



Client Success Story: College Student

From Senior to Public Relations to Assistant Buyer

Claire's journey illustrates how combining interests, values, and skills can lead to fulfilling and creative career outcomes. This case study explores the process that helped her gain clarity, confidence, and ultimately a satisfying role that reflects who she is.

Client Background

- **Name:** Claire
- **Age:** 22
- **Education:** B.A. in Business Administration, Minor in Conservation Studies

Experience

- Research internship (Washington D.C.)
- Marketing internship + part-time role (San Francisco)
- Sorority treasurer, YWCA event coordinator
- 3 years tutoring high school students

Challenge

Claire felt “clueless” about her future career. She explored management consulting but discovered it leaned too heavily on analytical work. She wanted a career that allowed:

- Creative expression
- Life/work balance
- Purpose and variety

“Most careers don’t use my creative side,” Claire shared.

Assessment Tools Used

Tool	Purpose
SkillScan Drive	Identified transferable skills from Claire's school and work experiences
Discovering Your Interests	Conservation, Business, Creativity, Leadership
Holland Code	Enterprising, Artistic, Social
Values Exercise	Leadership, Creativity, Influence

Career Profile Summary

Holland Theme	Drive Transferable Skills	Examples
Enterprising	Organizing, Leading Teams	Led group projects, managed sorority budget, coordinated YWCA events
Artistic	Creating Images	Designed displays, scrapbooks, and event decor
Social	Communication, Persuasion	Tutoring, marketing proposals, environmental promotion

Core Values in Action

- **Leadership:** Budget management, team coordination
- **Creativity:** Design and display projects
- **Influence:** Tutoring and promoting sustainability

Counseling Process

Claire's assessment results guided our career brainstorming. Together, we used her SkillScan Drive Career Options Report to identify potential best-fit options and provided additional resources to explore them, e.g., O*Net, Career Services Library, etc.

Career Ideas Explored

- Event and conference management
- Marketing, brand management
- Advertising
- Public relations
- Marketing rotational training programs

Outcome

- Focused on Public Relations
- Sent 20 targeted applications
- Secured 2 interviews
- Accepted a full-time PR role in Silicon Valley

Postscript: Career Evolution

Two years later, Claire sought more creativity and challenge. She transitioned into an Assistant Buyer role at a leading retail company—blending:

- Creative display and product design
- Special event coordination
- Collaboration with vendors and teams

“I never imagined my love for cooking would help me find such a perfect role.”

Key Takeaways for Career Counselors

- SkillScan Drive identified her greatest strengths to enhance personal clarity and confidence.
- Validated her skill preferences through real-life examples.
- Blended interests, values, and skills to generate career ideas and provide criteria for evaluating career options.