

# Preparing Students to Take the Next Step: School to Work Transition

*Jimmy Ockey – Recruiting  
Supervisor*

*“Today you need to think of yourself as an entrepreneur at the helm of at least one living, growing, start-up venture: Your Career.”*  
- Reid Hoffman

## **Building a personal brand helps to establish yourself in the workforce in the following ways...**

### **1. Clearly identifying your strengths will enable you to create a demo reel that stands out and helps prepare you for an interview that will impress**

#### ***How to make a strong demo reel***

- Get inspired by the success of other students
- Only include your best work and be comfortable with letting go of shots that are unsuitable
- Ensure “work in progress” shots are marked clearly

### **2. Improving Your Recognition**

#### ***Ways to get your name out there***

- Create your online presence so you're easy to find
- Enter competitions e.g.
  - The Rookies:  
[www.therookies.co](http://www.therookies.co)
  - 11 Second Club:  
[www.11secondclub.com](http://www.11secondclub.com)
- Create a “Making of” video or blog
- Collaborate on projects with others

#### ***How to prepare for an impressive interview***

- Practice talking about your work
- Demonstrate soft skills
- Be enthusiastic and passionate
- Be curious and don't be afraid to ask questions
- Share your relevant knowledge with the interviewers
- Be open to receiving constructive feedback

### **3. Builds Trust**

#### ***Increasing trust with your potential employer***

- Target your demo reel to the specific discipline (i.e. VFX vs. feature animation)
- Showcase valuable skills (i.e. scripting, python)
- Include a cover letter with your application
- Attend job fairs - this puts a face to your name
- Solicit feedback and listen