

Identifying and Marketing Your Transferable Skills

As a soon to be college grad who worked on campus, how do you land your dream job? The answer lies in your ability to demonstrate transferable skills. Though your on-campus job may seem unrelated at first, transferable skills can help you highlight the connection between them and prove you're qualified.

What are transferable skills?

Transferable skills are talents and abilities you have developed over time through your involvement in various activities, such as jobs, internships, volunteer, athletics, school, etc. These skills, oftentimes, are overlooked and understated on resumes and in interviews, but they can be your strongest asset. Although transferable skills may not seem immediately relevant to the job you seek, they are skills that all employers look for in a potential hire, and can be applied almost anywhere. Transferable skills also complement the knowledge you've gained from your degree, making you a more desired job candidate.

Transferable skills that employers value:

Communication

- Speaking effectively
- Writing concisely
- Listening attentively
- Facilitating group discussion
- Providing appropriate feedback
- Negotiating

Human Relations and Interpersonal Skills

- Expressing empathy
- Listening
- Motivating others
- Delegating with respect
- Asserting
- Developing rapport

Research and Planning

- Forecasting, predicting
- Identifying problems
- Identifying resources
- Gathering information
- Solving problems
- Setting goals
- Analyzing

Organization, Management & Leadership

- Coordinating tasks
- Delegating responsibility
- Teaching
- Coaching
- Promoting change
- Counseling
- Managing conflict
- Decision making
- Implementing decisions
- Managing time
- Meeting goals
- Organizing
- Accepting responsibility
- Setting and meeting deadlines

Marketing your transferable skills

Any skill can be transferable, but the trick is to show employers how it applies to the job you're applying for. If your employment history comes from the same industry as your desired career, it should be easy. However, if you have limited experience, recognizing and demonstrating your transferable skills may require a bit more effort, but they're crucial.

To identify your strongest skills, analyze the job description for the position in which you are applying and see what the employer prioritized. Then compare those qualifications to your own experiences. If there is not a direct link, find similarities. Make the connection clear to the employer in your cover letter, resume AND interview. If you say you have "strong communication skills," show the employer you actually possess the skill by providing specific examples.

Demonstrating transferable skills on resume example:

Server to entry-level marketing position

- Acted as a sales representative for the restaurant, upselling to achieve one of the highest sales averages
- Prioritized numerous responsibilities simultaneously
- Built a loyal clientele of regulars

Demonstrating transferable skills on cover letter example:

Server to entry-level marketing position

In addition to my coursework, I have employed marketing and customer service skills in the restaurant field. In my most recent server position, I marketed appetizers, desserts, and specials to customers that added value to their dining experience and helped me achieve higher sales averages. I would like to apply the same sales savvy and interpersonal skills in this marketing position.

Different types of resumes:

- Chronological
 - **Who should use** - If you have a solid work history, your experience is aligned with the job you are applying to, and you have no lapses between employment, use this format
- Functional
 - **Who should use** - If you have lapses in employment, are in the middle of a career transition, are a recent college grad with limited work experience, or have a diverse background with no clear career path, this is the most effective type of resume.
- Targeted
 - **Who should use** - These resumes are the most time-consuming, but can generate the best results as the qualifications and experience you outline mirror the prospective job opening closely. Be careful, however. When you develop a targeted resume you need to be as accurate as possible and not embellish career highlights simply to mirror the job

List of Action Verbs for Resumes & Professional Profiles

Management/ Leadership Skills

administered
analyzed
appointed
approved
assigned
attained
authorized
chaired
considered
consolidated
contracted
controlled
converted
coordinated
decided
delegated
developed
directed
eliminated
emphasized
enforced
enhanced
established
executed
generated
handled
headed
hired
hosted
improved
incorporated
increased
initiated
inspected
instituted
led
managed
merged
motivated
organized
originated
overhauled
oversaw
planned
presided
prioritized
produced
recommended
reorganized
replaced
restored
reviewed
scheduled
streamlined
strengthened

supervised
terminated

Communication/ People Skills

addressed
advertised
arbitrated
arranged
articulated
authored
clarified
collaborated
communicated
composed
condensed
conferred
consulted
contacted
conveyed
convinced
corresponded
debated
defined
described
developed
directed
discussed
drafted
edited
elicited
enlisted
explained
expressed
formulated
furnished
incorporated
influenced
interacted
interpreted
interviewed
involved
joined
judged
lectured
listened
marketed
mediated
moderated
negotiated
observed
outlined
participated
persuaded
presented
promoted

proposed
publicized
reconciled
recruited
referred
reinforced
reported
resolved
responded
solicited
specified
spoke
suggested
summarized
synthesized
translated
wrote

Research Skills

analyzed
clarified
collected
compared
conducted
critiqued
detected
determined
diagnosed
evaluated
examined
experimented
explored
extracted
formulated
gathered
identified
inspected
interpreted
interviewed
invented
investigated
located
measured
organized
researched
searched
solved
summarized
surveyed
systematized
tested

Technical Skills

adapted
assembled
built
calculated

computed
conserved
constructed
converted
debugged
designed
determined
developed
engineered
fabricated
fortified
installed
maintained
operated
overhauled
printed
programmed
rectified
regulated
remodeled
repaired
replaced
restored
solved
specialized
standardized
studied
upgraded
utilized

Teaching Skills

adapted
advised
clarified
coached
communicated
conducted
coordinated
critiqued
developed
enabled
encouraged
evaluated
explained
facilitated
focused
guided
individualized
informed
instilled
instructed
motivated
persuaded
set goals
simulated
stimulated

List of Action Verbs for Resumes & Professional Profiles

taught
tested
trained
transmitted
tutored

Financial/ Data Skills

administered
adjusted
allocated
analyzed
appraised
assessed
audited
balanced
calculated
computed
conserved
corrected
determined
developed
estimated
forecasted
managed
marketed
measured
planned
programmed
projected
reconciled
reduced
researched
retrieved

creative skills
acted
adapted
began
combined
conceptualized
condensed
created
customized
designed

developed
directed
displayed
drew
entertained
established
fashioned
formulated
founded
illustrated
initiated
instituted
integrated
introduced
invented
modeled
modified
originated
performed
photographed
planned
revised
revitalized
shaped
solved

Helping skills

adapted
advocated
aided
answered
arranged
assessed
assisted
cared for
clarified
coached
collaborated
contributed
cooperated
counseled
demonstrated
diagnosed
educated
encouraged

ensured
expedited
facilitated
familiarize
furthered
guided
helped
insured
intervened
motivated
provided
referred
rehabilitated
presented
resolved
simplified
supplied
supported
volunteered

Organization/ Detail Skills

approved
arranged
cataloged
categorized
charted
classified
coded
collected
compiled
corresponded
distributed
executed
filed
generated
implemented
incorporated
inspected
logged
maintained
monitored
obtained
operated
ordered

organized
prepared
processed
provided
purchased
recorded
registered
reserved
responded
reviewed
routed
scheduled
screened
set up
submitted
simplified
supplied
standardized
systematized
updated
validated
verified

More verbs for Accomplishments

achieved
completed
expanded
exceeded
improved
pioneered
reduced (losses)
resolved (issues)
restored
spearheaded
succeeded
surpassed
transformed
won



Using LinkedIn to Find a Job or Internship

LinkedIn is the place for students and recent grads to find jobs and internships. Here are some tips to get started.

1

Become an expert.

Want to stand out and learn about industries you want to get into? Check out LinkedIn Today's news dashboard and Influencer posts for the top daily headlines, join Groups, and follow new industry-specific "Channels."

2

Have a strong headline. Get noticed.

Your profile is not the place to be shy! Write a concise but descriptive headline like "XYZ University honors student & aspiring PR associate," "Entry-level creative professional," or "Finance major seeking investment banking internship."



3

Include keywords.

Recruiters search LinkedIn for candidates. Use the key words and phrases they use. Find examples from job descriptions you're going after, or profiles of people who have the jobs you want, and pepper them throughout the *Summary* and *Skills & Expertise* sections.

4

Take advantage of student profile sections.

Be sure to complete the profile sections designed just for students, such as *Courses*, *Projects*, *Languages*, *Certifications*, and *Organizations*. Keywords are good here too. Complete profiles get 40x more opportunities!



5

Talk about all your relevant experience.

Experience doesn't have to be paid or full-time to be on your profile. Your *Experience* section can include internships, extracurriculars, part-time jobs, volunteer work, or projects that have given you real-world skills. You never know what might catch an employer's eye.

6

Build your network.

Grow your network by sending personalized LinkedIn connection requests to everyone you know – friends, family, neighbors, teachers, colleagues, classmates, and more.



7

Ask your network for help.

70% of jobs are found through networking. Once you connect, send customized messages (no mass emails!) to say you're job-hunting. Ask for advice, an informational interview, or if they know anyone in your desired field. Connect one-on-one and others will be willing to make the effort for you.



8

Find "ins" where you want to work.

Heard of LinkedIn [Company pages](#)? Visit them for organizations you want to work for and see if you're connected to anyone who works or has worked there. And check out LinkedIn's [Alumni Tool](#) to see what grads of your school are up to.

9

Search the Student Jobs Portal.

The Student Jobs Portal is just for you: It has all the entry-level job and internship postings on LinkedIn. Search by job role or review postings from featured companies. Apply for positions and the employer will be able to see your full LinkedIn profile.



10

Get gutsy.

Don't be afraid to reach out directly to a recruiter on LinkedIn. One strategy is to first apply to a position you want and then send a message to the recruiter who posted the opportunity (you can often find this information in the job posting). Good luck!



Get a job.

Get going at www.linkedin.com