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# CAREER FAIR GUIDE

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## THE DIAMONDBACK

*Founded 1910,  
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**DEVON MILLEY**  
*Editor in chief*

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(PHOTO COURTESY OF GEREMY BASS)

Geremy Bass' career has taken some interesting turns. Upon reflection, he describes it as "a random confluence of events."

Coming to the University of Maryland in 2004 fresh off of the presses as editor in chief of his high school newspaper, journalism seemed like a natural choice.

"In my young, dumb brain I just thought that's what I want to do — something communication," Bass said.

Circumstances pushed Bass, who grew up in the Virginia suburbs, to this university, including his girlfriend at the time — now wife — being in state and the strength of its journalism program. Once on campus, Bass got hired at The Diamondback by submitting humor columns on college life to an editor.

Eventually, Bass made moves within The Diamondback that would align with his initial career out of college.

"It reminds me of a lot of things in the professional world — you do things and they lead to other things," he said.

Bass knew he enjoyed sports. So in search of clips and more serious work, he moved to the sports desk, where he covered everything from a feature on the rise of fantasy football's popularity to stories on field hockey, men's basketball and football.

At the time, sports journalism seemed like a good fit. Bass gained more experience outside of The Diamondback, covering sports teams in the Washington, D.C., metro area and shadowing journalists at games. He was also surrounded by close friends taking business school classes — classes he wasn't interested in. Nevertheless, this group of friends would influence Bass' career decisions later, even if he didn't realize it then.

"Getting deeper and deeper into what a career in sports journalism could look like while I spent a lot of time with people not in that career wound up showing me the different ways that you could live and work in the world," Bass said.

Bass dove right into sports journalism after graduation. Working full-time in the field and talking to people who had been in the industry for years began shifting his perspective.

"Most of them were not happy and they gave me the advice that if you can do something else you love — journalism's a tough life," he said.

Things came to a head when Bass realized his passion for sports was fading.

"I worked for MLB.com and that was the nail in the sports journalism coffin," Bass said. "I just didn't love it enough — I started to not like sports."

Bass went from writing about sports to writing about the mortgage finance industry at a trade publication. It was an opportune moment to be covering industry, on the heels of the financial crisis of 2008.

"[I] started to see the people I was interviewing in the business world making these decisions that were really dictating a lot of what happened in the country," Bass said. "That was really when I decided I might've been wrong about the pushback against business — there's a lot of cool things there."

He eventually went back to school part-time to get his MBA. Bass knew he had to find a business adjacent role to make the shift, so he worked as a business and communications strategist for Jack Young, the Baltimore City Council president at the time.

"It was one of those really cool environments ... where there's different skills around," Bass said. "Being exposed to different types of people while I was also in school was fantastic."

While Bass ruled out a political career, he knew the MBA and his newfound experiences would provide a different path. So he restarted his career after graduation as a consultant for Booz Allen Hamilton, a firm heavily involved with federal clients.

Consulting is a common path for business graduates, but Bass realized it was not for him.

"Consulting sucks," Bass said. "People are paying you a lot of money to give them your advice ... I'd say most of which they don't use."

Bass wanted to work for a company in-house. He moved out to Chicago for his wife's residency and took a job at Sears, leading the company's Agile transformation. Agile practices are often adopted by companies to bring an iterative approach to software development. This gave Bass the opportunity to gain technology experience.

Equipped with experience working with technology teams, Bass moved to the e-commerce company Zoro, where he has been the head of product and head of program man-

agement. Product management is a field prominent in tech companies that sits at the intersection of business, engineering and design.

"It's understanding the needs of all the people and stakeholder groups that want something, then having the sense — often called 'product sense' — to digest those needs," Bass said.

But Bass' journey is only beginning — while working full-time at Zoro, he's also been working on a startup with a close friend he met on his first day at this university.

Identifying a need to make healthy snacks accessible, especially on the go, Bass and his friend Justin Steinfeld co-founded Airfare, a company aimed at delivering pouches of

healthy snacks to travelers.

While Bass doesn't see himself jumping ship from working full-time to the startup any time soon, Airfare continues to experiment and grow. Bass said the platform has almost 70 snacks from makers across the country.

It's hard for Bass to imagine all of this goes back to his days as a journalism student. But he attributes his success, at least in part, to core skills he learned at this university, especially communication.

"The journey makes sense looking back," Bass said. "It didn't always in the moment and it doesn't always on paper — but it does whenever I think about it."

# FROM JOURNALISM TO HEALTHY SNACKS: A UMD ALUM'S CAREER JOURNEY

By Nataraj Shivaprasad | *Managing editor*

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# A Q&A WITH THE UNIVERSITY OF MARYLAND CAREER CENTER

By Sam Jane | @sam\_jane230 | Freelance writer

*Allynn Powell is the University of Maryland Career Center's director.  
Erica Ely is the career center's assistant director.*

## WHAT IS NETWORKING?

**Powell:** At its simplest, networking is connecting with other people. It's being curious about who folks are, asking new questions to learn more about who they are as a person, maybe what they do as a profession, maybe their professional journey or career.

It's an opportunity for the student to do the same. Share a little bit about who you are, what your interests or your journey may have been. And then find mutual points of connection.

## HOW CAN STUDENTS START TO NETWORK?

**Ely:** It starts in the classroom and challenging yourself to go to professors' office hours to get to know their background or their research. There's also ways through the University Career Center that help students with networking.

## WHAT IS THE BEST ADVICE FOR STUDENTS WHO ARE HESITANT TO REACH OUT AND UNSURE OF HOW TO NETWORK?

**Powell:** Start where you are, networking can happen anywhere. Find the space where you have comfort. Meeting with academic advisors, you're doing networking there, the same with your faculty. So the skills that you practice in everyday life can be translated when you start to think about your career.

## HOW EFFECTIVE IS THE CAREER CENTER WITH HELPING STUDENTS MAKE CONNECTIONS AND FIND JOBS?

**Powell:** Each year we do a survey called our "First Destination Graduation Survey," where we ask graduating students — bachelor's students, in particular — to share with us their career outcomes. So six months post graduation, we collect data on where students have gone.

For the class of 2021, we knew that 95 percent of those who responded to our survey were in place or employed.

## HOW CAN UNDERGRADUATE STUDENTS BEGIN TO MAKE IMPORTANT JOB CONNECTIONS?

**Powell:** Just staying curious. Any and everyone has a story to tell. You don't have to be limited by your major — simply being curious and exploring and asking questions.

## WHAT'S THE MOST COMMON INTERVIEW QUESTION STUDENTS MESS UP?

**Ely:** Anticipate a question like "Tell me about yourself?" That is usually going to be an introductory way for the interview to start. What students can do is use the job description as a template of some of the things that they want to bring up about themselves. If that job description is talking a lot about customer service and working with people, the student should ahead of the interview be thinking about some sample stories of where they were working with the general public, maybe they dealt with a difficult customer or some success stories with customers.

## SINCE THERE ARE SO MANY STUDENTS AT THIS UNIVERSITY, HOW DOES THE CENTER GO ABOUT INDIVIDUALIZING STUDENTS?

**Powell:** The reality is there are a lot of students with lots of different career interests, so we try to be pretty intentional in thinking about program offerings to represent a wide diversity of student interests. We've been really intentional about distributing members of our staff — we call them program directors — out into the schools and colleges, and so we have staff who set up the University Career Center in CMNS or in ARHU or in the School of Public Health or in AGNR.

## CAN THE CAREER CENTER HELP FORMAT RESUMES?

**Ely:** On our website we have information about resumes. Also on YouTube we have some videos that were created about resume formatting. We have some self-paced online modules.

After they create their best effort resume, they can stop by our drop in hours on Monday through Friday, from 1 until 3:30. They can meet with one of our undergraduate peer educators just to get it reviewed or a student can also schedule an appointment.

## HOW SHOULD STUDENTS APPROACH AN INTERVIEW?

**Powell:** Interviews are an opportunity to share who you are, your experiences and your skills with an employer as it relates to what it is that they are seeking. So the process really is about practicing how best to articulate your career narrative in a way that aligns with what your potential employer is saying that they are looking for.

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# FALL 2022 CAREER FAIR AND NETWORKING SCHEDULE

## FALL CAREER & INTERNSHIP FAIR

Stamp Student Union  
Sept. 28 to Sept. 30

## JUSTICE & GOVERNMENT NETWORKING NIGHT

Stamp Student Union  
Sept. 29

## ECON EMPLOYER POP-UP SHOP

Zoom  
Oct. 12

## MERRILL COLLEGE CAREER FAIR

Knight Hall  
Oct. 14

## INDUSTRIAL/ORGANIZATIONAL PSYCHOLOGY EVENT

Biology-Psychology Building, Room 1140A  
Oct. 19

## SPORTS INDUSTRY MEETUP

Virtual & University Career Center & The President's Promise at 3100 Hornbake Library, South Wing  
Oct. 2

## LANGUAGE CAREER & INTERNSHIP FAIR

Stamp Student Union  
Oct. 26

## NON-TECH IN TECH MEETUP

University Career Center, 3100 Hornbake Library, South Wing, third floor  
Nov. 4

## JUST IN TIME MEET UP

University Career Center, 3100 Hornbake Library, South Wing, third floor  
Dec. 9

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# HOW TO BUILD A RESUME

*Making sure your resume stands out could be the difference between getting hired or not. Here's how you can create one that doesn't get passed up by recruiters*

**Make sure your name stands out and is either in bold or big text. Don't be afraid of using color on the document as well, but don't go too crazy.**

## Your Name

(Contact information with links to social media accounts or LinkedIn profile)

**Links to online profiles or portfolios can help direct recruiters to your work and view more information that goes beyond your resume.**

### Most recent job

Position  
Dates worked

Put a short explanation of the position here.  
Don't use narrative language.  
Avoid saying "I, me or my," but be descriptive!

### Extracurricular activities

List out three to five activities that show off your involvement in your school or community.

### Past job experience

Position  
Dates worked  
Put a short explanation of the position here.

### Skills

List your best skills to show employers what you'd bring to the table if offered a job.

### Education

School — Degree  
Major or field of study  
Expected graduation date

**Now that you're in college, you should start replacing high school experiences. Always go with the most recent information.**

### Recognition/Achievements

List any pertinent awards you've been given to show recruiters that others recognize your skills as well.



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# KARA MCGRATH'S CHEESE VENTURE

By Jenna Bloom | @jennabloomm | Video reporter and layout designer

Kara McGrath graduated from the University of Maryland in 2013 to work in international development. Nine years later, she owns her own business: an artisan cheese-focused curating service.

McGrath runs Paste & Rind Cheese Co., founded in 2021, almost entirely on her own — her husband helps at farmers markets and for heavy lifting.

The shift from international development to cheese came after a change in federal administration caused a lack of gender funding for development projects.

“I was really frustrated with the way that that was all unrolling and I’ve always been interested in food,” McGrath said, citing that instead of a wedding cake, she and her husband had a cheese board.

McGrath quit her job in 2019 to work as a cheesemonger, caterer, studio manager and, eventually, a co-own-

er of Cheesemonster Studio. After the COVID-19 pandemic hit, her business partner backed out of their establishment for personal reasons, McGrath said.

McGrath’s journey was far from over and her passion for cheese led her to form her own company.

Despite her path toward international development, business was always in the back of McGrath’s mind at the University of Maryland as she enrolled in business and accounting classes.

That preparation didn’t make the leap any less scary, but the skills translated from one industry to the other, she said.

“The stuff I was doing in development in terms of managing budgets, dealing with contractors and vendors ... directly translated to me running my own business,” McGrath said.

While she plans on opening a physical wine and small plates bar by the holiday season, McGrath currently sells her products at farmers markets in Washington, D.C.

“These farmers markets are awesome and if you’re looking for something to do on a Saturday morning, it’s a great way to get you into the city and pick up something that maybe you can’t get in College Park that’s a little bit different, more local,” McGrath said.

Since McGrath doesn’t have her own brick and mortar yet, she shares a communal cooking space with other small businesses to prepare food.

She said a space like this is the first step in getting your business off the ground, and she’s been able to network with other business owners in the food industry.

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