

# Success Stories

LANDING A FULL-TIME JOB AS A NEW GRAD



**CANADA  
DOUGH**





# Meet Cindy Ta.

Incoming Government Coordinator  
April 2020

# Meet Cindy.

- **Networking:** Cindy was able to grow her network in this program to form meaningful connections.
- **Build a Professional Brand:** Cindy learned how to build her brand networking, as well as online on LinkedIn.
- **New Mindset:** "Canada Dough made me more ambitious in the job hunt, helped me stay on track and think positive."

## BEFORE CANADA DOUGH

Cindy was lost with the job hunt when she first came out of university and had no one to guide her:

**“At university, we were never taught how to approach or manage the job hunt. I had no sense of direction and lacked preparation. It was difficult to look for jobs after graduation.”**

While Cindy sought help from her school’s career centre, she did not find it to be helpful: “It was peer mentors who were looking only at my CV.... they told me it was only a matter of time before I found a job. But I was still struggling.”

She did not know where to start and her approach to applications was mass distribution. Cindy applied solely to the Canadian government. She also asked friends and family to recommend places to apply to.

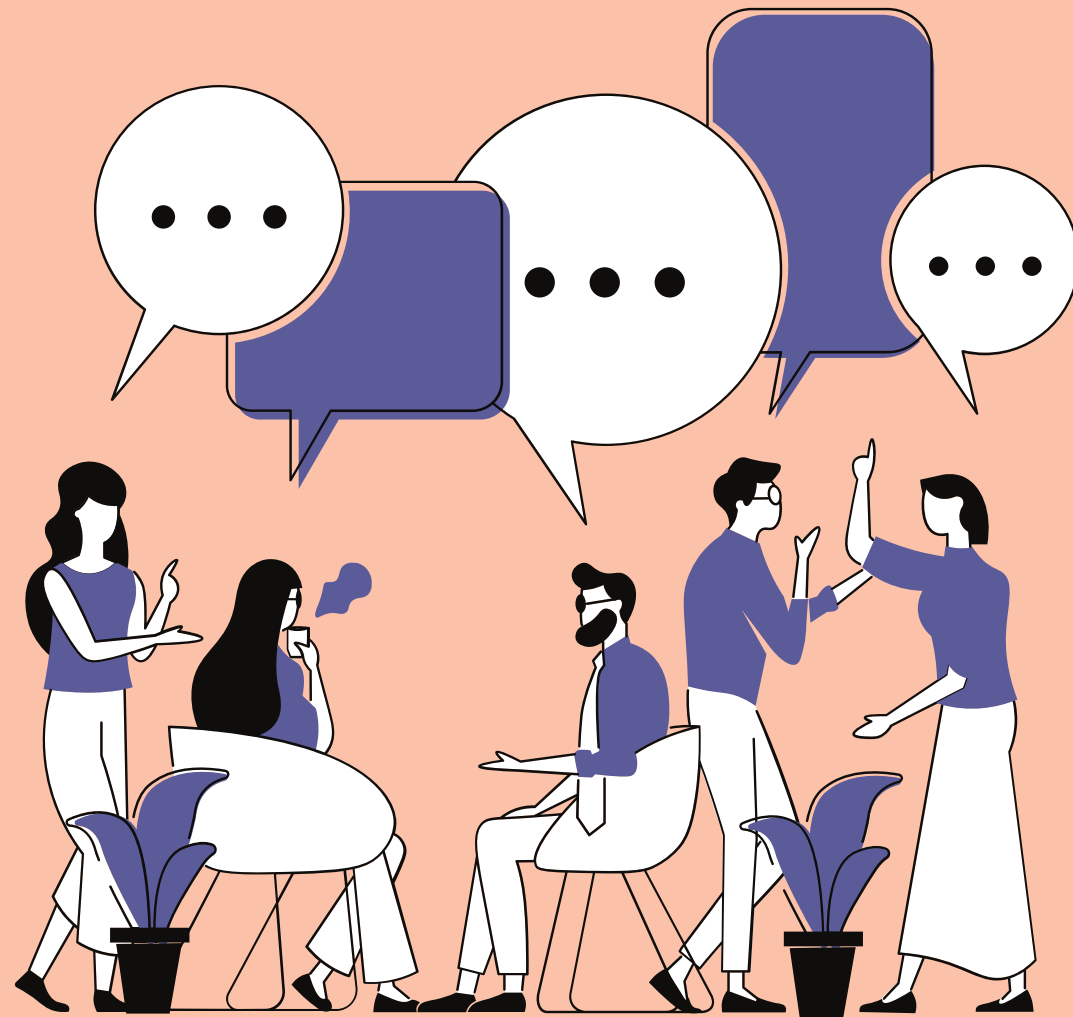
# ► Why Canada Dough?

**“IT WASN’T UNTIL I WAS SHOWN HOW THE HIRING PROCESS WORKS, THAT I FINALLY UNDERSTOOD HOW TO APPROACH IT.”**

Canada Dough is a structured program that showed Cindy what to do and offered guidance from the beginning to the end. From resume writing to surviving interviews and negotiating salaries, Cindy learned how to succeed in her job search.



# The Results?



With the help of Canada Dough, Cindy made huge improvements in all aspects of the job hunt by levelling up her skills. She was able to achieve this through a combination of successes. Through Canada Dough, she began to follow a consistent routine, aiming to send 14+ applications per week and balancing quality with quantity.

**This ultimately led to a job offer with the government, a position that Cindy accepted since it was her goal from the start!**

She made a great impression while networking and was even invited to speak on a podcast by one of the people she had networked with!

Cindy also learned how to leverage LinkedIn in terms of building her personal brand. She began writing content on LinkedIn, acting as a thought leader. A big contributor to her success was that Cindy was able to handle interviews with more confidence and with more polished answers.

**She achieved this through mock interviews and by receiving critical feedback. All of these factors culminated in multiple job offers.**

# Cindy's Advice to Job Seekers



*Have a goal in mind (ex. How many jobs are you applying to? How many coffee chats are you aiming for?) and focus on what you're getting done today.*



*Build your network not just to get a job, but to build more connections. Even if you don't have a purpose in mind, approach others with the intention to learn about them and their interests. That's the best way to build your network.*



*Keep on applying and use Canada Dough!*



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