Perfecting your Resumes and Interviews

Instructor Profile

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Kanwal Akhtar, an MBA Graduate with a Major in Marketing from IBA Karachi, is an experienced trainer in the field of Marketing and Communication. She has a vast experience of training as well as working in some of the most prestigious organizations like Reckitt Benckiser, DHL, Engro-Polymer and Colgate-Palmolive.

She has taught Marketing related courses including “Persuasive Marketing” and “Marketing through Social Media,” which are now a regular part of the IBA Skill Development Program. She also works as a corporate trainer with training powerhouses like Octara and MDI, Pakistan.

As far as Communication and Leadership courses are concerned, she has “Business Communication,” which is a regular course in the IBA Summer School. She has also taught “Business English,” to MBA students at IBA and “Technical English,” to students of B. Telecom and B. Computer Sciences at Iqra University.

When she is not conducting trainings, Kanwal devotes her time to working as a Business Development Manager for Digital Tribe, a local social media agency.

Course Description:

This workshop will lead you through a self-assessment series so you will have extensive knowledge about the product you are marketing i.e. YOU! This course will give you a thorough training and constructive feedback on how to perfect your interview skills and your resume.

Get your toughest interview questions answered! Find out where you went wrong and how you can improve your chances of giving better interviews in the future. Improve your interviewing skills and get an insight into what to do before, during and after the interview. Get updated on different types of interviewing techniques and tips on how to present yourself in the best manner in each type of interview by engaging in mock interviews! Get answers to questions like what to wear to an interview and review questions to ask the prospective employer.

Create an effective resume or improve the one you already have. Write an employment objective that shows potential employers that you have direction. Know what to reveal in a resume, and what to keep to yourself. Transform your resume into a powerful tool that will get you interviews and then the job that you want!
Learning Outcomes:
- Identify and review formatting guidelines for effective resumes.
- Practice writing the summary section of your resume and specific accomplishment statements.
- Review and discuss guidelines for preparing cover letters.
- Provide constructive resume feedback to others, and receive feedback from others on your own resume.
- Discuss the “three C’s” of what employers look for in job applicants (competency, commitment, culture).
- Review commonly asked interview questions and practice answering behavioral interview questions.
- Get answers to the most difficult interview questions experienced personally in past interviews enabling you to learn from mistakes.
- Practice and perfect your interview giving skills through mock interviews.
- Identify ways to learn more about the prospective employer.
- Discuss best practices in appropriate attire for interviews.

Teaching Methodology:
“It is the supreme art of the teacher to awaken joy in creative expression and knowledge.”
- Albert Einstein

Taking inspiration from this quote, Kanwal aims at making her classes and sessions a mix of theoretical and practical learning. Always designing her class sessions to have activities that encourage learning and interaction in the class, Kanwal encourages her students to be opinionated and confident. With this teaching methodology her students derive maximum learning from her courses and apply them to their professional lives successfully.

Course Duration: 4 (3hr) classes, 3 to 6 pm, 1st July to 12th July- Tuesdays and Saturdays, City Campus