

Strive to Thrive

Career Tips For Ted Rogers School Students

These reports leverage the expertise of BCH staff to share best practices for students & alumni.

Tips on How to Answer the Question

"Tell Me About Yourself"

This is one of the most common questions at the beginning of an interview in order for the Hiring Manager to learn more about you. They have already reviewed your resume, so this is not the time to review in great detail each of your experiences - it is the time for you to tell YOUR story.

Your Story is Unique

Self-branding helps you illustrate who you are, how you are valuable to the employer and why you are needed. Building your personal brand, showing others what makes you different, and describing the value you can bring to a specific opportunity at hand, is critical to your success.

Most students are not active in creating and maintaining their brand. They hope that what they've done in the past is enough to get them their 1st job or their next job; however, you need to take control of your messaging and create a brand that is increasingly attractive as you develop.

In order to do this, you need to complete a self-assessment of your experiences, skills, passions and values, and then translate these into a clearly communicated message.

A strong personal brand will help you feel confident in responding to this common question.

Crafting Your Story

Ask Yourself These Questions:

1. What is one unique thing about me?
2. Why did I choose my major? Where did my interest/passion come from?
3. What do I want to be known for on a professional level?
4. What is the biggest accomplishment I am most proud of?
5. What are my strengths?



A Few Ways You Can Start Your Story:

1. "I can summarize who I am in three words."
2. "My motto is..."
3. "There is one quotation that I live my life by..."
4. "People who know me best say that I am..."
5. "My passion is..." / "My passion for X started when..."
6. "Growing up, I always enjoyed..."

Use your Creativity to Craft Your Personalized Pitch*:

1. **Greeting:** Highlight your first and last name (required)
2. **Professional, Campus and Volunteer Experience:** Briefly outline your accumulated experience in a targeted manner
3. **Strengths & Talents:** Illustrate what you are skilled in doing
4. **Accomplishments:** Showcase specific things you have achieved that support your strengths and the skills specified in the job posting
5. **Professional Style:** Describe how others characterize you as a professional and how you perform at work.

***TIP Always tailor your answer to the company and position**



Once You Have Crafted Your Story:

1. Obtain feedback and modify, if necessary
2. Practice! This is YOUR story. Although you may be nervous, it's important to sound authentic instead of coming across like you are reading a script

Story Sample



Tell me about yourself.

My name is Tanisha Adams and I'm currently a student in my third year of the Retail Management program with the Ted Rogers School of Management at Ryerson University. I chose this program because I am excited about the future of digital retail functions and analyzing shopper insights. People who know me best say that I am detail-oriented and highly organized. I utilize both of these skills in my current professional experiences. Over the last two years in my role as a Merchandiser with Lululemon Athletica, I collaborate on a weekly basis with the national head office and local category teams to ensure strategic placement of products within our store. In my role as VP of Marketing with Ryerson's Retail Students Association, I manage 2 Directors and 2 Social Media Contributors to ensure our 10 annual events are promoted in a creative and visually appealing manner, while still reaching our target audience of attendees.

This past Summer, I had the amazing opportunity to intern with Hudson's Bay. In this role, I gained experience with business analysis in retailing. I was able to showcase my strengths and talents in evaluating large amounts of spreadsheet information using Excel and Tableau, which was then used to build loyalty marketing strategies for our various shopper portfolios. Further, the CEO of Hudson's Bay personally recognized me for my exploration in the use of social media outlets such as Instagram, to track upcoming Canadian promotional merchandising trends. I am currently exploring possibilities to learn more about digital merchandising from a corporate perspective and am excited at the opportunity to work with the E-Commerce Beauty team at Shoppers Drug Mart where I can utilize my passion for analyzing data to create unique shopping strategies."



Ted Rogers Student Story Examples



Lauren Arena
Finance Co-op Student
[Original](#) vs. [Revised Story](#)



Miranda Silver
EMS Co-op Student
[Original](#) vs. [Revised Story](#)

Visit the Business Career Hub

Employer Events

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For career coaching, interview prep and more, [schedule a 1:1 appointment](#) with a Career Consultant or a Co-op Coordinator.



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Career Consultant Contributor

Olivia Baratta

Olivia is a Career Consultant and TRSM Alumni, with 9+ years of experience in the hospitality, real estate and academic sectors. She brings her passion for building meaningful experiences for her clients to develop and showcase their unique brand.



Student Contributor

Chloe Nguyen

Chloe is a 5th year Marketing Co-op student currently working at Royal LePage Commercial, and previously at the BCH, AIESEC (VP Global Talents) and has volunteered in Brazil for an NGO.

Resources:

1. [LinkedIn Interview Prep](#)
2. [Vidyard](#)