

# FROM CAMPUS TO CAREER: STRATEGIES FOR SUCCESS IN THE CANADIAN WORKPLACE

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International Centre for Students

Career Services

Alumni Services



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# IMMIGRATION SUPPORT WHILE AT UVIC

- Continuing Studies students: [uvcsimmigration@uvic.ca](mailto:uvcsimmigration@uvic.ca)
  - Business students: [gsbimmigration@uvic.ca](mailto:gsbimmigration@uvic.ca)
  - All other students: International Centre for Students (JCC B202d)  
or 250 721 6361 or [icsinfo@uvic.ca](mailto:icsinfo@uvic.ca)
- ❖ Immigration drop-in hours: Mon – Fri, 1:30pm – 3:30pm.

# REQUIRED DOCUMENTS FOR WORKING

## Working while studying

- ❖ Study permit work authorization (conditions apply)
- ❖ Co-op work permit
- ❖ Open work permit

## Working after graduation

- ❖ [Post-graduation work permit \(PGWP\): How to apply](#) tutorial

Refer to the ICS website – [Working in Canada](#) page for more information

# IMMIGRATION RESOURCES AFTER GRADUATION

- BC PNP website
- IRCC website
- Regulated immigration representatives (service for fees)
- Settlement agencies across Canada (\*when you are on work permits)
  - ❖ Inter-Cultural Association of Greater Victoria (ICA)
  - ❖ Victoria Immigrant and Refugee Centre (VIRCS)

# From Campus to Career

## Strategies for Success in the Canadian Workplace



Darcie Gabruck (MA), Career Educator and  
Kerry Vaughan, (MA), Career Educator  
UVic Co-operative Education Program and Career Services

# Agenda

- Job Search Tips and Strategies
- Resumes and Cover Letters
- Networking – In person and Online
- Canadian Workplace Culture

# Tips for a Successful Job Search

## What most job seekers do

- Send in a resume and wait to hear back
- Focus on quantity vs quality
- Use the same resume and cover letter for every posting

## What successful job seekers do

- Network before and after applying
- Tailor every application
- Focus on quality vs quantity
- Follow up to get feedback

# Resumes and Cover Letters



# Tip #1

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## Think like an employer

- Start with the job posting
- Focus on what the employer wants and needs
- Highlight the value you bring to their company



# Tip #2 Customize Your Application

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- **Emphasize** relevant skills and experience
- **Focus** on the skills the employer is seeking
  - Include years/months of experience
  - Summarize transferable skills
  - Tell a story (cover letter)
  - Grab the employer's interest (profile)



# Tip #3 - Describe your relevant experience

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- **Be selective**
  - Align experience with job requirements
  - Include paid, volunteer, and academic experience
- **Provide details**
  - Who, what, where, when, and why
  - Skills vs duties (job titles)
- **Quantify achievements**
  - Reduced errors by 20%
  - Ensured customer satisfaction



# Tip#4 Formatting

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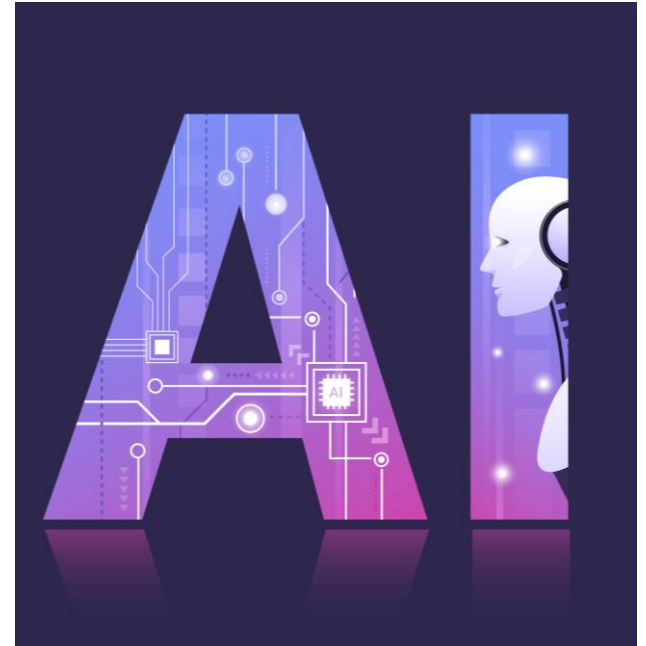
- **Be brief yet thorough**
  - Use clear and concise language
  - Make it easy to read (bullet points; 11-12 font)
  - Keep it short; 1-2 pages in length
- **Use and review action verbs**
  - Be consistent
  - Use active, past tense verbs
  - Check for grammar and spelling mistakes



# Tip #5 – Use AI to help you

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- **Identify key skills**
  - Include the job posting
- **Use industry specific language**
  - Include company information in your prompt
- **Be strategic**
  - Ask questions in different ways
- **Watch for hallucinations**
  - Be sure all information is accurate
  - Use your own voice



# Networking Essentials





# WHY IS NETWORKING IMPORTANT?

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# Networking can help you



HEAR ABOUT  
OPPORTUNITIES



RESEARCH



PRACTICE

**Existing  
Network**



# How to find people to connect with

## Online vs. In Person

- LinkedIn/Social Media
- Webinars/course
- Industry Events
- Networking Platforms
- Job fairs





# In-person networking: making the most of events

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How do you prep ahead of time?

# Networking Tips:

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**FOLLOWING UP  
AND  
MAINTAINING  
CONNECTIONS**

# LinkedIn:



Making the Most of Online Networking

# LinkedIn: What is it?

- Place to showcase your skills and experience
- Useful job search platform
- Powerful tool for making connections



# LinkedIn – Setting Up Your Profile

**PHOTO:** It doesn't have to be fancy - just use your cellphone camera in front of a plain background. Wear a nice shirt and don't forget to smile!

**HEADLINE:** Tell people what you're excited about now and the cool things you want to do in the future.

**SUMMARY:** Describe what motivates you, what you're skilled at, and what's next.

**EXPERIENCE:** List the jobs you held, even if they were part-time, along with what you accomplished at each. Even include photos and videos from your work.

**ORGANIZATIONS:** Have you joined any clubs at school or outside? Be sure to describe what you did with each organization.

The screenshot shows a LinkedIn profile for David Xiao. At the top, there is a search bar and navigation icons. The profile header includes a profile picture of a young man, his name 'David Xiao', and his current title 'Econ Major and Aspiring Financial Analyst' in the 'San Francisco Bay Area' for 'Financial Services'. It also lists his previous employer as 'Berkeley Ventures' and his education at 'University of California, Berkeley'. There are buttons for 'Improve your profile' and 'Edit Profile', and a '153 connections' indicator. Below the header is a 'Background' section with a 'Summary' sub-section. The summary text reads: 'I'm a senior at Berkeley, starting to look for roles in the financial industry. As an economics major, I'm fascinated by the invisible forces that shape our world. Why does one company succeed and another fail? Is it possible to predict which idea will be the next big thing? As such, I've taken lots of microeconomics coursework and have interned with a local venture capital firm. And now I'd like to put that experience to good use, analyzing tomorrow's up-and-coming companies.' The 'Experience' section follows, listing a 'Venture Capital Internship' at 'Berkeley Ventures' from May 2013 to September 2013 (5 months) in Berkeley, CA. The description states: 'Conducted research on 20 startup companies and presented my findings to the fund's board, leading to a new \$1.5 million investment.' Below this is a thumbnail for a presentation titled 'INTRODUCTION TO VENTURE CAPITAL' with the caption: 'A presentation I gave to my classmates, based on what I learned at Berkeley Ventures.' The 'Organizations' section lists 'Berkeley A Capella' where David is a 'Lead Singer' from March 2012 to the present. The description says: 'Schedule and perform at events for one of Berkeley's oldest a cappella groups, including last year's Cal-Stanford game.'

# Personalize Your Online Presence

□ **EDUCATION:** Starting with college, list all the educational experiences you've had - including summer programs.

□ **VOLUNTEER EXPERIENCE & CAUSES:** Even if you weren't paid for a job, be sure to list it. Admissions officers and employers often see volunteer experience as just as valuable as paid work.

□ **SKILLS & EXPERTISE:** Add at least 5 key skills - and then your connections can endorse you for the things you're best at.

□ **HONORS & AWARDS:** If you earned a prize in or out of school, don't be shy. Let the world know about it!

□ **COURSES:** List the classes that show off the skills and interests you're most excited about.

□ **PROJECTS:** Whether you led a team assignment in school or built an app on your own, talk about what you did and how you did it.

□ **RECOMMENDATIONS:** Ask managers, professors, or classmates who've worked with you closely to write a recommendation. This gives extra credibility to your strengths and skills.

The screenshot shows a LinkedIn profile for a student at the University of California, Berkeley. The profile is organized into several sections:

- Education:** University of California, Berkeley, Economics, B.A., 2010 - 2014 (expected).
- Volunteer Experience & Cause:** Big Buddy, Skyline High School, September 2012 - May 2013 (3 months) | Education. Mentored an Oakland high school student through the college application process, helping him get into his dream school.
- Skills & Expertise:** Most endorsed for... Economics, Start-ups, Due Diligence, Venture Capital, Management.
- Honors & Awards:** The Achievement Award Program, UC Berkeley. Four-year scholarship awarded to community-minded students with a proven track record of academic success.
- Courses:** University of California, Berkeley. Microeconomic Theory (Econ 101A), International Monetary Economics (190), Public Economics (131A).
- Projects:** Venture Capital Financing in India, May 2013. For our International Monetary Economics course, Paul and I decided to study the emerging venture capital industry in India. By looking at data from the World Bank, we were able to understand the challenges and opportunities facing this nascent sector. And we developed a series of recommendations for overcoming these challenges, which we delivered to our professors in a final term paper.
- 5 team members:** David Xiao, Eren Major and Aspin Financial Anal..., Paul Smith, Student at UC Berkeley.
- Recommendations:** Received (5) - Venture Capital Internship, Berkeley Ventures. Tim Lee, Partner. David spent the summer with us at Berkeley Ventures and made an immediate impact. He showed us a brand new technique for firm analysis that he had just learned in school and came through with recommendations that opened our eyes to a unique set of opportunities. We don't normally like to engage an intern but after working with David, we will agree!

# Job Postings



## BC Transit

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BC Transit has 2 job openings - find the one for you.

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## Researching Employers

**2023 BC's Top Employers**

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**BC Transit**  
14,401 followers  
4w · 🌐

Amy started with BC Transit in February 2010 as a Customer Relations Agent in a casual position. That role quickly became permanent, and Amy remained on the Customer Relations team until in 2013 when she was the successful applicant ...more


# Networking with Employers


Home About Posts Jobs **Life** People


## Life at BC Transit




From Recruiters to Advisors to Strategic Leaders, meet some of our People and Culture Team!



- 

**Adam Bishop**  
Manager, Accessible Transit
- 

**Adam Ryvers**  
Strategic Talent Attraction Specialist
- 

**Laura Reaney,**  
CPHR Candidate  
People and Culture Advisor
- 

**Annie Stewart (Kost),**  
MIR, CPHR  
Manager, Human Resources



## BC Transit

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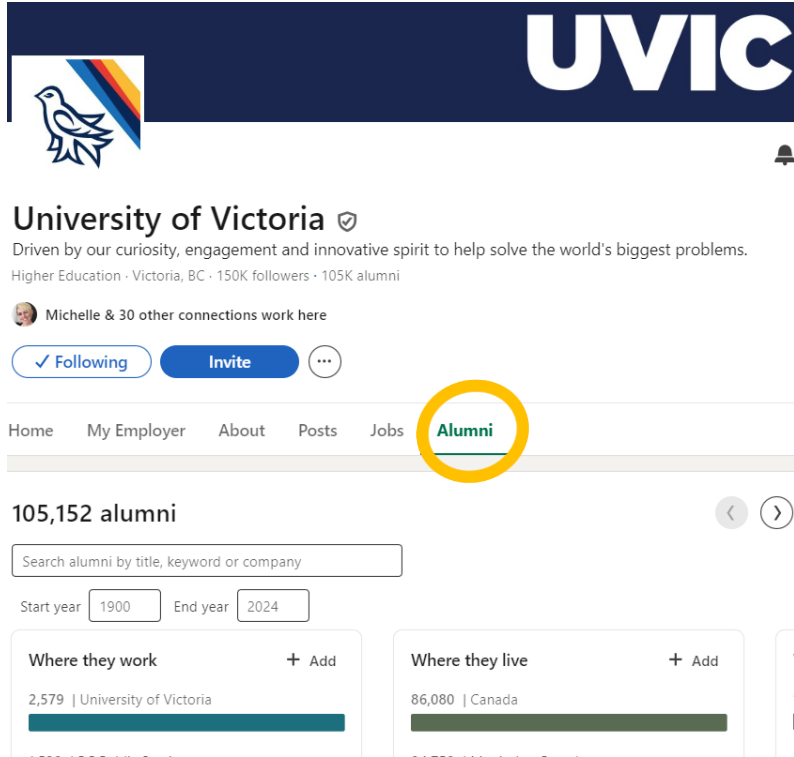
Home About Posts Jobs Life **People**

### 731 associated members

Search employees by title, keyword or school

Where they live	+ Add	Where they studied	+ Add
742   Canada		126   University of Victoria	
733   Manitoba, Canada		88   Camosun College	

# Networking with UVic Alumni



**UVIC**

**University of Victoria** ✓

Driven by our curiosity, engagement and innovative spirit to help solve the world's biggest problems.  
Higher Education · Victoria, BC · 150K followers · 105K alumni

Michelle & 30 other connections work here

✓ Following Invite

Home My Employer About Posts Jobs **Alumni**

105,152 alumni

Search alumni by title, keyword or company

Start year 1900 End year 2024

**Where they work** + Add  
2,579 | University of Victoria

**Where they live** + Add  
86,080 | Canada



# Ask to Connect

## Add a note to your invitation



5 personalized invitations remaining for this month.

Ex: We know each other from...

0/200

With Premium, you can write longer notes on all your invites, and draft personalized notes with AI writing assistant.

 [Retry Premium for CA\\$0](#)

Cancel

Send

# Introduce Yourself

*(Initial contact)*

*Hello, my name is Darcie. I'm an Environmental Studies student at UVic. I'm doing some career exploration, and I'd love to connect with you.*


*(Follow up)*

*Thanks for connecting. I'm currently exploring careers in sustainability. I'm wondering if you would be willing to meet for a brief coffee chat or Zoom call to answer a few questions I have and to offer some advice about working in the sustainability sector?*

# Follow Up


- Follow up to say thank you for connecting
- Take responsibility for setting up the meeting
- Be respectful of their time & preferences

## **After the meeting**

- Follow up to thank them for their time
  - Ask if you can stay in touch
  - If they agree; follow through; stay in touch
- 

# Canadian Workplace Culture



designed by  freepik

# Workplace culture and fitting in

Are you a good fit?



# To consider when you start a new job:

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- Understanding the big picture
- Company policies
- Understanding your role



# Communication styles

## Do's

- Be open and approachable
- Be clear and concise
- Use polite and inclusive language
- Active listener
- Ask for clarification if unsure

## Don'ts

- Avoid interrupting
- Use slang
- Avoid personal conversations



# Small Talk in the Workplace

- Common in the Canadian workplace
- Typical topics
- Topics to avoid
- Find the right balance

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## QUESTIONS?

Email Darcie  
[careereducator3@uvic.ca](mailto:careereducator3@uvic.ca)

Email Kerry  
[kerrysvaughan@uvic.ca](mailto:kerrysvaughan@uvic.ca)



# Career Services Resources



# Meet your career support team



## We'll help you develop a career you love through:

- ✓ Free career workshops
- ✓ One-on-one appointments
- ✓ Work search support & more

Learn more at  
[uvic.ca/career-services](https://uvic.ca/career-services)



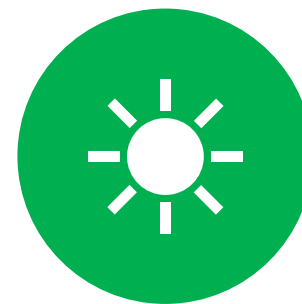
# Career Services at UVic



Meet with a  
Career Educator



Library Drop-In



UVic Career  
Services