



SDSU Student Accounting Society

[Meeting Minutes : EY] [Personal Brand & Networking]

September 28, 2020

Presenters: Ali Meersman (SDSU Recruiter) Jodi Smith (Audit partner) Bobby Singer (Audit Senior Manager) Kyle Hass (EY Audit Manager) Megan (Tax Manager) Sakura Komatsu (Tax Manager) Cassidy (Tax Staff) Daniel (Consulting) Jake Seandel (EY Bay area) Keilyn Robnison (Campus recruiter for all of SD)

Presentation: Finance - buy a shirt for 15 dollars on SAS website
Social - game night 10/2 (sunny is going for the kahoot)
Communications - GroupMe chat for paid SAS member only

(Jodi - Audit Partner) - huge market share in San Diego; works on IPOs.

- IPOs become the large companies in San Diego (With EY)

(Bobby - Audit Senior Manager) - SDSU Alum

(Kyle - Audit Manager) - SDSU Alumni as well

(Megan - Tax Manager) - also SDSU Alumni

(Sakura - Tax Manager) - has a pair of court purples

Cassidy - not Alumni

Jake - just finished his internship

Breakout rooms:

- After brief introductions, go into breakout rooms and enter into discussions.

EY in 154 countries.

Service lines: assurance, consulting, strategy and transactions, tax.

Characteristics of an EY professional: Innovator, leader, problem solvers, critical thinkers, active learner.

Recruiting Timeline:

2nd year: spring recruiting profess

3rd year: Internship (winter or summer)

4th year" full time

Applications close on friday: 10/2

- Full time for summer 2021 jan 2022
- Internships summer 2021 and winter 2022

Networking and upcoming issues, personal brand:

- What is a personal brand?
 - What people say and how they characterize when you are not in the room
 - What do you want to be known for
- How to create a strong brand
 - Impression management
 - Managing the portrayal of yourself to others.
- Authenticity
 - Be yourself
 - Be comfortable
 - Build an authentic self
- Professionalism
 - Demeanor and language
 - Smart and conservative
 - Maintain at all times
- Awareness
 - Be constantly aware
 - Remember, you are always being evaluated
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JS Bay Area - just be yourself, do not be someone who you are not. - authenticity.

Daniel - when you are trying to communicate in a networking environment, give your elevator speech. Spend some time talking about your background and yourself

- Power of social media
- Managing your digital reputation
 - Keep your social profiles up to date
 - Review your privacy settings
 - Google yourself to monitor your digital brand
 - Delete what is within your control
 - Influence what isn't

Megan - please have a picture of linkedin, a lot better shot at getting interview

Kyle - they always go on linkedin, helpful to have it. Provides online resume for everyone to see where they are in school.

Ali - Take a good headshot, professional picture.

- Improve your linkedin profile
 - Add a professional photo
 - Fix your headline
 - Fine-tune your summary and current role
 - Customize your profile link - make it easy for recruiters to read.

Prep for interviews

- Resume:
 - If updated since you applied, ask interviewer for their e-mail
 - Everything on it is fair game for interviewer to ask about. Is it all honest and true? May ask about anything on there
 - If your personal brand reflected?

Performance Deal Breakers

- Props
- Rehearsed responses that don't answer the questions
- Do not swear
- Discussing controversial or uncomfortable topics during small talk
- Insincerity
 - Be aware, be careful and do it in a respectful way. (What you share, your political stand)
- Interruption (cell phone ringing, etc)
- Do not be overconfident.

EY professional

- Going to talk about personal brands.

Bobby - Come to interviews prepared. Have a little knowledge of the company. Tell your story, but understand the setting in the professional world. How do I present myself in a professional setting

Kyle - Practice. Rehearse your answers. Do mock interviews.

Megan - Interview interviewer as much as you are being interviewed.

Jake - one question related to resume. After that I just started talking casually. If you know an interviewer, try to bring up an interest.

Daniel - If you go into an interesting topic, keep diving deeper.

Keep being authentic, the question must reflect who you are.

In a world of virtual, how do we remain visible?

- Really important to build a personal brand.
- When you start working, it is overwhelming, it is important to maintain a consistent response to things.
- Build a reputation as a reliable person.
- Make it so that everyone has an image of you that you are a reliable worker. It would be a loss to lose you.

How to see a personal brand in an interview

- Do their elevator pitch
 - Give your background, what am I looking for in this recruiting season.

Daniel - does more for technology, came to SDSU for masters.

Questions: