Career Possibilities Project
by Guang Chen
Career Possibilities: Key Findings

**Career Option 1: Sales Manager**

Sales Manager is the person responsible for leading and coaching a sales team. Sales Manager may suit me well since I am good at organizing a team and communicating with others. During my high school, the teacher assigned a group for us to work on a project. There are six people in the group, and I am the group leader. At first, there are six questions from the project and each member should choose one section to write about. We discussed together and have a clear division of labor. Before we start, I make a three days time schedule that we should followed in order to complete our task before the deadline. During our work process, I checked each member’s work and constantly asking for updates, and make sure each person knows what his or her job is and motivate them to achieve the goal. Finally, with our joint effort, we got A in this project assignment. I believe this career would be a right choice for me.

**Career Option 2: Advertising Manager**

An advertising manager is someone who plans and directs the promotional and advertising campaigns to create more interests of the product and service. When I was in high school, I and my friends were make a official accounts for school’s writing club on WeChat, and we try to raise attention and let more people to follow this official account. Since this public account is direct to our students, we changed the original advertisement form for the article. We use humorous way to explain the title name and add some funny video at the top of the article. People are more curious and may want to click these interesting staff. Also, there is a opportunity that follower can chat with our writer or producer to express their feelings and future expectations. At the bottom, we added “Welcome to forward this article to your friends and share on moments”. Now, we got about 300 followers and we believe that there are more follower in the future. Based on my experience, I think this career would be a right choice for me.
Responsibility is a key factor to become a successful person. I have a down-to-earth attitude toward my work, my job, and my life. I believe that there is no shortcut for being success, I am brave to try new things and take my own responsibility for my decisions.

I think it is important to follow our own interests with great passion. With the passion, it brings me a lot of confidence and I will do my best to accomplish the task. If I am not interested in this job, I become unhappy at work and I won’t devote more time to such boring work.

I am a team player and I can adapt to a new environment quickly with my good communication and learning ability. I’d like to share my experience with others and learning from them.
的职业可能性

GUANG CHEN

职业可能：兴趣概述

我擅长与人沟通并分享我的观点。这是一个很好的机会，让我与同事建立良好的关系。信任是商业成功的关键，有了信任，人们愿意听从我的建议或意见。我们对自己彼此的行动和决定有信心，为了我们的共同目标。

我喜欢以我的先前经验领导团队。当我在高中时，我是篮球队的队长。我经常举办小组内的比赛，并努力举办大型比赛，为所有学校的学生提供。我们的俱乐部成功地举办了与著名学校的友好篮球比赛，并赢得了他们的高度赞扬。我从这次经历中学到了很多，比如如何激励成员保持他们的激情。我认为这个兴趣适合我。

我还参加了由我们高中举办的慈善活动。学生们带来了旧的或不用的书或物品到学校出售。我们赚到的钱将捐赠给乡村学校。起初，我们的销售小组还没有决定我们要卖的物品。我开始在网上搜索，找到一个我们希望帮助我们做得更好的有价值的产品。我已经掌握了关于该产品的所有信息，并向我的所有小组成员介绍。最后，我们找到了一个吸引更多的学生的方法，我们的销售取得了很好的表现。

- 指导和辅导
- 管理人员和团队
- 理论开发和研究
Temperament: Guardian

Type: Provider (ESFJ)

Common Traits of ESFJ:

- Stabilizing leader
- Hard working
- Gregarious
- Dutiful

Stabilizing leader

The winter camp in Salt Lake City organized by our high school and I served as the team leader of this academic exchange. As the teacher’s assistant, my main duty was to help teachers to supervise the team and to organize our students to participate in various activities. I also helped my teachers reserve the shuttle bus for our journey. For last three days, the teacher was asking us to make the choice that where we want to go and play, I start to check the weather and ask everyone’s preference, then give my advice to the teacher. I got praised by our teacher and we follow the arrangement that I made, finally we have a very nice trip. Through this activity, I not only practiced my organization ability and leadership, but also developed my communication skills. Seem like I have potential to be a leader.
Fit Management fits my interests because I enjoy leading the team. I have ability to make strategic decisions when there are some issues among the organization. I also have good organizational skills and I am willing to devote time and energy to creating practical system to achieve our goals.

Unique to Kelley

*U.S. News & World Report* ranked Kelley among the top 10 undergraduate management programs of all universities in the nation in 2013. A Kelley degree in management and entrepreneurship will prepare you for leadership positions in national and international corporations and firms—or to create and lead your own company. Following are some of the companies that recruit heavily from our program: American United Life Insurance Company, Blue & Company, BKD LLP and so on.

Career Options

**Sales Manager:** Focus on practical applications of sales techniques and management of the organization’s sales operations, providing solutions that are profit driven. This choice would good for me because I have a great communication skills and leadership ability to lead a sales team.

**Consultants:** Perform database analysis, financial modeling, general business analysis, research, and generate reports for the client or project team. This choice would good for me because I enjoy solving the problems and doing the research.
Fit

Marketing is appropriate for me because marketing is more like to selling myself, only the customer recognized me, then they are willing to buy the product from me. I’m willing to communicate with others and know how they think during the transactions. Also, I love to challenge myself from different fields, I think marketing is a right position for me to develop my social skills.

Unique to Kelley

Our faculty are recognized experts who sit on the editorial boards of 11 of the world’s leading marketing journals. The Kelley School has nearly 40 student organizations to help you learn about your career interests, get work-related experience, connect with professionals for advice and career opportunities, and meet students with similar interests. The Department of Marketing sponsors two student groups: Global Sales Leadership Society, Undergraduate Marketing Club.

Career Options

**Advertising Manager:** To create a strategic ideas and design a advertisement for the brand in order to attract more and more consumers. This job fits me because I like designing and I am interested in innovations.

**Brand Manager:** To analyze the market direction of the brand, to decide the target consumers, and maintain a good performance of the brand. This job fits me because I ’d like to analyze the market to find a holes for better performance of the brand. Also I can communicate with customers and bring the feedback to our brand.
Fit
Professional sales is fits me because I have a great communication skills. I can introduce the information to customers from a different point of view that would not lower their enthusiasm of the consumption. Last summer, I sold 15 basketball t-shirt to a team manager from my uncle’s clothing shop. At the first, I start to chat with him and ask what style he like, then I have recommended some clothe based his interests and his age. I explained why this clothe is suitable for him with reasonable reason. Finally, I won his trust and he bought the clothe for his team.

Unique to Kelley
In 2013, Forbes noted marketing as a field with a bright future—and U.S. News & World Report ranked Kelley #7 in the nation for our undergraduate marketing program.

Career Options
**Consumer Goods Sales Representative**: This sales representative works for companies such as Whirlpool, Google, and sells household goods, food, clothes, electronics. This job is appropriate for me because I can be very friendly with customers and listening to their needs, and helping communicate options for them.

**Business Products Sales Representative**: This sales representative works for such companies as Xerox, IBM, and sells products such as copying equipment, computers, paper products, office supplies, telecommunications equipment, energy, insurance, and furniture to all other businesses. I am persistence and I have great communication skills to answer the question the consumer might have.