Building Your Brand — Increase Student Visibility

Career Fair Sponsorship
• Fair sponsors are invited to participate in two pre-fair events:
  • Career Fair Inside Edition Workshop – employer tips for students about the do’s and don’ts when attending networking events.
  • Resume Blitz – an opportunity to review student resumes.
• Limited sponsorships are available for each fair.
• For more information, contact Deb Herman at 864-710-9747 or dherman@clemson.edu.

Corporate Partner Program
• In addition to the many services offered to our Corporate Partners, members are given numerous opportunities throughout the semester to promote their companies and connect with students and faculty with special invitations to participate in on-campus workshops, career events, and networking activities.
• For more information, visit clemson.edu/career/od/about_us/partners/about.php.

Social Networking Sites
• On ClemsonJobLink, you can add social networking links to your company profile so students can follow your activities on Twitter, Facebook, LinkedIn and YouTube.
• The Center welcomes employer engagement on our social networking sites. Links can be found on the front page of the Center website at clemson.edu/career.
• A comprehensive listing of Clemson University sites can be found at clemson.edu/campus-life/social-media.

Partner With Departments And Faculty
• The Center can assist in connecting you with the right contacts in the departments with the majors you are seeking.
• For assistance, contact Deb Herman at 864-710-9747 or dherman@clemson.edu.

Student Organizations
• Many student organizations welcome industry-related speakers to their meetings and events.
• A list of student organizations and clubs, along with a description and contact information for each, can be found at clemson.edu/campus-life/student-orgs.

Other Valuable Resources
• Michelin Career Center’s Employers Page: clemson.edu/career/od/michelin_career_center/employers.
• Salary Survey of what Clemson graduates have voluntarily reported: clemson.edu/career/od/salary_survey.
• Clemson University’s Mini Fact-Book: clemson.edu/oriweb1/FB/factbook/minifactbook.cgi.
• Majors at Clemson: clemson.edu/majors.
• Center for Career and Professional Development: clemson.edu/career.
• Have a question or need? recruit-l@lists.clemson.edu.

Employer Relations Team
• Director of Employer Relations: Deb Herman at 864-710-9747 or dherman@clemson.edu.
• Assistant Director of Events: Lisa Bundrick at 864-656-4189 or mebundr@clemson.edu.
• Scheduling Coordinator: Lona Dunston at 864-656-2152 or lonad@clemson.edu.
• Employer Relations Assistant: Kiara Glaze at 864-656-0335 or kglaze@clemson.edu.