



SDSU Student Accounting Society

Meeting Minutes: KPMG

Building your Brand

Date 02/15/2022

Presenters:

Jessica Pollard: University Recruiter

Bethany De Stefano: Audit Manager

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Annie Phan: Tech Assurance Senior

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Yoshi Supriyadi: Former BAP president, tax associate.

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Quinn Moore: Tax Senior Manager

Presentation:

Understand what employers look for in candidates

Discover things that make you who you are

Develop a key message about your strengths and abilities

Create a consistent look

Discover what makes you unique.

- What are your strengths
- What are you known for?
- What are your challenges
- What is the most important thing to you in a career?
- What motivates and inspires you?
- What makes you different from everyone else?

Resume Structure

- Contact info
- Objective*
- Education
- Experience
- Extracurriculars
- Awards*
- Skills and interests*
- *optional

Resume Tips

- Keep your resume to 1 page

- Correct spelling and proper grammar
- Be honest
- Make it easy to read and understand
- Use clear and concise phrases
- Save a pdf version
- Include only relevant info
- Make sure contact info is updated

Networking

- Plan
- Attend
- Follow up

Plan

- Know your goals
- Identify relevant people
- Watch and observe others
- Know host and firm basics

KPMG Facts

- 146 countries
- 700+ offices
- 227,000+ professionals
- 29.22 B in revenue
- One of the world's leading professional services firms
- Audit, tax and advisory service lines

KPMG Clients

- Home depot
- Tesla
- Costco
- Samsung
- Best buy
- Citigroup
- Macys
- Hyatt

KPMG Lakehouse

- An entrepreneurial place where learning exists in everything, innovation is everywhere, culture is shared and people are inspired.

Attending

- Career fairs
- Info sessions
- 1 on 1 meetings
- Firm socials
- Pre interview reception
- Intro: firm handshake, make small talk, pay attention and be positive, maintain good eye contact.
- Avoid hot topics

- Be positive and interesting
- Ask good questions
- Thank the individual and request a business card.

What not to do

- Asking “What does your company do”
- Be sensitive to recruiters time
- Don't get greedy with giveaways
- Don't just leave your resume on the table
- Don't overstay your welcome

Follow ups

- Follow up in a timely manner
- Check spelling and grammar
- Personalize the message
- Keep agreements and commitments

Written and verbal communication

- Phone
 - Professional tone
 - Leave concise and clear voice messages
 - Bookend message with your first and last name
 - Repeat your phone number 2 times and read it off slowly
 - Record proper voicemail greeting
- Email
 - Professional tone
 - Use subject line effectively
 - No short hand (ex: LOL)
 - Create a signature line
 - Update out of office automatic replies.

Virtual Brand

- Your virtual brand is how you are portrayed on social media.
- Watch your tone as it can be easily misconstrued in the virtual realm.
- Be careful what you put in writing
- Think before you post it
- When in doubt opt out

Full-time 2022 Associate Roles

Graduation timeline: December 2021 – August 2022

Summer 2022 Internship Roles

Graduation timeline: December 2022 – August 2023

Winter & Summer 2023 Internships and 2022 Embark Scholars Internship Program

Graduation timeline: December 2023 – August 2024

Rise Leadership Institute and skill building workshops (Ace the Case, KIC, etc.)

Graduation timeline: September 2024 and beyond

Rise Leadership opportunity

- Application due feb 25th
- Freshman or sophomores majoring in finance, accounting, engineering or IT
- Identify as a person of color, veterans, persons with disability, or the lgbtq community

Questions

1. How was your meet the firms experience? Stressful, make sure you come prepared. Set a schedule on what firms you would like to speak to.