

AS AN ENTRY LEVEL APPLICANT

HOW YOU CAN BEST DESCRIBE YOURSELF TO A HIRING MANAGER

The employment interview requires you to talk about yourself. You probably already know this. But when you finally come face to face with the hiring manager and s/he asks you to describe yourself, you don't want to be totally tongue-tied. Knowing how to describe yourself to someone who could potentially be your next boss is not the time to 'wing-it'. Planning in advance is key.

Besides, there are plenty of things you could say in your answer to this critical interview question, but you need to be sure you include attributes that actually matter to the job that you're targeting. Don't worry—we're here to help you really nail it and bring that elusive job offer that much closer.

Here's how to describe yourself to potential employers.

Highlight Your Strengths

This is not the time to share details about your personal life; because saying, "I'm happily married with three kids" does absolutely nothing to sell your potential value to a hiring manager.

Instead of delving into your life story, talk about your personal traits and qualities that you possess as they line up with the job duties of the position that you're interviewing for.

Choose Your Keywords Carefully

You can mine job postings for the qualifications that employers are looking for; then you can use the appropriate buzzwords ... the ones that employers want to hear. Most job descriptions list what attributes or skills companies are looking for in a potential hire. For example, if a job posting says qualified candidates must have [problem solving skills](#), you'd incorporate that language into your answer. ("I'm a problem-solver by nature. My immediate goal when I speak to a customer is to get their issue resolved as quickly and efficiently as possible.")

Not too long ago, a survey from the Society for Human Resource Management revealed the top 15 soft skills that most employers look for in entry-level candidates. Working some of them into your self-description can make you a more attractive candidate:

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| <input checked="" type="checkbox"/> Dependability and Reliability | <input checked="" type="checkbox"/> Initiative | <input checked="" type="checkbox"/> Integrity |
| <input checked="" type="checkbox"/> Adaptability | <input checked="" type="checkbox"/> Professionalism | <input checked="" type="checkbox"/> Teamwork |
| <input checked="" type="checkbox"/> Customer Focus | <input checked="" type="checkbox"/> Critical Thinking | <input checked="" type="checkbox"/> Oral Communication |
| <input checked="" type="checkbox"/> Writing Communication | <input checked="" type="checkbox"/> Reading comprehension | <input checked="" type="checkbox"/> Respect |
| <input checked="" type="checkbox"/> Planning and Organization | <input checked="" type="checkbox"/> Creativity and Innovation | <input checked="" type="checkbox"/> Math Ability |

Don't Shy Away from Patting Yourself On The Back

Though you certainly don't want to come across as conceited, remember that the goal of a job interview is to impress the interviewer (or interviewers, plural, if you're facing a panel). Therefore, it's critical to learn how to convincingly promote your job-related skills, capabilities, and most importantly: your potential value to the organization.

Need a little help building up your confidence level? There are a number of techniques you can use, like rehearsing your interviewing skills with a friend, practicing good posture, or using positive affirmations.

Strategize and Script-Out Your Elevator Pitch

Many people can talk off the cuff, but if you're not one of them, you'll want to develop a script in advance that you can use to answer this interview question. We're talking a 30- to 60-second elevator pitch that uses an anecdote to support your claims.

Here are a couple examples of strong elevator pitches:

"I'm Jan Smithers CPA. Having great people skills, I get along well with just about everybody and excel at getting both individuals and teams to cooperate. Being a puzzle solver, I get to the bottom of things to successfully fix problems. Colleagues credit me with being an excellent communicator which helps earn me the reputation of being a successful trainer. I'm hoping to land a position that will more fully utilize my accounting expertise and management capabilities to help an organization operate more efficiently and profitably. I detected and eliminated financial pilferage by delivery drivers and unauthorized usage of the company fuel credit card as well as remediated improper ledger postings through targeted trainings."

Here is what I typically use:

"I'm Mark Berkowitz, a credentialed career expert with Career Development Resources. A conference presenter, certified career counselor / job search and career transition coach, and highly respected résumé strategist, who's always interested in speaking with job seekers to help them find a better job—faster as well as significantly increasing their compensation! Such as the Executive Chef who doubled his salary or the recently surplussed logistics professional who launched himself into his new job in only three weeks. "

Mark Berkowitz is the owner and President of Career Development Resources, LLC. Changing lives and revolutionizing careers since 1985, Mark provides one-on-one career consulting services, résumé building assistance and guidance to help each client achieve not only job advancement, but lasting and meaningful success in their career path as well. A distinguished figure in his field, Berkowitz is one of the top career builders in the country and has been quoted in nearly two dozen books and publications on the topic of career advancement.

Passionate about empowering others to realize their dreams, Mark served as an executive board member of the Professional Assn. of Résumé Writers and Career Coaches. He has been helping clients successfully advance in and/or change their careers for over 36 years. With a Master's Degree in Career Development and **four specialized certifications** (National Certified Career Counselor, Certified Professional Résumé Writer, Int'l Certified Job & Career Transition Coach, and Certified Employment Interview Professional), he is **uniquely qualified to help you improve your career situation**. A recognized expert in the field, he had not only taught in Graduate Schools and led workshops and seminars, but also trained other counselors. Mark served as chairman of the Certification Board for the Professional Assn. of Résumé Writers and Career Coaches and was a founding member of the Career Management Alliance (fkn Career Masters Institute). Additionally, he has shared his expertise in effectively utilizing career assessment tools with graduate counseling students from nearby Fordham University, helping to prepare them for their future counseling careers.

Mark connects with clients locally as well as international clients via the internet. He also provides outreach to high school and college students, presenting career planning and job search strategy workshops.

- Highly regarded with résumés, cover letters, and interview strategies showcased in nearly two dozen books.

- Enjoys an INTERNATIONAL REPUTATION as a "Résumé Guru" by members of the Professional Assn. of Résumé Writers and Career Coaches.

His work appears in nearly two dozen books on résumé /cover letter writing and winning interview strategies.

He has been spotlighted on WCBS television in "***Acing The Interview***" and has been named as the "***Professional of the Year 2024***" by the **PODCAST BUSINESS NEWS NETWORK**.



Berkowitz has been recognized as “... *one of the leading résumé writers in the U.S. today*” in Professional Résumés for Executives, Managers, and Other Administrators. Wendy Enelow, President of the Career Masters Institute has acknowledged Mark as “... *one of the most talented career counselors I have ever met.*”



You can contact him at 1+ (910) 833-5013 or cardevres1@gmail.com to find out how he can assist you in launching your career into a higher orbit.

*See how you can benefit from professional expertise
instead of **suffering from your career mistakes.***

CAREER DEVELOPMENT RESOURCES LLC