

Resume & Interview Workshop

Presented by Cornell Social Business Consulting





Agenda

1

Resume Tips

2

Behavioral Interview

3

Cracking the Case

4

General Tips

Resumes - Jimmy



Key aspects of applications: Resume

What is the purpose of a resume?



Conceptual Model

Your resume is...

1. A first impression
2. Your life on a single piece of paper
3. Always evolving
4. NOT a CV

Key Requirements

Some basic requirements are...

1. Must be memorable in terms of content
2. Tell a coherent story
3. Attention to detail and consistency
4. Concise and results drive



Key aspects of applications: Resume

What does a great resume look like?



JIMMY Y.H. JIANG

m. +852 9758 0939 | 9F, Tower 2, The Orchards, 3 Greig Rd, Quarry Bay, Hong Kong SAR | yj285@cornell.edu

EDUCATION

Cornell University, College of Arts and Sciences Expected May 2022
B.A. Economics, History (Double Major) Ithaca, NY
GPA: 3.81 | Awards: Dean's List, Davis United World College Scholar
Relevant Coursework: Financial Accounting, Python, Probability Models, Intermediate Macroeconomics
SAT Reasoning: 1550/1600 | SAT Subject Tests: Math II 800, Physics 780

PROFESSIONAL EXPERIENCE

J.P. Morgan Aug 2021 – Present
Incoming Full-Time Investment Banking Analyst Hong Kong

- Received return offer after a nine-week summer internship rotating between FIG and Leveraged Finance
- One of 11 summer analysts to receive a full-time offer, out of initial internship applicant pool of 1,000+
- Buy-side advisor for one of Taiwan's largest banks in ongoing acquisition of US 2bn+ consumer banking business
- Pitched IPO to one of Thailand's largest life insurance companies and informed valuation (Comps, SOTP, GGM)
- Presented US 1bn term loan transaction for HKEX-listed Chinese pharmaceutical company to the entire Syndicated & Leveraged Finance team and the Vice Chair of Investment Banking for Asia Pacific
- Launched 3-year US\$2.5bn refinancing loan for one of Thailand's largest private companies into syndication

Admiralty Harbour Capital Limited Jun 2019 – Aug 2019
Investment Analyst Intern Hong Kong

- Built and mapped a distressed HKEX-listed beverage company's debt repayment schedule from scratch
- Pitched Restructuring Support Agreement (RSA) precedents to firm's Capital Markets & Advisory Department
- Researched and discussed conditions for REIT authorization in Singapore and Hong Kong with clients
- Accelerated primary issuance of USD 100M+ offshore bonds by writing memos and conducting due diligence

Singapore Civil Defense Force Oct 2016 – Aug 2018
First Sergeant (National Service) Alexandra Fire Station, Singapore

- Commanded four firefighters during fire, rescue, medical and hazmat emergencies over 150+ 24-hour shifts
- Responded to 300+ incidents and covered a station boundary of 60 km² and ~500,000 residents

EXTRACURRICULAR ACTIVITIES AT CORNELL

Delta Sigma Pi Professional Business Fraternity, Omicron Rho Chapter Sep 2019 – Present
Alpha Theta Pledge Class, Active Brother Ithaca, NY

- Conducted seven case studies over nine weeks and fielded live questions on financials and strategy
- Presented hypothetical Nike-Garmin acquisition with comparables analysis, DCF valuation and other models

Cornell Social Business Consulting Sep 2018 – Present
Director of Professional Development, Former NME Director, Former PM, Former Consultant Ithaca, NY

- Responsible for planning weekly meetings, engaging alumni, and holding professional workshops for the club
- Work with others on the Executive Board to handle internal conflicts and oversee project progression
- Led 7-week New Member Education (NME) series covering consulting basics, technical skills, client etiquette
- Managed creation of an ESG benchmarking framework for a LatAm-based VC fund as Project Manager (PM)

SKILLS & INTERESTS

Languages: Native English, Fluent Mandarin, Conversational Cantonese
Skills: Python · Bloomberg Terminal · Stata · Microsoft Office Suite · CPR/BLS
Interests: Tennis · Basketball · Scuba Diving · Vince Gilligan · (Film) Photography · Poker · Formula 1

Education

- School, major, GPA, test scores
- Honors and activities
- Relevant coursework

Professional Experience

- Work experiences
- Club experiences (maybe)
- Competitions

Campus Activities

- Club experiences
- Competitive experiences
- Personal Projects

Skills/Interests

- Languages
- Technical and Software skills
- Certifications
- Interests



Key aspects of applications: Resume

Education



Your name here

m. +852 9758 0939 | 9F, Tower 2, The Orchards, 3 Greig Rd, Quarry Bay, Hong Kong SAR | yj285@cornell.edu

EDUCATION

Cornell University, College of Arts and Sciences

Expected May 2022

B.A. Economics, History (Double Major)

Ithaca, NY

GPA: 3.81 | Awards: Dean's List, Davis United World College Scholar

Relevant Coursework: Financial Accounting, Python, Probability Models, Intermediate Macroeconomics

SAT Reasoning: 1550/1600 | SAT Subject Tests: Math II 800, Physics 780

- For coursework, list relevant and interesting courses for the career you are pursuing – if you are interested in banking, financial accounting is much more compelling than oceanography
- For academic performance, you should list your GPA only if it's over 3.0; firms may ignore lower GPAs on the resume
- For standardized testing, investment banks and management consulting firms typically want to see scores; the tech industry doesn't care, and other industries don't find it critical
 - Can't hurt to list your scores if you did well



Key aspects of applications: Resume

Professional Experience and Campus Activities



Admiralty Harbour Capital Limited

Investment Analyst Intern

Jun 2019 – Aug 2019

Hong Kong

- Built and mapped a distressed HKEX-listed beverage company's debt repayment schedule from scratch
- Pitched Restructuring Support Agreement (RSA) precedents to firm's Capital Markets & Advisory Department
- Researched and discussed conditions for REIT authorization in Singapore and Hong Kong with clients
- Accelerated primary issuance of USD 100M+ offshore bonds by writing memos and conducting due diligence

Note: Specificity is key

Always start with a verb

- Suggest leadership / initiative
- Examples:
spearheaded, led,
presented, presented,
pitched, launched,
conducted...

Task/Goal

- Each bullet point should illustrate a concrete task
- You create the task here, so you can talk about what you did intelligently
- **Quantify** whenever possible

How you helped

- Show how you helped – did you write memos / conduct DD, did you write meeting minutes, build models, research market, etc?



Key aspects of applications: Resume

Additional examples



Example 1

- *Spearheaded a research report on Kroger's competitive positioning for a new product entry; communicated findings to the Global Head of Strategy*

This bullet point has **4 component parts**

- | | |
|--|---|
| 1. Action word: "Spearheaded" | 3. The Why*: "new product entry" |
| 2. The What: "research report on Kroger's competitive positioning" | 4. The Result: "communicated findings to the Global Head of Strategy" |

Example 2

- *Constructed a profit projection model using Excel; factored in macroeconomic trends with bear-base-and-bull sensitivity*

This bullet point has **additional component parts**

- | | |
|---|---|
| 1. Process: "constructed a profit projection model" | 3. Content/Drivers: "factored in macroeconomic trends with bear-base-and-bull case logic" |
| 2. Tool: "Excel" | |



Key aspects of applications: Resume

Skills and Interests



SKILLS & INTERESTS

Languages: Native English, Fluent Mandarin, Conversational Cantonese

Skills: Python · Bloomberg Terminal · Stata · Microsoft Office Suite · CPR/BLS

Interests: Tennis · Basketball · Scuba Diving · Vince Gilligan · (Film) Photography · Poker · Formula 1

- Only list skills that you're totally comfortable with...employers can and will test you
- For jobs in London/HK, extra language is a plus
- Try to avoid incredibly generic skills – while the above example uses Microsoft Office, opt to use your space for valuable abilities
- For tech or a skill-based industry, you can list skills at the top
- Avoid generic interests like “Reading” – these will be glazed over and don't spark conversation. Try something more specific like “reading immigrant memoirs”

Behavioral Interview -Maya



Key aspects of applications: Interviews



Interviews are a great way to show your personality and yourself as a full human being

Most Common Types of Interview Questions

Skills/Experiences to Discuss

- 1 Teamwork
- 2 Client-facing skills
- 3 Ability to adapt
- 4 Leadership skills
- 5 Dealing with ambiguity

STAR Method

S - Situation
T - Task
A - Action
R - Result

Criteria

- 1 Public speaking and concision
- 2 Professionalism
- 3 Excitement about the role
- 4 Likeability
- 5 Logic

Other Important Questions

Tell me about yourself.
Why this company?
Why this industry/position?
Do you have any questions for us?

Preparation Timeline

1

Understand the theory

Ensure you know how to properly format your responses using the STAR framework and structuring your responses logically

2

Brainstorm your stories

You should have about 2-3 stories for each category of questions, and you should make sure they are bendable

3

Write out all the details

Write out mock responses for all your stories. This will ensure that you remember all the important details during the real thing.

4

Practice giving your responses

Get comfortable telling your stories; this will make you come off as genuine and relaxed during your interviews.

5

Practice with a friend or someone from career services

Practice in a slightly “higher stakes” environment, and ask for feedback from others on your responses to improve



What are some common behavioral questions?



Questions to prepare responses for ahead of interviews to make sure you cover all your bases

Tell me about yourself.

What is your greatest strength/weakness?

Tell me about a time you dealt with a crisis.

Tell me about a time you worked with a team.

What was a time you had to overcome a challenge?

Tell about a time you had to lead a team.

What was a time you influenced or persuaded someone?

Tell me about a time you failed at something.

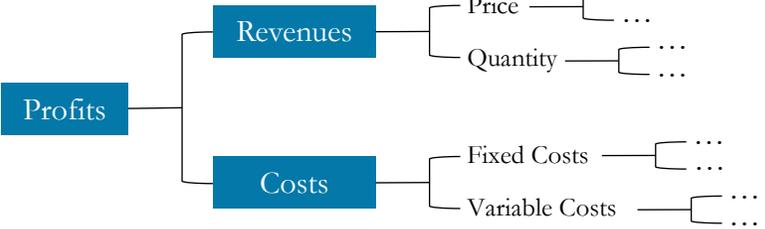
What was a time where you spearheaded something?

Cracking the Case - Armaan



Cracking the Case

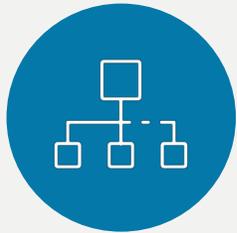
A case is a hypothetical business problem that assesses how you think!

Problem Types	Case Problem Prompt Examples	Common Types of Case Solutions									
 <p>Profitability</p>	<p><i>“How can our client fix its profit decline?”</i></p> <p><i>“How can our client increase revenues?”</i></p> <p><i>“How can our client cut costs?”</i></p>										
 <p>Market Study</p>	<p><i>“How can our client enter a new market?”</i></p> <p><i>“How can our client gain more market share?”</i></p> <p><i>“How can our client beat the competition?”</i></p>	<table border="1"> <thead> <tr> <th data-bbox="1505 782 1778 825">External Drivers</th> <th data-bbox="1829 782 2102 825">Internal Drivers</th> <th data-bbox="2153 782 2402 825">Risks</th> </tr> </thead> <tbody> <tr> <td data-bbox="1505 839 1778 939"> <ul style="list-style-type: none"> • Driver 1 • Driver 2 • Driver 3 </td> <td data-bbox="1829 839 2102 939"> <ul style="list-style-type: none"> • Driver 1 • Driver 2 • Driver 3 </td> <td data-bbox="2153 839 2402 939"> <ul style="list-style-type: none"> • Risk 1 • Risk 2 • Risk 3 </td> </tr> </tbody> </table>	External Drivers	Internal Drivers	Risks	<ul style="list-style-type: none"> • Driver 1 • Driver 2 • Driver 3 	<ul style="list-style-type: none"> • Driver 1 • Driver 2 • Driver 3 	<ul style="list-style-type: none"> • Risk 1 • Risk 2 • Risk 3 			
External Drivers	Internal Drivers	Risks									
<ul style="list-style-type: none"> • Driver 1 • Driver 2 • Driver 3 	<ul style="list-style-type: none"> • Driver 1 • Driver 2 • Driver 3 	<ul style="list-style-type: none"> • Risk 1 • Risk 2 • Risk 3 									
 <p>M&A</p>	<p><i>“Should our client acquire XYZ company?”</i></p> <p><i>“What are the revenue synergies we can identify?”</i></p> <p><i>“What are the cost synergies we can identify?”</i></p>	<table border="1"> <thead> <tr> <th data-bbox="1505 1086 1778 1129">Company</th> <th data-bbox="1829 1086 2102 1129">Products</th> <th data-bbox="2153 1086 2402 1129">Customers</th> </tr> </thead> <tbody> <tr> <td data-bbox="1505 1136 1778 1179">Company A</td> <td data-bbox="1829 1136 2102 1179">Company A</td> <td data-bbox="2153 1136 2402 1179">Company A</td> </tr> <tr> <td data-bbox="1505 1186 1778 1229">Company B</td> <td data-bbox="1829 1186 2102 1229">Company B</td> <td data-bbox="2153 1186 2402 1229">Company B</td> </tr> </tbody> </table>	Company	Products	Customers	Company A	Company A	Company A	Company B	Company B	Company B
Company	Products	Customers									
Company A	Company A	Company A									
Company B	Company B	Company B									



Group Case Interviews

There are a few principals of case interview success



Always be
MECE



Always be
Hypothesis-Driven



Always be
Communicative



Be Competent
at **Math**



Be Adaptive &
Coachable



Be Very
Creative

SBC's Group Case Interview

- Candidates are divided into groups of 5-6
- Case context and problem components given
- Candidates solve the case within specified time
- ▼ ▪ Candidates present recommendations together

“Are they **communicating** effectively?”

“Are they balancing between being a **leader** and a **learner**?”

“Are they **thinking creatively** while **being structured**?”

“Are they **open to feedback**?”

“Would I **love to work** with them in a project setting?”

General Tips



General Tips to Succeed at Interviews

Preparation is Key!

What to do before the interview

Research

- 1. Learn firm specific information:**
Learn what the firm believes differentiates itself from others
- 2. Find Details about the company that interest you specifically**

Network

- 1. Use the information gathered to ask pointed questions**
- 2. Use the call as a resource for answering interview questions** “What brought you to the firm initially?”

Practice and Align your Answers

- 1. Use information gathered in networking to practice your answers and create yourself a narrative as to why you want to join**

What to do during the interview

Make sure your answers still sound personable

While you’ve practiced hours on perfecting your answers, you still want to be able to add emotion and not sound robotic

Every interview is separate

When it comes to interviews with multiple parts, remember each portion is graded separately. If you mess up one portion be ready to bounce back in the next.

Remain calm during uncertainty

No candidate will ace every single question, so when something catches you off guard, ask to take a second and collect your thoughts

Ask pointed questions to your interviewers

If interviewing for a firm, be sure to research your interviewers in advance or really listen to their background to ask them good questions at the end of the interview



Key Resources

Use the wide range of resources you can find at Cornell to prepare

Behavioral

- Cornell Career Services behavioral interview prep appointment
- Make a behavioral interview matrix of experiences
- Attend career service interview workshops
- Prep a 1-to-2-minute elevator pitch
- Have a “Tell me about yourself” answer ready
- Sign up for the career services Canvas Module
- Look up common behavioral questions and prep for them

Case

- Solve the two practice cases on the SBC website
- Check the practice cases for other consulting clubs
- Victor Cheng videos
- Case in Point book
- Attend career service case interview workshops
- Cornell Career Services case interview prep appointment
- Case with a friend and get feedback

THESE RESOURCES GO ABOVE AND BEYOND WHAT YOU NEED FOR SBC INTERVIEWS & ARE MEANT TO AID IN FUTURE INTERNSHIP OR JOB INTERVIEWS

