you in developing an elevator pitch to sell yourself
  - Explaining the value of networking
  - Answering your questions about college, engineering, and professional development in general



# Resumes

**a brief summary to define YOU and market your skills efficiently**



# What does it look like?

- One page

- Sections to break up your resume, simplistic template for easy viewing

- Check your spelling and grammar!

## COLLEGE INTERNSHIP RESUME SAMPLE

(xxx)-xxx-xxxx | your@email.com | 123 Your Address, City, State, Zip Code

### CAREER OBJECTIVE

Diligent university student who has never failed to meet a project deadline during four years at Texas A&M. Aiming to leverage my writing, sales skills, and knowledge of product development to land an internship for [TARGET COMPANY]'s marketing team. Ability to critically think and implement ideas will help [TARGET COMPANY] reach more consumers and expand its outreach.

### EDUCATION

TEXAS A&M, College Station, TX September 2013 – Present  
*BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING, EXPECTED GRADUATION DEC 2017*

- **GPA:** 3.93
- **Relevant completed courses:** Consumer Behavior, Retail Concepts & Policies, Professional Selling, Social Media & Public Relations, Advertising and Creative Marketing Communications
- **Awards & Honors:** Won First Runner Up at the 2015 Texas A&M Collegiate Sales Competition
- **Clubs & Organizations:** Treasurer of the Aggies Advertising Club, Vice President of the Texas A&M Key Club

### MARKETING PROJECTS

#### "SHOP LOCAL" CAMPAIGN

- Used online, PR, and offline marketing in a way that yielded tangible results, increasing business at local stores by 13% over a three-month period
- Surveyed students and locals from the College Station area and gathered data about their shopping habits
- Worked within a \$2,000 campaign budget, which was the lowest estimated amount needed to achieve noticeable results

#### COLLEGIATE SALES COMPETITION

- Participated in a mock sales competition which required savvy and intimate knowledge of marketing tactics
- Prepared a 20-page sales document, a fine-tuned sales pitch and a variety of diagrams to maximize my 15-minute mock meeting
- Worked with industry professionals and got thorough feedback, thus honing my marketing and sales skills

### ADDITIONAL SKILLS

- Intimate familiarity with all major social media marketing platforms
- Comfortable with WordPress and Drupal CMS platforms
- Fluent in Spanish



#### PROFILE

Sales Maestro with more than 10 years experience in retail environments. Recognized for my ability to close deals, provide excellent customer service, and generate cold hard cash. Hire me to boost your company and get the job done.

#### CONTACT

PHONE:  
678-555-0103

EMAIL:  
TheHamMan@hotmail.com

#### HOBBIES

Jiu-jitsu  
Philosophy



# HAM DUGO

## HAM DUGO

Sales Associate

#### EDUCATION

University of Phoenix – Tempe, AZ  
Graduated 2008  
AS in Business Administration  
President of Jiu-jitsu Club

#### WORK EXPERIENCE

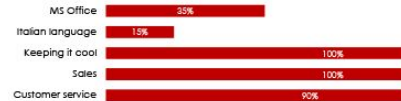
**Walmart Sales Associate**  
2015–Present

- Help like 50 customers per day by answering questions and helping them find products
- Recommended advanced merchandise display techniques to management, which were implemented and resulted in better sales
- Close roughly \$500 in sales every week
- Named "Employee of the Month" 4 separate times

**ZARA Sales Associate**

- 2008–2015
- Stocked and organized inventory with accuracy and efficiency
  - Personally broke state-wide records for the number of bootcut jeans sold
  - On average, sold more than \$1,500 in merchandise each week
  - Once convinced a Chechen businessman to buy our entire collection of button up shirts

#### SKILLS



# The amateur graphic designer

# BILL JORTS

(811) 129-5211  
bill.foresack@gmail.com

## OBJECTIVE

Sales Associate with 5 years of experience in retail environments. Recognized for my ability to communicate with customers, providing exceptional service that ensures client retention and positive feedback. Proven ability to increase sales through upselling techniques as well as implementing processes that drive profitability.

## EXPERIENCE

**Hoop Marketing** New York, NY  
July 2019 - Present  
Marketing Assistant

- Assisted the Marketing Manager in the creation of an international marketing campaign string in ten countries and requiring translation into six different languages for Domino's Pizza
- Increased engagement across First Bank's social media accounts by 40% through a user-generated content campaign
- Conducted keyword research in order to identify high-volume keywords to target, negative keywords to avoid, and an analysis of competitor's keyword rankings
- Created a personalized and targeted email campaign for Carria's Shoes resulting in a 35% increase in click-through rates
- Facilitated a successful rebrand campaign focused on refreshing and repositioning a client's brand

**Red City Industries** Washington, D.C.  
May 2016- July 2019  
Marketing Assistant

- Produced reports providing in-depth analysis of current market share distributions and projected market share acquisition for potential new clients
- Conducted market validation research through the administration of an in-person survey of 1,000 participants
- Boosted Google rankings for clients through the creation of informative, high-quality organic content for company blogs, websites, and social media accounts
- Increased conversion rates by 10% on a client's web-based service offering through SEO/SEM campaigns

**John Sarbanes for Congress** Annapolis, MD  
November 2015 - April 2016  
Intern

- Made and distributed campaign materials to supporters.
- Helped lead get out the vote efforts in local neighborhoods, knocking on over 800 doors.
- Wrote scripts for other campaign volunteers to follow when phone banking.
- Excelled in a fast-paced, demanding environment.

**The Bay Restaurant** Annapolis, MD  
July 2014 - November 2015  
Server

- Memorized restaurant's wine stock and accompanying meals, leading to daily wine sales of \$150
- Wrote patrons' food orders on slips, memorized orders, and entered orders for transmission to kitchen staff in a 150+ seat restaurant
- Cleaned all work areas, equipment, utensils, dishes, and silverware, and ensured they are stored appropriately in accordance with state law
- Performed food preparation duties, such as assembling salads, appetizers, and cold dishes, portioning salads, and brewing coffee, in a fast-paced line kitchen

**Boat's Kitchen Restaurant and Bar** Annapolis, MD  
October 2013 - July 2014  
Trainer/Server

### restaurant

- Cleaned all work areas, equipment, utensils, dishes, and silverware, and ensured they are stored appropriately in accordance with state law.
- Performed food preparation duties, such as assembling salads, appetizers, and cold dishes, portioning salads, and brewing coffee, in a fast-paced line kitchen
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- Performed food preparation duties, such as assembling salads, appetizers, and cold dishes, portioning salads, and brewing coffee, in a fast-paced line kitchen
- Cleaned all work areas, equipment, utensils, dishes, and silverware, and ensured they are stored appropriately in accordance with state law.

**Education**

Boat's of Marketing

John Adams High School  
3.5 GPA  
Academic Honor Roll

## HOBBIES

- Amateur soccer player
- hiking
- Photography

# The autobiographer

editions upon request in a 70+  
reeting, seating, and thanking

of life

al

Baltimore, MD  
December 2012 - August 2015

ing in ten countries and

erated content campaign  
keywords to avoid, and an

crease in click-through rates  
brand

Washington, D.C.  
May 2016 - July 2019

ected market share acquisition

1,000 participants

content for company blogs,

M campaigns

Annapolis, MD  
November 2015 - April 2016

their feet

Annapolis, MD

July 2014 - November 2015

\$150

to kitchen staff in a 150+ seat

College Park, MD  
Graduated 2014

Annapolis, MD  
Class of 2010

# The Gamer

## Dirk Groshnik

551 Washington Place Bloomfield, NJ, 07033 908-641-1220 dirk.groshnik@gmail.com

### Objective

Looking for a good sales manager position where I can apply my skills. No office experience yet, but I'm a hard worker and have what it takes to get the job done.

### Qualifications

#### Leadership

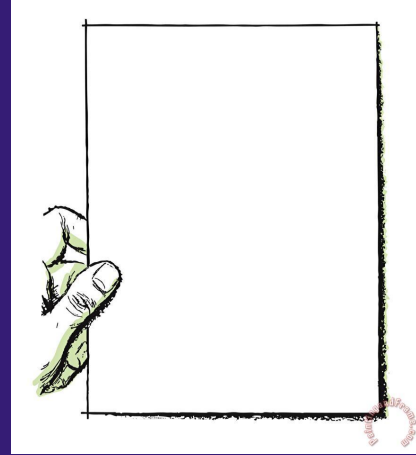
- Founded one of the best RuneScape clans in history, with over 400 members and 300 billion total XP.
- Helped train new employees at the Trader Joe's in Montclair, NJ.

#### Dedication

- Dedicated hundreds of hours training in League of Legends. Finally reached Platinum tier this November.
- Spent my summer helping my grandpa renovate his porch last year (2019).



Try it yourself...



# Brainstorming

*Activity:* You will be given 1 min to try to write down as many things as you have been involved with in the past few years. If you can, also write the role you had !

This will be done in categories to help you stay organized and think of those specific events.

Once time is up for Category 1, SWE mentor will let you know and ask to share with the rest. Then, group will continue onto Category 2.



Category 1: School Clubs/Organizations

Category 2: Outside of school clubs/projects

Category 3: Jobs/Community Service

Category 4: Awards

# Turn it into something !

## Activity:

In a new piece of paper (or electronically) use the sticky note ideation to form your own resume. Your SWE mentor will go over main sections and page breakdown then you should try to fill it as much as possible with the ideas from the first activity.

If you have any questions or are unsure of how it's looking ask your SWE mentor please !

Full Name	
City, State • Email • Phone Number • Personal Website or LinkedIn	
<hr/>	
<b>Education</b>	
School	Anticipated Graduation Date
GPA	
<ul style="list-style-type: none"><li>• Relevant Coursework (optional):</li><li>• Skills (optional):</li></ul>	
<hr/>	
<b>Volunteering Experiences</b>	
Title of Volunteering Experience, Location	Start Month, Year – End Month, Year
Position Title	
<ul style="list-style-type: none"><li>• Description of duties within volunteering position and volunteer hours.</li></ul>	
Title of Volunteering Experience, Location	Start Month, Year – End Month, Year
Position Title	
<ul style="list-style-type: none"><li>• Description of duties within volunteering position and volunteer hours.</li></ul>	
Title of Volunteering Experience, Location	Start Month, Year – End Month, Year
Position Title	
<ul style="list-style-type: none"><li>• Description of duties within volunteering position and volunteer hours.</li></ul>	
<hr/>	
<b>Extra – Curriculars</b>	
Name of Extracurricular	Start Month, Year – End Month, Year
Leadership Position (if applicable)	
<ul style="list-style-type: none"><li>• Description of specific responsibilities: what did you do, how did you do it, why did you do it (results)</li></ul>	
Name of Extracurricular	Start Month, Year – End Month, Year
Leadership Position (if applicable)	
<ul style="list-style-type: none"><li>• Description of specific responsibilities: what did you do, how did you do it, why did you do it (results)</li></ul>	
Name of Extracurricular	Start Month, Year – End Month, Year
Leadership Position (if applicable)	
<ul style="list-style-type: none"><li>• Description of specific responsibilities: what did you do, how did you do it, why did you do it (results)</li></ul>	
Name of Extracurricular	Start Month, Year – End Month, Year
Leadership Position (if applicable)	
<ul style="list-style-type: none"><li>• Description of specific responsibilities: what did you do, how did you do it, why did you do it (results)</li></ul>	
<hr/>	
<b>Honors</b>	
<ul style="list-style-type: none"><li>• Name of Award, Scholarship, Honors Recognition, etc</li><li>• Name of Award, Scholarship, Honors Recognition, etc</li><li>• Name of Award, Scholarship, Honors Recognition, etc</li></ul>	
Date Received	Date Received
Date Received	Date Received

# Elevator Pitch

*A brief speech about who you are, what you've done, and what you want to do*



# The Goal

- An elevator pitch is essentially a sales pitch to someone on why they should hire you
- Think of a car salesperson
  - They want you to like the car, so you will buy it
  - They tell you all about the perks of having the car (gas mileage, low monthly payments, technology in the car, the quality of the sound system, etc).
  - This makes the car more appealing, and brings the buyer's attention to that particular vehicle

# General Tips

- Your elevator pitch should be less than a minute long, about as long as a short elevator ride (which is where the name originated)
- Generally, this pitch would be delivered to a potential future employer, a professor you'd like to do research with, or someone that can help you achieve your career goals
- Set yourself apart:

# Things to Include

- Skills and experience
  - Ex: Lab work, research, programs you've helped organize, and anything else relevant as to why you would be a good fit for a job
- Career goals
  - Ex: Work you hope to do, why you got into your field of study/what inspired you

# Tips and Tricks

- Know your audience
- Use a broad description of your goals
  - This will allow you to use the same elevator pitch to multiple audiences when you are networking
- But..be specific if you have a particular opportunity you want to pursue
  - This would require adequate research of the opportunity in advance so that you can tailor your pitch
- Stay positive
  - This will help to make a good first impression on your audience



# Things to Avoid

- Speaking too quickly
  - If you speak too quickly, less of what you say will be heard or understood. Try to keep on subject.
- Getting off topic
  - It's easy to ramble, especially when you're nervous, but getting off track from what you want to say loses time and will lose the audience's interest

# Activity: Practice Pitches

- You will all receive a scenario with a person's description.
- You will be tasked to work with a group to write an elevator pitch for someone. A SWE volunteer will record your ideas and your group will have 15 minutes.
- A member of your group will then volunteer to share your group's elevator pitch with everyone.

## Sample Scenario:

Kelsey Williams lives in Alexandria Virginia. She is currently a senior at West Potomac High School and is starting to think of what she would like to do in the future. She is interested in getting some research experience in order to further explore her options. As of now, Kelsey is interested in engineering mechanical hearts and has spent a good amount of time researching the topic on her own. She has now found a professor whose research she is interested in and would like to learn more and potentially even get involved. Prepare a potential elevator pitch Kelsey could say to this professor.

# Example

'Hi, my name is Kelsey Williams, I'm a senior at West Potomac High School in Alexandria, VA. I am interested in a possible career path in engineering mechanical hearts, and I've done some research on it in my free time. If you have time, I'd love to talk to you about the research you're doing sometime!'

# Your Scenario

Jane Reiley, originally from San Francisco, is about to finish her third year at the University of Pittsburgh. She is a bioengineer who is hoping to work in a lab after graduation and get credible experience beforehand. She is now a part of the university's Biomedical Engineering Society and is attending the national BMES conference with an idea for an innovative biomedical device. Jane has maintained high grades, with a 3.8 GPA and has done two semesters of research in a lab that focuses on DNA editing for which she was published. Although she has interest in a wide range of bioengineering topics, she would ideally like to work with pharmaceuticals in her future career. Currently, she is looking to get an internship at Bayer for the summer to further her experience in the field. Prepare an elevator pitch she could give to an employer at the company to get a chance to interview with them.

### Template 1

Hi, my name is \_\_\_\_\_ and I'm a \_\_\_\_\_ (year in school) at \_\_\_\_\_ (high school) in \_\_\_\_\_ (town and state, if applicable). I am interested in \_\_\_\_\_ as a possible career path. I enjoy doing \_\_\_\_\_ in my free time.

### Template 2

Hi, I'm \_\_\_\_\_, a Grade \_\_\_\_\_ student from \_\_\_\_\_, looking for a summer job. Two classes I've excelled at are \_\_\_\_\_. I've previously worked in \_\_\_\_\_ at \_\_\_\_\_. Some of the skills I've gained are \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_. I spend my free time volunteering at \_\_\_\_\_ and \_\_\_\_\_. My \_\_\_\_\_ and \_\_\_\_\_ would be more than happy to be references if needed. If you are looking for a \_\_\_\_\_ person for the summer to work for you, I would be so grateful for the opportunity. Thank you for your time.

### Template 3

Hello, my name is \_\_\_\_\_. It's very nice to meet you \_\_\_\_\_. I was very happy to see that \_\_\_\_\_ was attending the career fair this year. I have been following \_\_\_\_\_ for a long time. I am a \_\_\_\_\_ this year at \_\_\_\_\_ and I plan to graduate in \_\_\_\_\_. As a \_\_\_\_\_ student, I am interested in the work that \_\_\_\_\_ is doing on the \_\_\_\_\_ | project. I was wondering if I could take some of your time to talk about getting involved with this project, maybe in the form of an internship?

We have also created a guided worksheet that you may use to write your own elevator pitch later on!

## Creating Your Own Elevator Pitch

This worksheet is meant to help guide you as you craft your elevator pitch. Your elevator pitch may be different from the one you create here, depending on your audience, but you may use these questions for any type of elevator pitch you like. Remember, your pitch should be less than a minute long, so be sure to only include relevant information and provide details that will make the audience interested in connecting/working with you afterward.

1. What inspired you to get into the STEM field? Is it something you want to pursue in your own career?
2. What experiences have you had in the STEM field? What have you learned from them?

Here is an elevator pitch template that you may find useful.

# Networking

*Interacting with others to develop professional contacts and relationships*



# Networking

- Goal: Build a relationship and establish rapport so when a potential opportunity arises in the future, your contact may be willing to refer or mentor you.
- Why: The sense of belonging is really important for persistence in engineering!
  - When in doubt, reach out to your network for advice and encouragement!

## *Tips and tricks*

- Step out of your comfort zone - join new clubs and organizations
- Ask meaningful questions
- Create a LinkedIn
- Consistently keep in touch - with intention

# Let's Play S-W-E-G-O

**Objective:** Find attendees (students and engineers!) that fit each description until you have a "bingo" (*no four corners*).

## Rules:

1. You cannot use yourself.
2. You can use the same person max two times
3. You need to get both their names and the additional information requested.
4. You must meet and talk to the person yourself to add them to your card.

S	W	E	G	O
Is a member of a SWE/Net Club Name: _____ Name of SWE/Net Club: _____	Played a sport in high school Name: _____ What sport? _____	High school student who does not live in Pennsylvania Name: _____ Which state? _____	Lives in most science fiction Name: _____ What's her favorite sci-fi book? _____	Has taken an Engineering class in high school Name: _____ Which class? _____
Is (or has been) a Girl Scout Name: _____ Where? _____	Has been a part of a Robotics Team Name: _____ What Robotics Team? _____	Is an engineer Name: _____ Type of engineer? _____	High school student who lives in Pennsylvania Name: _____ What team in PA? _____	Likes Star Wars Name: _____ Her favorite character? _____
Mother or Father is an Engineer or Computer Scientist Name: _____ Type of Engineer/CP: _____	Still has homework to do tonight! 🙄 Name: _____ What subject? _____	 SWE FREE	Takes AP classes Name: _____ Which AP class is her favorite? _____	Is a senior applying to colleges Name: _____ Which colleges is she applying to? _____
Is in a net-STEM high school club Name: _____ Which club? _____	Completed in a Science Fair Name: _____ What tier? _____		Has an inspirational story on why she wants/wanted to be an Engineer Name: _____ What is her story? _____	Has 2 or more cats or 2 or more dogs Name: _____ Names of the pets? _____
Was an award Name: _____ What award? _____	Liked dinosaurs when she was a kid (or maybe even now) Name: _____ Favorite dinosaur? _____	Plays a musical instrument Name: _____ Which instrument? _____	Has or had a job while in high school Name: _____ What job? _____	Does volunteer work Name: _____ Where? _____



# Let's Play S-W-E-G-O

**Round 1:** You'll have 10 minutes to try and get a SWEGO. The first person to reach Bingo will win this round!

**Round 2:** You'll have 10 minutes to try and fill as many of the rest of your squares you can. The first person to have the most squares filled will win this round!



# Let's Play S-W-E-G-O

S	W	E	G	O
<p>Is a member of a SWE/Net Club Name: _____</p> <p>Name of SWE/Net Club: _____</p>	<p>Play/played a sport in high school Name: _____</p> <p>What sport? _____</p>	<p>High school student who does not live in Pennsylvania Name: _____</p> <p>Which state? _____</p>	<p>I like to read science fiction Name: _____</p> <p>What is her favorite sci-fi book? _____</p>	<p>I've taken an Engineering class in high school Name: _____</p> <p>Which class? _____</p>
<p>Is (or has been) a Girl Scout Name: _____</p> <p>When? _____</p>	<p>Has been a part of a Robotics Team Name: _____</p> <p>What Robotics team? _____</p>	<p>Is an engineer Name: _____</p> <p>Type of engineer? _____</p>	<p>High school student who lives in Pennsylvania Name: _____</p> <p>What team in PA? _____</p>	<p>Likes Star Wars Name: _____</p> <p>Her favorite character? _____</p>
<p>Mother or Father is an Engineer or Computer Scientist Name: _____</p> <p>Type of Engineer/CS? _____</p>	<p>Still has homework to do tonight! 📖 Name: _____</p> <p>What subject? _____</p>	<p> <b>swe FREE</b></p>	<p>Takes AP classes Name: _____</p> <p>Which AP class is her favorite? _____</p>	<p>Is a senior applying to colleges Name: _____</p> <p>Which colleges is she applying to? _____</p>
<p>Is in a net-STEM high school club Name: _____</p> <p>Which club? _____</p>	<p>Completed in a Science Fair Name: _____</p> <p>What tier? _____</p>	<p>Has an inspirational story on why she wants/wanted to be an Engineer Name: _____</p> <p>What is her story? _____</p>	<p>Has 2 or more cats or 2 or more dogs Name: _____</p> <p>Names of the pets? _____</p>	<p>Knows how to code Name: _____</p> <p>What programming language? _____</p>
<p>Was an award Name: _____</p> <p>What award? _____</p>	<p>Liked dinosaurs when she was a kid (or maybe even now) Name: _____</p> <p>Favorite dinosaur? _____</p>	<p>Plays a musical instrument Name: _____</p> <p>Which instrument? _____</p>	<p>Has or had a job while in high school Name: _____</p> <p>What job? _____</p>	<p>Does volunteer work Name: _____</p> <p>Where? _____</p>

Get ready to meet some new people!

# What is SWENext?



- Program for pre-college aged students who want to be a part of SWE.
  - It's a way to become a part of the Society of Women Engineers (SWE) community before college.
  - The cost to join is free.
-

# SWENext Clubs!



- Bring SWENext to your community by starting a SWENext club!
    - Gain valuable leadership experience!
    - Demonstrate your innovativeness, creativity and leadership ability to colleges
    - Have fun!
- — —

# Join SWENext!



# Start a SWENext Club!



Pitt SWE presents the...

# FiERCE Forum 2023

## WHEN?

Saturday, February 11th  
8:30am - 12:00pm

## WHO?

All high school, undergrad, & graduate students pursuing careers in STEM, as well as allies & advocates for women!

## WHERE?

Hybrid - attend via Zoom (link will be sent our prior to event) or in person in the William Pitt Union on Pitt's campus (Rooms 527, 538, 539, 540, 542)

## WHAT?

FiERCE [Females in Engineering Reaching Career Empowerment] - Pitt SWE's annual largest event of the year!

Sign up here!



## This year's sessions:

1. Finding Your Voice
2. After Undergrad
3. Professional Development
4. Revitalize+Refresh
5. Collaborative Communication

# FiERCE Forum

- Saturday, February 11th from 8:30AM-12PM
- Professional development
  - Finding your voice
  - After Undergrad
  - Professional Development
  - Revitalize + Refresh
  - Collaborative communication
- We encourage you to dress business casual!

# Closing Survey



Please take a few minutes to fill out this short survey. Thank you!

**Thank you for coming! We look forward to seeing  
you at FIERCE!**