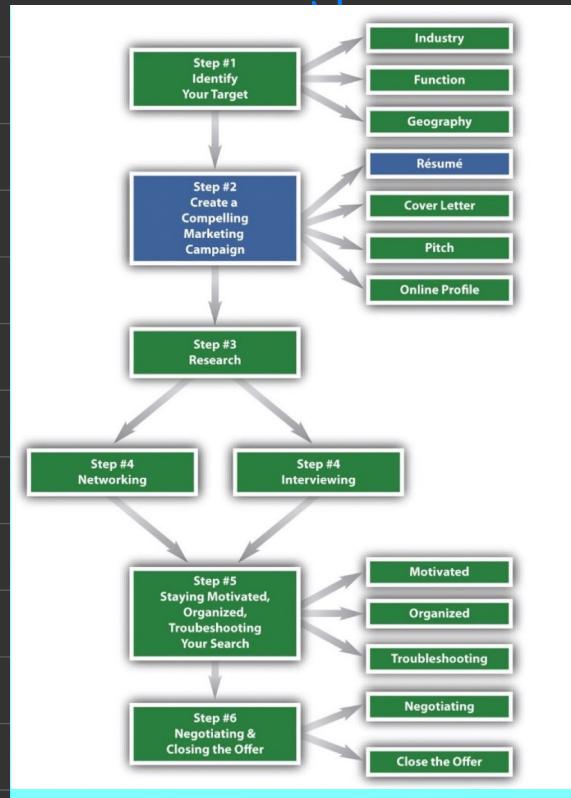


Chapter Synopsis: Résumés and Application letters are among the most important documents in the employment process

Introduction: If the big Picture job Seeking process were visualized through a flow chart, it would look like this.



Here are a few reasons to be able to speak fluidly and confidently about weakness.

- Employers Want to hire individuals who are Self-aware
- Employers Know it takes a certain level of maturity to talk about your weakness

Everyone has Strengths and Weaknesses, including every CEO, every president, every manager, and every one of your coworkers. The trick to the weakness is your plan to strengthen them. Having a plan to strengthen a weakness is impressive, especially if you have already taken steps to do so.

Finding Job Openings: You have to dedicate the time and energy to make your materials competitive. Here are some resources to get you started.

- Job Boards: Sites like Indeed, CareerBuilder, Glassdoor, Monster.

- Specialty Job lists: Look for lists of jobs in specific industries of interests.

- Company, Organization and Government websites! Visit the Employment Section on websites of Companies you admire.

- Your own Network! Talk to friends, Past employers, and Professors or visit LinkedIn.

- Your College: Visit your College or University Placement office / Career Center.

- Craigslist: Many Job Seekers also use Craigslist to look for work, but many lack detail

Print and/or save a copy of the job posting or job description. You will use this document to help you tailor your application material. It is important that you save your own copy of the document, along with the date and location you found it.

Constructing Modular Materials: You do not have to create a new resume and cover letter for every job opening. Instead you can create modular materials with moving parts that can be adopted and recognized for each job. The same holds true with the application letter.

Crafting Resumes: The purpose of a resume is first to serve as an overview or quick summary of your skills, experience, and education. Secondly it is to function as a marketing tool that conveys your personal brand.

Don't use gimmicks or flash to make an eye-catching resume and instead use substance and customization. It is acceptable to have a 1-3 page resume if it makes sense for your experience. Recruiters have an eye for key details, so they will quickly recognize a well-constructed resume and discard one that is poorly designed. Resume goals include the following

- To make an exceptional first impression

- To quantify Strengths, responsibilities, abilities and accomplishments. Mentioning factual, numeric examples of Praiseworthy attributes and Skills

- To argue, in an articulate and polite way, that you are well suited for the job
- To represent you when you are not there
- To obtain an interview and Create Talking Points
- To Show your Command of the Written Word

Types of Résumé: The Chronological résumé is the most common résumé format. It is best for people with long/uninterrupted work history, and for those who want to highlight their education. The Functional (or Skills) Serves Candidates who are transitioning between fields, who are shifting from military to civilian career, or who gained skills through different settings (workplace, academic, volunteer). The College Student and the more experienced Candidate may choose a functional résumé for these reasons.

- To highlight Skills and achievements rather than Post employment/Companies

- To minimize a less-than-extensive work experience history

- To Emphasize other achievements, honors, and abilities

- To de-emphasize gaps in employment or career mobility

- To include Categories like Communications, teamwork and leadership skills, as well as volunteer experiences

# Sample Chronological Résumé:

STUDENT NAME	
Email: studentname@gmail.com   Phone: (333)-222-1111   Address: 232 President Dr., Apt. 1, Piano, TX, 70074	
EDUCATION	
OKLAHOMA STATE UNIVERSITY B.Sc. Mechanical Engineering	December, 2016 GPA – 3.82/4.00
EXPERIENCE	
<b>System Engineering</b> , Texas Instruments (Dallas, TX)	03/2017 - Present
+ Execute capital/expense projects for systems such as HW, ChW, HVAC, and Cathodic Protection	
<b>Teaching Assistant</b> , OKLAHOMA STATE UNIVERSITY (Stillwater, OK)	01/2016 – 12/2016
+ Assisted professors in coursework related to Thermodynamics II and System Dynamics	
<b>Project Engineer</b> , M INDUSTRIES – JOHN Z CO LLC (Tulsa, OK)	05/2016 – 08/2016
+ Wrote material requisitions and data sheets for vendors	
+ Performed property, area, and cost analysis on refractory materials	
+ Visited refinery in Minnesota to help resolve issues related to pilots and duct burner Piping	
+ Reviewed and revised P&ID, GA and fabrication drawings	
+ Created shipping lists using BOM to be sent to customer	
+ Generated quote using Salesforce and sent to customer	
+ Created cost estimate tool using VBA	
<b>Engineering Business Development Intern</b> , ARNE (Houston, TX)	05/2015 – 08/2015
+ Completed objectives given by Senior LIBD Analyst	
+ Built volumetric and commercial models to analyze impact of downstream sales	
+ Assisted Business Development Managers with preparation of ZPR, RIC and customer projects	
+ Practiced creative thinking and performed strategy studying for	
PROJECTS	
<b>Design Heating and Cooling system for an office</b>	
+ The project involved calculating the heating and cooling loads, selecting relevant heating/cooling equipment and diffusers, and finally designing the ductwork for an office at a given location.	
<b>Designing an Airline Pod Handling System</b>	
+ The project required the design team to develop a cost effective, robust and safe system to retrieve and deliver passenger pods for a range of aircrafts from A320 to A380 sized.	
<b>Designing a Turbine</b>	
+ Based on given specifications of a power plant, the task was to estimate the number and detailed design of turbines and penstocks required to extract all the power possible from the water reservoir.	
SKILLS	
<b>Computer Skills:</b> MS Office, VBA, Python, EES	<b>ACTIVITIES</b>
<b>Other Skills:</b> Problem Solving, Effective Communication, Public	<b>AWARDS</b>
	> OSU Regents Scholarship > CEAT Scholarship > President's and Dean's Honor Roll Certificates

# Sample Functional Résumé

<p><b>NICOLE FRANK</b> 333 Ross Avenue • Palm Beach, FL 22222 Email: rh333@wisconsin.edu • Cell: 917.333.5555</p> <p><b>OBJECTIVE:</b> To secure an entry-level position in the health care industry, using my volunteer experience, along with my client focus, and results oriented approach.</p> <p><b>EDUCATION:</b> U Wisconsin, Madison, WI BS degree, expected Spring 2012 Major: health care, Minor: communications GPA: 3.8 <b>Problem Solving/Analytical Skills</b></p> <ul style="list-style-type: none"> <li>Was part of a task force that developed an innovative approach for reviewing patient data, when original plans included purchasing a new system, Mercy Hospital, 2010</li> <li>Interacted with other departments to improve surveillance of hospital visitors and vendors, Mercy Hospital, 2009</li> </ul> <p><b>People/Leadership Skills</b></p> <ul style="list-style-type: none"> <li>Manager of hospital gift shop, with revenues of \$5K per week, Mercy Hospital, 2008</li> <li>Team captain for women's varsity tennis team, University of Wisconsin, 2010. Member of team 2008–Present</li> </ul> <p><b>Communication/Writing Skills</b></p> <ul style="list-style-type: none"> <li>Presented team project in University of Wisconsin health care competition, winning first place</li> <li>Wrote and edited health care policies/procedures by incorporating feedback from four other departments; policy manual used by entire hospital</li> <li>Presented team project to more than fifty students in Communications class, earning an A on the report, and an A in the class</li> </ul>
--

# Résumé Headers:

**John M. Smith**  
123 Campus Street  
Austin, TX 12345  
C: 555.555.5555  
E: John.Smith@utexas.edu

If you have a school address and a permanent address, you can list both. For example:

**John M. Smith**  
C: 555.555.5555 • E: John.Smith@utexas.edu

School Address:  
123 Campus Street  
Austin, TX 12345

Permanent Address:  
456 Oak Drive  
Queens, NY 67890

**University of Chicago**, Chicago, Illinois  
Expected graduation date: 2013.  
Pursuing a BS in mathematics with honors and with a minor in economics.  
GPA: 3.7  
Coursework: Honors Calculus IBL Sequence; Honors Analysis; Honors Econometrics; Algebra  
Extracurricular Activities: Mathematics Club, Member; Investment Banking Club, Treasurer.  
**Northwestern University**, Chicago, Illinois  
2009–2010  
Obtained 24 credits toward BS degree before transfer.

**John M. Smith**  
C: 555.555.5555 • E: John.Smith@utexas.edu

School Address:  
123 Campus Street  
Austin, TX 12345

Permanent Address:  
456 Oak Drive  
Queens, NY 67890

**OBJECTIVE:** An entry level position in the healthcare industry, enabling me to use my business and communications skills to enhance a company's bottom line.

## EDUCATION:

**University of Chicago**, Chicago, Illinois  
Pursuing a BS degree in mathematics with honors and with a minor in economics  
GPA: 3.7  
Coursework: Honors Calculus IBL Sequence; Honors Analysis; Honors Econometrics; Algebra  
Extracurricular Activities: Mathematics Club, Member; Investment Banking Club, Treasurer;  
Oxford University, London, England: course on Shakespeare, Spring 2010.

# Optional Sections:

## **John M. Smith**

C: 555.555.5555 • E: John.Smith@utexas.edu

**School Address:**  
123 Campus Street  
Austin, TX 12345

**Permanent Address:**  
456 Oak Drive  
Queens, NY 67890

**OBJECTIVE:** An entry level position in the healthcare industry, enabling me to use my business and communications skills to enhance a company's bottom line.

## **SKILLS and ADDITIONAL INFORMATION:**

- Computer skills: Fluent in Microsoft Word and Excel. Some knowledge of PowerPoint.
- Language skills: Spanish/Intermediate
- Certifications: CPR, 2009.
- Community service: Member of Fundraising Committee achieving goal of raising \$10K for South Shore YMCA, Spring 2010.
- Interests: Enjoy reading, cycling, and surfing.

# Objective Statement:

## **John M. Smith**

C: 555.555.5555 • E: John.Smith@utexas.edu

**School Address:**  
123 Campus Street  
Austin, TX 12345

**Permanent Address:**  
456 Oak Drive  
Queens, NY 67890

## **References:**

Jane Jones  
Supervisor, JCrew Retail Store, May 2007—August 2007  
Phone: 555.555.5555  
E-mail: janejones@jcrew.org

El VonRoth  
Professor, University of Chicago, Spring 2008  
Phone: 555.777.5555  
E-mail: elvonroth@uchicago.edu

Joe Vernie  
Director, YMCA South Shore, Spring 2010  
Phone: 555.999.5555  
E-mail: jvernie@ymca.org

# Skills Section

Joe Student  
555 Campus Center Street  
Hadley, MA 55555

Company Name  
Company Address  
City, State Zip

November 20, 2010

Dear Hiring Manager,

I am writing about the Marketing Summer Internship Program that I researched in my school's career services department. I am currently a junior at Success University with a major in marketing and a GPA of 3.6. I have executed several challenging marketing projects and I'm confident that I can succeed at your internship. Attached is my résumé in addition to my design portfolio.

My professional experience and various educational activities have prepared me well for this internship as I've honed the following skills:

- Research: Last fall, I researched over one dozen potential speakers to select the final list of three speakers that were invited to speak at my school's Women's Leadership Conference, which was attended by over 1,000 students. My team of five successfully invited the local leaders of various art galleries, in addition to other prominent leaders in the marketing field. The formal program featured solid advice given to participants on how to succeed in business with a particular focus on marketing, and we received extremely strong feedback from participants. The speakers also commented upon the overwhelming interest of the audience members and the quality of the students they spoke to directly.
- Creative problem solving: I have created many websites and logos to ensure that the brand image of each was relevant and strong. While working at XYZ Company last month, I designed a visual template for the new website using the research I conducted on potential marketing targets. My manager complimented me on my listening skills as they were critical to creating quality results.
- Communication: I am the lead campus event coordinator for our five "sister" campuses in the Massachusetts area. I've used my clear and transparent communication skills most recently when planning a marketing conference this past April for all five campuses. The entire project took approximately six months to plan, and during the first four months, each coordinator met via a conference call every two weeks. We constructed very clear project plans outlining everyone's responsibilities and due dates. We were vigilant in our communications because it was the only way to ensure success for the 500 participants, and the 10 speakers who attended. The conference received a 90 percent approval rating from participants.

I would like to reiterate my interest in your marketing internship. I am excited about the prospect of working for your company and I'm confident that my above mentioned skills will ensure my success. I will call you next week to follow up. In the meantime, please feel free to reach out to me at the phone number or email below.

Best regards,

Joe Student  
Phone  
E-mail address

Attachment

# References

# Job Letter - Bullet Points

Jane Smith  
555 East 28th Street, Apartment 9E  
New York, NY 10022

Company Name  
Street  
City, State, Zip

September 25, 2011

Dear Hiring Manager:

I would like to express my interest in the full-time position with your company which was posted on your website. I will graduate this spring from Fordham University with a BA in public accounting. My classmate, Alicia Smith, has shared with me her tax internship experience at ABC Company and she spoke very highly of her experience there. I am interested in this position because you have the largest tax practice in the United States, and I excel in large companies with a culture that is both inclusive and proactive.

My previous experiences make me a very strong candidate. I had two summer internships with XYZ Accounting, and partnered closely with my manager to set up the internal control system which helped us to meet regulatory requirements. In addition to improving the efficiency of our process, it saved our company significant time and money.

At EFG Inc., I organized and analyzed large amounts of data using excel and access. This work was shared with all accountants and strategies were created to compensate for areas of weakness. I'm proud to say that these programs and processes are still being used today, even though I worked at the company two years ago.

At Fordham University, teamwork and leadership are critical to our learning. I have been the vice-president of our accounting club for the past year. I managed the budget of \$7K but more importantly, worked closely with other student clubs leaders to hold a successful recruiter's panel discussion, which was attended by over 100 students. The panels resulted in many positive career discussions and will hopefully result in full-time jobs for my fellow students. This successful event would not have been possible without the teamwork of the accounting club, and the partnership we built with Career Services and the companies that were represented.

My experience and skills in addition to my enthusiasm for taxes, will allow me to make an immediate and meaningful contribution to your company. I am very interested in discussing my qualifications with you.

Thank you in advance for your consideration.

Sincerely,

Jane Smith  
xxxxx@fordham.edu  
(xxx) xxx-xxxx

Attachment

# Job letter - 3 body paragraphs

## Student Name

1234 W. Ave. Stillwater, OK 74074 | (000) 000-0000 | student.name@okstate.edu

### Education

Oklahoma State University Stillwater, OK

Expected Graduation Fall 2020

- Bachelor of Science in Animal Science
- Major: Animal Science - Production

GPA: 3.42

Minor: Equine Enterprise Management

### Work Experience

Sales Associate | Jo-Ant Fabrics and Craft Store

October 2018 to current

- Organize certain communication databases
- Maintain fabric station by cutting fabric and giving fabric advice for different projects

Upheld an energetic and approachable attitude throughout shift

Student Development Officer | OSU Foundation

September 2017 to October 2018

- Communicated with diverse group of Alumni, and Friends of Oklahoma State University
- Fundraised over \$7,000 for diverse funds that help the university

Created positive conversation

Extreme Serve Counselor | Camp XYZ

May 2018 to July 2018

- Obtained Seasonal Assistant Certification from Certified Camp Association

Trained and assisted seven to seventeen horseback riding in western test

Balanced duties between teaching and monitoring personal group

Maintained a stable of twenty-six horses with varying age range

Team Member | Love's Travel Stop

June 2017 to August 2017

- Improved time management skills during regular shifts

Maintained balance of money drawer for an extensive period

Emphasized sale points of merchandise when on promotion

Delivered friendly guest service and heartfelt hospitality to customers and co-workers

### Leadership Experience

Held various positions in the Human Society

2016-2017

- Demonstrated leadership qualities by leading various projects during 2011-2017 membership with Girl Scouts (ex. Reconstruction of Pre-school Library)

Taught younger girls equine safety while performing drills/patterns 2011-2014

### Activities and Volunteer Experience

Human Society

On the Block

Delta Delta Delta

Town East-Galloway Animal Clinic

AG 1011 SAM

Freshman In Transition

### Scholastic Honors

- Out-of-State Achievement Scholarship

Current

Campus Department Full Time Student Scholarship

2017-2018

Gravelle Scholarship

2017-2018

GSU-DFW Brighter Orange Scholarship

2017-2018

J Fleming Memorial Freshman Scholarship

2017-2018

## Student Name

1234 W. Ave. Stillwater, OK 74074 | (000) 000-0000 | student.name@okstate.edu

### References

#### Academic

Jean Smith

Professor/Equine Center Herd Manager

Oklahoma State University

321 W. Varsity

Stillwater, OK 74078

000.000.000

jones@okstate.edu

#### Professional

Jim Jones

Permanent Staff/ Barn Manager

Camp XYZ

123 Camp Loop

Rogers, IN 46234

111.111.111

jones@camp.org

#### Personal

John Nguyen

Owner

Daycare Center

132 Main Street

Greenville, NC 43210

222.222.222

nguyen@global.net

1234 W. Ave.  
Stillwater, Oklahoma 74074

February 19, 2019

Hiring Manager

JOY Ranch Company

768 JOY Ranch Rd.

Wayne, Oklahoma 73095

Dear Hiring Manager:

I would like to apply for the Horse Breeding Manager position advertised through RancherWork.com on October 24. My experience with horse breeding in quarter horses as well as my minor in equine enterprise management, which includes finances, would allow me to make a significant contribution to your company.

My education and research as an animal scientist could greatly impact your company. As an Animal Science major at Oklahoma State, I have been studying and researching animal physiology and behavior psychology. Specifically, Professor Salak-Johnson, my livestock behavior handling professor, and my class have studied various species natural behaviors, and socialization skills.

I also worked as an intern for Humphrey Quarter Horses for the past two summers, a quarter horse breeding ranch that has an operation in Whitesboro, TX. From your website, I see that your operation of horses consists of mostly performance horses. At Humphrey Quarter Horses the stallions they breed hold backgrounds in the National Reining Horse Association, and so do their progeny. My work already in the breeding of performance horses would be helpful on the ranch to successfully bring along great foals with impeccable pedigrees.

Finally, my last complementary skill I would bring to the ranch which is important in the long run is my passion for animals and for making sure the horses that help us do what we do are treated well. My emotional investment with horses goes as far back as my protests when I was not only injured and recovering but was given a horse who also was recovering from surgery named Murphy. That broad, reining, strawberry roan holds a special place in my heart, as we both worked together to make a full recovery and go on to do great things. With my passion for horses, background and communication skills I would contribute greatly to your operation.

Thank you so much for this opportunity to apply for your opening. I look forward to communicating with you further on this great opportunity. I can be contacted on my cell (000-000-0000) or through e-mail (student.name@gmail.com).

Sincerely,

Student Name