

# Strive to Thrive

## Career Tips For Ted Rogers School Students

These reports leverage the expertise of BCH staff to share best practices for students & alumni.

Updated August 2025

### Tips on How to Answer the Question

#### "Tell Me About Yourself"

This is one of the most common questions at the beginning of an interview in order for the Hiring Manager to learn more about you. They have already reviewed your resume, so this is not the time to review in great detail each of your experiences - it is the time for you to tell YOUR story.

#### Your Story is Unique

Self-branding helps you illustrate who you are, how you are valuable to the employer and why you are needed. Building your personal brand, showing others what makes you different, and describing the value you can bring to a specific opportunity at hand, is critical to your success.

Most students are not active in creating and maintaining their brand. They hope that what they've done in the past is enough to get them their first job or their next job; however, you need to take control of your messaging and create a brand that is increasingly attractive as you develop.

In order to do this, you need to complete a self-assessment of your experiences, skills, passions and values, and then translate these into a clearly communicated message.

A strong personal brand will help you feel confident in responding to this common question.

#### Use your Creativity to Craft Your Personalized Pitch\*:



1. **Greeting:** Highlight your first and last name (required)
2. **Professional, Campus and Volunteer Experience:** Briefly outline your accumulated experience in a targeted manner
3. **Strengths & Talents:** Illustrate what you are skilled in doing
4. **Accomplishments:** Showcase specific things you have achieved that support your strengths and the skills specified in the job posting
5. **Relevant Personal Details:** This can be a great time to highlight what makes you unique- personal interests/hobbies/skills can all be integrated to create a holistic view of who you are and what makes you stand out



\*TIP Always tailor your answer to the company and position



## Crafting Your Story

### Ask Yourself These Questions:

- What is one unique thing about me?
- Why did I choose my major? Where did my interest/passion come from?
- What do I want to be known for on a professional level?
- What is the biggest accomplishment I am most proud of?
- What are my strengths?

### Once You Have Crafted Your Story:

- ★ Obtain feedback and modify, if necessary
- ★ Practice! **This is YOUR story.** Although you may be nervous, it's important to sound authentic instead of coming across like you are reading a script

## Story Sample

Tell me about yourself.



Notice how Tanisha...

- Provides a summary of her passion and experience
- Is specific
- Shares a clear result she's proud of: the CEO recognized her for her work!

My name is Tanisha Adams and I'm currently a student in my third year of the Retail Management program with the Ted Rogers School of Management at Toronto Metropolitan University. I chose this program because I am excited about the future of digital retail functions and analyzing shopper insights. In my current role as VP of Marketing with TMU'S Retail Students Association, I manage 2 Directors and 2 Social Media Contributors to ensure our 10 annual events are promoted in a creative and visually appealing manner, while still reaching our target audience of attendees. In this role I am required to be detail-oriented and highly organized.

This Summer, I had the amazing opportunity to intern with lululemon athletica. In this role, I gained experience with business analysis in retailing. I was able to showcase my strengths and talents in evaluating large amounts of spreadsheet information using Excel and Tableau, which was then used to build loyalty marketing strategies for our various shopper portfolios. The impact of this was that the CEO of lululemon personally recognized me for my exploration in the use of social media outlets such as Instagram, to track upcoming Canadian promotional merchandising trends. I am currently exploring possibilities to learn more about digital merchandising from a corporate perspective and am excited at the opportunity to work with the E-Commerce Beauty team at Shoppers Drug Mart where I can utilize my passion for analyzing data to create unique shopping strategies.

## Ted Rogers Student Story Example



**Sonya Mueller**

Entrepreneurship & Innovation  
Co-op Student

[Tell Me About Yourself Example](#)



- Be clear in your value proposition
- Present professionally
- Be friendly and engaging
- Make it personal/unique to you (no two people should have the same answer!)



- Regurgitate your resume
- Be generic: you want this to represent you
- Underprepare! This is a common question
- Undersell yourself- this is an opportunity to share more about yourself

## Visit the Business Career Hub

### Employer Events

The BCH hosts several employer events to prepare you for your professional career. Refer to your weekly 'BCH Careers Newsletter' for a list of upcoming [events](#).

### Bootcamps/Prep Programs

Advance your technical and soft skills, earn digital badges, and gain an advantage in today's workforce through bootcamps. [Click here to register for current bootcamps](#).

### Coaching & Mock Interview

For career coaching, interview prep and more, [schedule a 1:1 appointment](#) with a Career Consultant or a Co-op Coordinator.



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### Career Coordinator Contributor

#### Jason Andrada

Jason is a Career Coordinator with experience in post-secondary advancement and accounting. Having formal training in career development, he is passionate about helping others achieve their dream career and building strong relationships.



### Career Practicum Student Contributor

#### Anne Nolan

Anne is a Practicum Student at the BCH, with over a decade of experience in Human Resources working in the tech and not-for-profits sectors. She brings her passion for supporting individuals in their career journeys.