



ISSUE 7 – MAY TRIMESTER 2024

# Murdoch University Dubai

## The Link: Employability News & Updates



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Greetings and welcome to the 7th edition of The Link, Murdoch University Dubai's Employability e-Newsletter. Our mission in each issue is to equip you with the tools and insights essential for honing your skills, navigating your career journey with confidence, and thriving in the professional realm.

Here's to wishing you all the success and fulfillment in your future endeavors. May your path be rewarding, purposeful, and filled with achievements. Best wishes as you embark on this journey towards a bright and promising career!

## Leadership Spotlight

### Jil Salhani: Director of Student & Academic Services

In this issue, we are excited to showcase a special interview with Jil Salhani, Director of Student & Academic Services at Murdoch University Dubai. Jil has been playing a vital role within the Murdoch community since 2018, initially joining as Manager of Student & Academic Services. Be sure to delve into the complete interview with Jil for deeper insights into his remarkable career path.



#### 1. Could you tell us a bit about you and your career journey?

My career in higher education started over a decade ago. My passion for the education industry was sparked during my last year of university when I was volunteering in an association that helped international students settle in Australia. In my first role, I worked as an Education Counsellor and assisted hundreds of international students with their university applications to Australia. I then took on several roles in higher education institutions in Australia including recruitment, student advising and student services. I have been with Murdoch University Dubai since late 2018.

#### 2. What gravitated you to work in education?

Working in the education industry has been extremely rewarding for me. I have witnessed the transformational power of education on the lives of thousands of students. Being a part of a student's success story is very humbling and fulfilling.

#### 3. What advice would you like to give our students and graduates?

The best advice I can give to students and graduates is to be open to opportunities no matter how small or insignificant they may seem. Every opportunity is a steppingstone to a bigger and better one. I encourage students to attend events and workshops during their time at university to build their professional networks in preparation for the world of work. I also strongly recommend utilizing the employability support services available on campus to ensure our students and graduates stand out in their future careers.

**Be open to opportunities no matter how small or insignificant they may seem. Every opportunity is a steppingstone to a bigger and better one.**

#### 4. What is your leadership style?

My leadership style is laissez-faire. I like to equip my team with the knowledge and skills they need to do their jobs, while promoting a culture of independence and creativity. I was fortunate to experience this leadership style with my managers, and this influenced my own managerial style. I do not believe in micro-managing staff, but instead I value the importance of accountability and transparency when dealing with my team members.

#### 5. If you were to hire a fresh graduate, what qualities would you look for in her/him?

I always say: "Attitude comes first, and the rest will follow". Technical skills can always be taught, but a graduate's attitude and soft skills are really what stand out in their interviews. I always encourage graduates to be personable, humble, and open to learn. These skills will really set them apart and make a good first impression in any job interview.

## Skill Development Tips - Industry Identified: Marketing

The Marketing industry has evolved significantly, especially with the rise of digital marketing and data-driven strategies. Depending on your specific interests and experience, there are roles within Marketing that will align with your capabilities. Consider exploring Marketing job descriptions to understand the requirements of each role and assess how well they match your unique skills and career aspirations. For example:

If you enjoy:	Then, seek roles such as:	Role Description	Skill Development Tips
<b>Content creation and storytelling</b>	Content Writer, Social Media Marketing Analyst, Content Strategist, Digital Content Specialist	In these roles, you will focus on creating and managing content for various marketing channels such as blogs, social media, websites, and email campaigns. Your ability to craft compelling stories and create engaging content will be essential in attracting and retaining customers.	<ul style="list-style-type: none"> <li>• Develop strong writing and editing skills.</li> <li>• Enhance creativity and storytelling abilities.</li> <li>• Gain proficiency in content management systems (CMS).</li> <li>• Take courses in digital marketing and content strategy.</li> </ul>
<b>Analyzing data and working with metrics</b>	Marketing Analyst, SEO (Search Engine Optimization) Specialist, Digital Marketing Analyst, Market Research Analyst, PPC (Pay Per Click) Specialist	In these positions, you will collect, analyze, and interpret data to measure the effectiveness of marketing campaigns and strategies. You will work with marketing metrics, conduct market research, optimize campaigns based on data insights, and create reports to inform decision-making.	<ul style="list-style-type: none"> <li>• Master advanced Excel and data analysis tools.</li> <li>• Learn about Google Analytics and other marketing analytics platforms.</li> <li>• Take courses in SEO, PPC, and digital marketing analytics.</li> <li>• Obtain certifications like Google Analytics IQ (Individual Qualification).</li> </ul>
<b>Planning and executing marketing campaigns</b>	Marketing Coordinator, Campaign Manager, Marketing Specialist, Product Marketing Manager, Brand Manager	You will focus on planning, developing, and executing marketing campaigns across various channels. This includes coordinating with different teams, managing budgets, analyzing campaign performance, and ensuring that marketing objectives are met.	<ul style="list-style-type: none"> <li>• Develop project management and organizational skills.</li> <li>• Learn about different marketing channels and strategies.</li> <li>• Gain experience in using marketing automation tools.</li> <li>• Obtain certifications like HubSpot's Inbound Marketing.</li> </ul>
<b>Designing and creating visual content</b>	Graphic Designer, Visual Content Creator, UX/UI Designer, Creative and Multimedia Designer	Your skills will be utilized in creating visual content for marketing materials, including graphics, videos, websites, and social media posts. Your focus will be on designing engaging visuals that effectively communicate the brand message and attract the target audience.	<ul style="list-style-type: none"> <li>• Enhance your graphic design skills using tools like Adobe Creative Suite (Photoshop, Illustrator, InDesign).</li> <li>• Develop skills in video editing and multimedia creation.</li> <li>• Take courses in UX/UI design.</li> <li>• Obtain certifications like Adobe Certified Expert (ACE).</li> </ul>
<b>Leveraging technology for marketing automation</b>	Marketing Automation Specialist, CRM Manager, Email Marketing Specialist, Digital Marketing Technologist, MarTech Specialist	You will focus on implementing and managing marketing automation platforms and CRM systems to optimize marketing processes. This includes creating automated workflows, managing customer data, executing email marketing campaigns, and integrating various marketing technologies to improve efficiency and effectiveness.	<ul style="list-style-type: none"> <li>• Gain proficiency in marketing automation platforms like HubSpot, Marketo, or Salesforce.</li> <li>• Learn about CRM systems and customer data management.</li> <li>• Take courses in email marketing and automation.</li> <li>• Obtain certifications like HubSpot or Salesforce certifications.</li> </ul>

- » Check out the selection criteria in the job adverts to determine what will give you an edge over other applicants within your career trajectory.
- » Develop advanced expertise in MS Office Suite. Advanced features of Excel and PowerPoint are very powerful for all professionals.
- » Consider obtaining Certifications in Marketing such as Google Analytics IQ, GoogleAds, HubSpot Content Marketing, Facebook Blueprint, and Digital Marketing Institute (DMI) Certifications. These certifications can enhance a marketing resume, demonstrate practical skills to potential employers, and deepen your understanding of various facets of roles in the marketing field.

## Enhancing your Employability: Crafting a Compelling Resume

Developing a compelling resume is vital for standing out in today's competitive job market and securing a spot on the shortlist for job applications. A resume is a concise document created specifically for applying to a job.

In our interactions and conversations with students, we frequently come across inquiries about resumes. To assist you in your resume endeavors, we have compiled a summary of our helpful guidance as follows:

### 1 How to Tailor Your Resume

- » **Organize your resume** with sections such as education, work experience, skills, and relevant coursework or projects, placing the most recent information towards the top.
- » **Highlight relevant skills, experiences, and achievements** that align with the specific industry and job role you are targeting.
- » **Use clear and concise language**, focusing on quantifiable results where possible to showcase your impact.

### 2 When and How to Include Your Education

- » **Your education is one of the most important ways** to show that you are qualified for a position. Use this section at the beginning of your resume to clearly convey your strengths.
- » **Provide the complete university name**, the type of degree received (e.g., Bachelor of Arts in Psychology, Bachelor of Business in Accounting, Bachelor of Business in Finance), years of attendance (e.g., May 2022 – April 2025), and majors.
- » **Include relevant coursework** to further illustrate your expertise and knowledge in your field.

### 3 When and How to Include Your Experience

Along with education, your experience is crucial in distinguishing yourself from other applicants.

- » **Always include date ranges for your positions.** This provides a clear timeline of your career.
- » **Include a couple of sentences about each company:** what industry it is in, where it is located (e.g., UAE), and what kind of market presence it has.
- » **Address any gaps in your resume** and explain how they have shaped you as an individual and as a candidate for the job.

### 4 How Do I Showcase My Skills?

**Ask yourself:** What skills do I have? What skills are my target employers looking for? Are my skills hard skills (i.e., technical skills like computer programming, database design, digital marketing, budgeting & financial analysis, MS Office Suite) or soft skills or employability skills (such as critical thinking, oral communication, creative thinking)?

### 5 Should I Include a Section on Leadership & Activities?

- » For many people, especially students and recent graduates, **a Leadership & Activities section can be a fantastic differentiator** for your resume. If you have not been in the workforce for long, or if you have only worked summers and part-time, then you may not have much relevant content to add to your Experience section. A strong Leadership & Activities section can help fill that gap while also providing employers with insight into your personality and character.
- » Just as you did in the Experience section, **think about what you did in the organization**, any responsibilities you had, any skills you used, and any knowledge you gained. If you made improvements to the student organization or activity, include concrete examples.
- » **Consider if any of your experiences with student organizations and activities** could be related to the position you are applying for. Could any of the skills you have learned be useful in the job?

### 6 Any other tips?

- » **Check your resume** for typos, misspelled words, punctuation, spacing, and font consistency before you submit it. Use spell check, have a friend review it, have your family review it, and if you know a recruiter, ask them to review it.
- » **Add links** to your LinkedIn page, a company you worked for, and even your phone number and email address should be hyperlinked. This way, potential employers can access information quickly and easily to assess if you would be a great candidate for the job.
- » **Customize each resume** for different applications, emphasizing keywords from the job description to demonstrate your alignment with the employer's needs.



## In-person Career Fair at Murdoch University Dubai: Internships and Work Opportunities for students and alumni

Murdoch University Dubai organized an in-person Career Fair on 13th of June 2024, in its Dubai Knowledge Park campus. The event brought together 20 esteemed companies and 50 representatives who provided 400+ students and alumni with valuable insights into various industries and career opportunities. We are thrilled with the enthusiastic responses we have received from both employers and students alike. Such events provide invaluable opportunities for students to forge significant connections with industry professionals and glean practical insights into the workplace.

Keep pushing forward with motivation and persistence, Murdoch University Dubai students. By actively building your network and honing essential employability skills, you are paving the way for future success! Stay committed to your professional growth and career advancement – your dedication will surely yield great rewards over time.

## Murdoch University Dubai Employability Support: Book an Appointment

If you're seeking assistance with career and employability-related matters, feel free to reach out to [Uzma Shaheen](#), your Employability Support Advisor, to grab an in-person or virtual appointment (via Zoom). Uzma can help you evaluate the effectiveness of your resume, refine your LinkedIn Profile, practice your interviewing skills, and explore potential career paths within your field of specialization.

Feel free to reach out to Uzma or other student services available to you for valuable support and guidance. They are there to assist you in various aspects of your academic and personal journey.

## Employability Workshops

The following workshops were conducted during this trimester. Stay tuned for the upcoming "Time Management" workshop, designed to help you manage your time better by prioritizing your tasks and organizing your schedule for greater effectiveness.

#	Workshop Title and Recordings	Date
1	Career Fair Success Tips (In-person) – See the <a href="#">slides</a>	June 4 & 5, 2024
2	Elevator Pitch and Interview Responses (In-person) – See the <a href="#">slides</a>	June 4 & 5, 2024
3	Acing Your Interview (In-person) – See the <a href="#">slides</a>	June 6 & 7, 2024
4	Time Management (In-person)	July 21, 2024

### Inspirational Quotes

*"Your work is going to fill a large part of your life,  
and the only way to be truly satisfied is to do  
what you believe is great work"*

STEVE JOBS

*"Don't compare yourself with anyone in this world...  
if you do so, you are insulting yourself"*

BILL GATES

### Contact Points & Questions:

We love to hear from you! If you have any ideas or requests for a specific employability workshop or initiative, please contact **Jil Salhani** or **Uzma Shaheen**. Let us know how we can support you more. Have a great rest of the May Trimester!

