



SALEM STATE UNIVERSITY  
CAREER SERVICES

# **GEOGRAPHY**

## **MAJOR CAREER GUIDE**

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## **ACADEMIC INFORMATION**

Follow this link to the Salem State University Geography Department home page. Here you will find program information, degree options, course listings, events information and much more:

<https://www.salemstate.edu/academics/college-arts-and-sciences/geography>

## **WHAT CAN I DO WITH MY MAJOR?**

Are you a Geography major or are you considering Geography as a major? Follow the link below to the “What Can I Do With My Major?” resource on the Salem State University Career Services web site:

<https://elearning.salemstate.edu/courses/939337/pages/what-can-you-do-with-your-major>

## **PROFESSIONAL ASSOCIATIONS**

As in any profession, staying connected to professionals in your field is vital. Below are links to professional associations for Geography professionals. Stay up to date with industry trends, connect with fellow Geography professionals and utilize resources for job searching:

[The American Association of Geographers](#)

[American Geographical Society](#)

[American Meteorological Society](#)

[American Society for Photogrammetry and Remote Sensing](#)

[American Planning Association](#)

[National Council for Geographic Education](#)

## **INFORMATIONAL INTERVIEWING**

Informational interviewing is a method of gathering information about career options, industries and employers. It is an opportunity to learn about a particular job from someone already in the field. It is *not* a job interview, but it can help you learn about job opportunities and build your network for when the job search comes. This is an ideal chance to help you gain a more thorough understanding of a particular industry or job. It’s also a great way to determine “is this what I want to do?” and to learn about different paths others have taken to get where they are.

## **JOB SHADOWING**

Another way to gain access and information to your industry of choice is by job shadowing. Job shadowing is an opportunity to follow a professional in your field for an agreed upon amount of time. Typically, job shadow experiences will last anywhere from one day to one week. Much like an informational interview, this is your opportunity to see firsthand a “day in the life” of a professional.

## **VOLUNTEERING**

Volunteering is another great way to learn about what to expect when working in your industry. Similar to a job shadow, you will be able to see a “day in the life” of a professional while also contributing some of your own skills or services. Volunteering can give you a chance to gain new expertise and help you narrow down your specific interests in the field. Follow the links below to help you identify current volunteer opportunities:

<http://volunteer.nsuw.org/>

**SAMPLE RESUME**

**Lisa Landmaster**

50 Pond Street, Salem, MA 01970 | 978-555-5555 | llandmaster@gmail.com

**EDUCATION**

Salem State University, Salem, MA

**Bachelor of Arts, Geography**

May 20XX

**Concentration: Travel & Tourism**

GPA: 3.7

*Relevant Coursework:* Reading the Cultural Landscape, Transportation Geography, Geographic Research, Tourism Planning and Development, Economic Geography, International Perspectives in Tourism

**RELEVANT EXPERIENCE**

Student Universe, Boston, MA

***Travel Consultant Intern***

20XX - Present

- Sell and track client accounts by using strong customer service skills
- Use GDS skills for pricing and ticketing
- Research study abroad trends and analyze data to support the development of custom itineraries

SALEM STATE UNIVERSITY, Salem, MA

***Study Abroad Student Advisor***

20XX – 20XX

- Facilitated study abroad presentations
- Supported the management of enrollment and completed grade reporting
- Updated web and digital communication as needed
- Completed administrative tasks such as scheduling student appointments and answering phone and email communication regarding study abroad questions

**SKILLS**

***Computers:*** Excel, Power Point, Microsoft Word, SABRE Technology

***Language:*** English and Spanish

**INVOLVEMENT**

Study Abroad, Ecuador

Fall 20XX

*Student*

Salem Geographical Society, Salem State University, Salem, MA

20XX – 20XX

*Vice President*

The Alliance, Salem State University, Salem, MA

20XX-20XX

*Member*

**SAMPLE COVER LETTER**

**Lisa Landmaster**

50 Pond Street, Salem, MA 01970 | 978-555-5555 | llandmaster@gmail.com

Date (i.e. January 1, 20XX)

John Smith  
Thompson Family Adventures  
57 Highland Ave  
Watertown, MA 01970

Dear Mr. Smith:

I am applying for the position of Affinity Travel Specialist recently advertised on your web site. As my resume indicates, I am presently employed as a Travel Consultant Intern and I have completed my Bachelor of Arts in Geography with a concentration in Travel and Tourism from Salem State University. I believe that my skills and experiences make me a qualified candidate for the Affinity Travel Specialist.

Your advertisement specified a need for someone with experience preparing travel proposals and communicating with travel guests. For the past year, my work as a Travel Consultant Intern has provided me the opportunity to research and develop custom travel itineraries as well as develop customer service skills specific to travel guests. As a result of my work as a Study Abroad Student Advisor, I have developed the leadership and interpersonal skills needed to succeed in this type of role. My strong organizational and communication skills will be a benefit while working in the Affinity Travel Specialist position at Thompson Family Adventures.

I appreciate your time and look forward to talking with you further about the position of Affinity Travel Specialist. I welcome the opportunity to further discuss my qualifications and thank you for your consideration.

Sincerely,

Lisa Landmaster

Enc: Resume

**SAMPLE COMPANIES**

ART IN TANZANIA  
CBT ARCHITECTS  
CENTRAL TRANSPORTATION PLANNING STAFF  
CLEAN HARBORS  
CORBETT IRRIGATION  
EXPLORICA INC  
FIRST CHOICE REALTY  
FRANKLIN STREET PROPERTIES CORP  
HALPERN TRAVEL LLC  
HYDROSOURCE ASSOCIATES INC  
JACOBS  
MASSACHUSETTS DEPARTMENT OF CONSERVATION AND RECREATION  
MERRIMACK VALLEY PLANNING COMMISSION  
PALMS ENVIRONMENTAL & SURVEY  
PEACE CORPS  
STUDENT UNIVERSE  
TETRA TECH  
THE TRUST FOR PUBLIC LAND  
THOMPSON FAMILY ADVENTURES  
TUI TRAVEL EDUCATION  
UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
US CENSUS BUREAU  
WOODWARD & CURRAN  
YANKEE LEISURE GROUP