



A Message from SOAR: Standing Out to Get Ahead

By Jonathan Virgie, CPA, and Matt Mahler

As a student seeking an internship or full-time employment following graduation, it's important to stand out from the crowd. Let's face it, the majority of candidates in the accounting field participate in the same on-campus activities, belong to the same organizations, and obtain the same skills throughout their coursework. So how can you successfully set yourself apart? One way is to effectively market yourself by creating your own brand. A personal brand is authentically you and provides an opportunity to showcase interests, hobbies, and experiences that make you unique.

In this way, your personal brand becomes a tool that can aid in networking and interviewing. One way to achieve this, for a minimal fee, is to create business cards with your contact info, GPA, a link to your LinkedIn profile or online resume, etc. These can be easily carried and handed out at networking events, career fairs, or even standing in line for coffee. Another option is to create a personal infographic to accompany your resume, and always keep them up to date and on hand. One of the best ways to stand out is to be remembered and being creative and prepared can help you do just that.

The Student Outreach, Advancement, and Recruitment (SOAR) Committee focuses on identifying the needs of accounting students and connecting those needs to NCACPA's efforts and activities. This column is written on a quarterly basis by SOAR members and student liaisons.

If you are interested in becoming a student liaison or a member of SOAR, please contact Paula Isles by phone (919) 640-6033 or email Plsles@sportsendeavors.com.