MELINIA ACADEMY

JOB HUNTING & CAREER PREPARATION

ASSIGNMENT / PRACTICAL PROJECT

Rules:

- No copy-paste resumes or generic answers
- All tasks must be based on real job listings and real platforms
- Practical execution is mandatory
- Think like a job seeker who wants results, not certificates

TASK 1: UNDERSTANDING THE JOB MARKET

Market Research Task:

Research the **digital marketing job market** and answer:

- Most in-demand digital marketing roles today
- Skills companies are actually hiring for
- Difference between fresher, executive, and specialist roles
- Salary range for entry-level digital marketing roles

Use real job portals and recent job postings for reference.

TASK 2: HOW ATS SOFTWARE WORKS

ATS Understanding Task:

Explain in your own words:

- What an ATS (Applicant Tracking System) is
- Why most resumes get rejected before HR review
- How ATS scans resumes
- Common reasons resumes fail ATS screening

Explain ATS from a recruiter's perspective, not theory.

TASK 3: RESUME BUILDING & KEYWORD OPTIMIZATION

Practical Resume Task:

Choose **one digital marketing job role**:

- Digital Marketing Executive
- SEO Executive
- Performance Marketer
- Social Media Executive

Create:

- A resume outline for this role
- Skills section with role-specific keywords
- Experience or project section (real or practice projects)

Explain:

- Why keywords matter more than design
- Difference between ATS-friendly and visually attractive resumes

TASK 4: FINDING THE RIGHT JOBS (Smart Search Strategy)

Smart Search Task:

Demonstrate:

- How to search jobs on LinkedIn, Naukri, Indeed, or company websites
- Use of filters (location, experience, skills, company type)
- Difference between generic search and targeted search

Create **5 smart job search strings** for digital marketing roles.

TASK 5: HOW TO APPLY STRATEGICALLY (Not Randomly)

Application Strategy Task:

Explain:

- Why mass applying does not work
- Ideal number of quality applications per day
- How to customize resumes for different job descriptions
- Importance of timing and follow-ups

Create a **daily job application plan** for one week.

TASK 6: GETTING REFERENCES & REFERRALS (Top MNC Strategy)

Referral Strategy Task:

Explain:

- Why referrals increase interview chances
- How referrals work in top MNCs
- How to approach employees professionally on LinkedIn

Create:

- One referral request message
- One follow-up message if no response

Explain referral ethics and professionalism.

TASK 7: INTERVIEW PREPARATION

Interview Readiness Task:

Prepare answers for:

- Tell me about yourself
- Explain your digital marketing skills
- What tools have you worked with
- Explain one campaign or project
- Why should we hire you

Explain how interviewers evaluate confidence, clarity, and thinking.

TASK 8: MOCK INTERVIEWS & PRACTICE

Practice Task:

Conduct a **mock interview** (self-recorded or written format).

Include:

- Introduction
- Technical question
- Practical scenario question
- Behavioral question
- Closing question

Explain:

- Common interview mistakes
- Importance of practice and feedback

TASK 9: SALARY DISCUSSION & OFFER EVALUATION

Professional Handling Task:

Explain:

- How to answer "What is your expected salary?"
- How to research market salary
- Difference between CTC and in-hand salary

Create:

- One salary negotiation response
- One offer comparison checklist (role, growth, learning, salary)

TASK 10: JOB READINESS CHECKLIST

Self-Assessment Task:

Create a **job readiness checklist**, including:

- Resume readiness
- Portfolio or project readiness
- Interview preparation
- Tool knowledge
- Communication skills
- Confidence level

Evaluate yourself honestly and identify improvement areas.

TASK 11: LIVE JOB APPLICATION SESSION (Mandatory)

Execution Task:

Perform **real job applications**:

- Apply to at least **3 relevant job roles**
- Save job links
- Mention job titles, companies, and platforms used

Explain:

- Why you chose these roles
- How your resume matches job requirements
- What follow-up actions you will take

This task ensures real-world execution.

FINAL REFLECTION TASK (Mandatory)

Reflection Writing (Minimum 300 words):

Answer:

- How your approach to job hunting has changed
- Why strategy matters more than quantity
- How ATS and referrals change job outcomes
- What challenges you faced during live applications
- How confident you feel about entering interviews now

This reflection measures **job readiness, mindset, and maturity**.

Submission Guidelines

- Format: PDF, DOC, or PPT
- Clear task-wise headings
- Screenshots or job links encouraged
- Original execution and thinking required