

**Welcome! I'm Beth Hendler-Grunt, the
CEO and Founder of Next Great Step.**



The job search for grads is tough.

Employers have high expectations, even for young adults taking their first steps in their careers. There is a clear gap between the skills students think they have to offer and what employers expect from them at work.

And now, LinkedIn is one of the primary tools used to land a job.

Are you prepared?

We are pleased to provide valuable tips on how a young adult can ace the LinkedIn Profile.

We have helped **hundreds of grads land the job they desire**. We've observed that a majority of students graduate with no idea how to talk about themselves and do not understand what an employer is expecting of them. This is why we've created the Next Great Step approach to help students/grads **gain confidence and clarity in their job search**.

That way they're better positioned to land the job they deserve with the employer they want--not one they have to settle for.

AS SEEN IN:

THE WALL STREET JOURNAL.

The New York Times

 **nerdwallet**

 **SiriusXM**
SATELLITE RADIO

 **CNBC** +  **acorns**

GROWN & FLOWN
parenting never ends



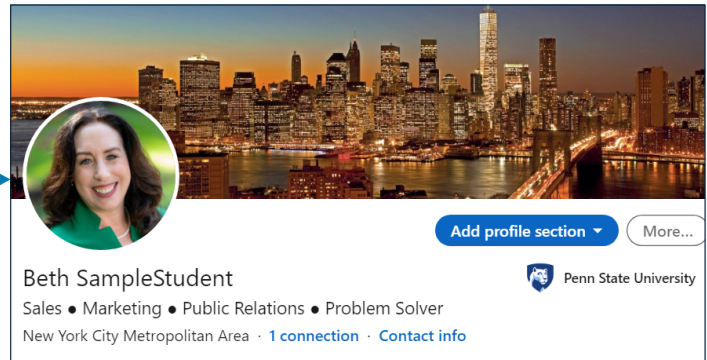
 **ZipRecruiter**

NJBIZ
ALL BUSINESS & ALL THE TIME

The Seattle Times

HOW TO ACE THE LINKEDIN PROFILE

- ☐ **PHOTO:** Picture is clear and reflects you in a professional manner
- ☐ **HEADLINE:** Major/What do you aspire to do?
- ☐ **GEOGRAPHIC AREA:** Location you intend to work in



- ☐ **ABOUT/KEYWORDS:** Who are you, what are you skilled at, what do you look forward to? (See bottom of page 2.)

About

I am fascinated with how companies market themselves and develop campaigns to convince prospective clients to buy their product. As a marketing major I am looking to leverage my experience from into a marketing/sales role.

Most recently, I had the opportunity to work as marketing intern at Next Great Step. I worked closely with the CEO to develop customized digital marketing campaigns. I also created compelling copy for posts on all social platforms while creating online marketing materials focused on career coaching programs.

Outside the classroom I am the membership chair in the business school honor society. I focus on soliciting new members and building a strong presence on campus. I am involved with the fundraising efforts for THON which is charity raises money for pediatric cancer.

I have strong skills in the areas of sales, marketing and problem solving and I am looking to leverage my experience in a sales or marketing roles in the technology sector.

"Beth has a passion for marketing and is a leader in Consumer Marketing 301 class. She is an active participant and demonstrates leadership in helping others on team projects. I highly recommend Beth for a marketing role".
Professor John Smith, Penn State University

Marketing, Sales, Public Relations, Advertising, Social Media, Problem Solver, Team Player, Perseverance, Creative Writing, Internship, Business Major, Greater New York City Area.

Contact: 973-577-6161 beth@samplestudent.com

- ☐ **EXPERIENCE:** List all jobs you have held including part time (last 3 years). Do NOT attach your resume. Include any licenses & certifications.

Experience



Marketing Intern

Next Great Step - Internship
Jun 2020 – Aug 2020 - 3 mos
New York City Metropolitan Area

Developed social media strategy targeting parents and college grads in need of career support
• Collaborated with CEO to create compelling copy for social platforms and company blogs 4x week

• Completed 3 online marketing material projects focused on career coaching programs/content

• Researched and developed a list of 20 targeted partnerships for CEO to expand corporate relationships



Marketing Analyst

Kappa Search Inc. (KSI) - Internship
May 2019 – Aug 2019 - 4 mos
Wayne, NJ

• Supported 3 clients to complete 12 marketing campaigns to grow local presence

• Collaborated with VP to analyze 80 different marketing metrics that measured the success of each campaign

• Designed a new intake process for new clients looking for social media support

- ☐ **EDUCATION:** Include College and Major, Summer Programs and Relevant Coursework

Education



Penn State University

Bachelor of Science - BS, Business, Management, Marketing, and Related Support Services
2017 – 2021

Activities and Societies: Smeal College Honor Society Membership Chair, Alpha Sigma Alpha Sorority Social Chair Marketing lead, Atlas THON - Chair of Donor and Alumni Relations

Relevant Coursework:

Marketing Strategy

Organizational Behavior

Sales Management and Strategy

Management Capstone

- ☐ **VOLUNTEER EXPERIENCE:** Include short descriptions.

Volunteer Experience



Donor and Alumni Relations Chair

Penn State Dance Marathon

Sep 2018 - 1 mo


Children


Atlas is a Special Interest Organization for the Penn State IFC/Panhellenic Dance Marathon (THON), which raises money for the Four Diamonds. In turn, the Four Diamonds provides for pediatric cancer research and patient care at Penn State Hershey Children's Hospital. Together we ensure that no parent sees a bill their insurance doesn't cover, no child fights alone, and we are banded together in the fight against pediatric cancer.


HOW TO ACE THE LINKEDIN PROFILE

- ❑ **SKILLS:** Include at least 5. Ask friends/colleagues for endorsements.

Skills & Endorsements

Marketing · 1
 Endorsed by Beth Hendler-Grunt • Getting College Grads Hired (mutual connection)

Sales · 1
 Endorsed by Beth Hendler-Grunt • Getting College Grads Hired (mutual connection)


Public Speaking · 1
 Endorsed by Beth Hendler-Grunt • Getting College Grads Hired (mutual connection)

Industry Knowledge

Social Media Marketing

Interpersonal Skills

Problem Solving

Other Skills 

Public

- ❑ **ACCOMPLISHMENTS:** List all earned honors and awards in or out of school.







Accomplishments

1 Organization

Penn State Marketing Association (PSMA)
 Sep 2017 – Present • Vice President

- ❑ **INTERESTS:** Follow companies/join groups of interest to you.

Interests

 Microsoft 12,848,570 followers	 Netflix 6,008,267 followers
 Nike 4,023,651 followers	 Apple 12,517,083 followers
 Tesla 6,958,870 followers	 Penn State University 608,845 followers

[See all](#)

BUILD YOUR ABOUT SECTION:

Who are you? Include your major, where you graduated and what you are passionate about.

What's unique about you/What have you done? Give an example of an internship/volunteer experience that you have done.

Why you? Share your core skills and how you add value to a business.

ADD KEYWORDS:

List words that include your skills and attributes to highlight.

- ❑ **CUSTOM URL:** Use your name. Edit public profile & URL to delete automatic digits assigned.
- ❑ **RECOMMENDATIONS:** From professors, past employers.
- ❑ **CONNECT/ FOLLOW:** Connect with classmates, friends & family. See video below on how to connect. Follow thought leaders, executives, and companies you want to learn more about.
- ❑ **WATCH:** "LinkedIn for College Students Video" <https://ngs.course.thinkific.com/courses/linkedin-for-college-students>. Click "Get Started" and register.

Olivia S., Recent Grad

"Before working with Next Great Step, I was at a stand-still with my job search. I did not have a great LinkedIn profile and I felt unprepared for interviews. Now I feel like I have the skills to confidently go out and interview for jobs. I feel completely prepared."



Evan M., Recent Grad

"When I graduated from college, I was struggling with the job search process. In such a competitive job market, young grads like myself must present themselves to potential employers in the best way possible while ALSO meeting an employer's requirements. Working with Next Great Step allowed me to learn the skills and knowledge required in order to put my best foot forward to prospective employers. Highly recommend."

Marlene L., Parent

"Next Great Step taught my son how to prepare for the job search, ask appropriate questions for each company and how to direct and control the conversation. Within a matter of weeks, he was able to secure a great job and successfully interview for others. I would highly recommend using Next Great Step to help your son or daughter secure their first meaningful job."

CONTACT US

[SCHEDULE COMPLIMENTARY CONSULTATION HERE](#)



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www.nextgreatstep.com

