

For Immediate Release

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MILWAUKEE- Ninety-one University of Wisconsin-Whitewater students just improved their odds of post-graduation employment by attending a Lightning Round Speed Interviewing and Resume Review event in Milwaukee.

The networking event, sponsored by the Business Marketing Association of Milwaukee, included speed interviewing, resume review and a presentation on the importance of leveraging social media when looking for a job.

“It was an amazing experience,” said Sydney Kuspa, a junior majoring in public relations. “I practiced interviewing with five professionals who gave me immediate feedback. I feel 100 percent more confident in my interviewing skills and am very excited about my professional future.”

At the event, students separated into four different groups and rotated through interview and resume stations throughout the night. Speed interviewing allowed students to interact with professionals at a relaxed setting and get constructive feedback on interviewing skills. More than 50 professionals from Wisconsin companies gave valuable feedback.

“It boosted my confidence,” said Megan Strobel, a junior majoring in public relations with a minor in marketing. “I’m hoping to go into sports public relations, and know when I’m interviewing for jobs I will have an advantage over other people. I specifically learned I need to use more examples when talking about my experience to demonstrate my competence.”

Some students also were offered internships and encouraged to contact companies immediately after graduation.

“I told an interviewer I thrive in conflict,” said Nestic Morris, a junior majoring in public relations. “He said he works at Crisis Prevention Inc. and I would be a perfect candidate to work on his team. He told me to look him up when I graduate.”

Companies represented ranged from public relations and marketing agencies to Fortune 500 companies like Manpower International, Toyota and Johnson Controls.

“The professional sitting next to me commented on how impressed he was with the students,” said Andrea Kozek, social media specialist at Brady Corp. “The Whitewater students seem very prepared.” Kozek sat next to Brian Kohlmann, a Whitewater graduate, who agreed with the level of preparation.

“It was a marvelous experience for our students,” said Ann Knabe who teaches public relations and communication courses at UWW. “They were able to practice interviewing in nonthreatening environment, and are so much more prepared for future job interviews. They also developed valuable connections with professionals in related fields. I was really proud of the students who represented our university.”

Knabe hopes to develop a similar event on the Whitewater campus in fall 2011 to help students position themselves for success.

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