

Resume and Cover Letter Writing

Selling your skills on paper



Lesson Objectives

- Introduction to Cover Letters
- Key Components of an Effective Cover Letter
- Tailoring Your Resume
- Writing Techniques for Impact
- Common Mistakes to Avoid
- Practical Examples
- Q&A Session

Introduction to Cover Letters

- **Definition:** A cover letter is a one-page document that introduces you and your resume to potential employers.
- **Purpose:** To make a compelling case for why you're the ideal candidate for the position. To express your interest in a position.
- **Importance:** Often the first impression you make on an employer. A 'must' with your resume to let you stand out

Key Components of an Effective Cover Letter

- Header with contact information
- Formal salutation
- Opening paragraph (Hook)
- Body paragraphs (2-3)
- Closing paragraph
- Professional sign-off

Common Mistakes to Avoid

- Generic, one-size-fits-all letters
- Repeating your resume verbatim
- Focusing on what you want, not what you offer
- Typos and grammatical errors
- Excessive length (stick to one page)

Title: "A Generic Opening - Room for Improvement"

Dear Hiring Manager,

I am writing to apply for the position of Marketing Specialist that I saw advertised on your company website. I believe I have the skills and experience you are looking for, and I am excited about the opportunity to join your team.

I have a degree in Marketing and have worked in the field for three years. I am hardworking, detail-oriented, and a team player. I think I would be a great fit for your company.

Areas of Improvement

- Uses a generic salutation
- Doesn't mention the company name
- Focuses on what the applicant wants, not what they offer
- Uses clichés and vague statements
- Lacks specific examples or achievements
- Doesn't demonstrate knowledge of the company

Title: "A Tailored, Impactful Opening"

Dear Ms. Johnson,

Your recent campaign for sustainable products caught my attention, and I was thrilled to see that TechGreen is seeking a Marketing Specialist to expand its eco-friendly initiatives. With my track record of increasing engagement by 40% through data-driven, sustainability-focused marketing strategies at EcoSolutions, I'm excited about the opportunity to contribute to TechGreen's mission of making technology accessible and environmentally responsible.

In my three years at EcoSolutions, I spearheaded a social media campaign that not only raised awareness about electronic waste but also led to a 25% increase in our recycling program participation. This aligns perfectly with TechGreen's commitment to reducing e-waste, as mentioned in your 2023 Corporate Responsibility Report.

Highlighted Points

- Uses a specific salutation (researched the hiring manager's name)
- Mentions a recent company campaign, showing research and genuine interest
- Aligns the applicant's experience with the company's needs and values
- Provides specific, quantifiable achievements
- Demonstrates knowledge of the company's recent initiatives
- Creates a narrative that connects the applicant's past with the company's future]

DIGITAL MARKETING COVER LETTER

August 31, 2018

Hiring Manager's Name
47 Company Address
Louisville, KY, 40274
(xxx) xxx-xxxx
hiring.manager@gmail.com

Dear [Mr./Ms./Mx.] [Hiring Manager's Name],

With 10+ years of experience in driving brand visibility, growth, and consumer outreach for diverse industry organizations, I'm confident that I'll be an excellent choice for [Company Name]'s next Digital Marketing Manager.

From creating keyword-optimized content and increasing website traffic to improving online presence and implementing social media strategies, I'm adept at building targeted campaigns that produce record-high campaign response rates. Currently, as Director of Digital Marketing for Eleven Seven Music Group, I generate new revenue streams and develop new strategic partnerships, social engagements, and advertising opportunities. Please consider the following highlights of my career:

- Designed and executed a highly effective SEO campaign, which resulted in over 1 million page views per month on the company's website
- Grew brand revenue over \$200,000 by designing and launching multiple crowdfunding campaigns for priority artist releases
- Increased site traffic by 15% from paid sources (PPC, Grant, Display, and VOD)

I'd greatly appreciate the opportunity to meet with you and further discuss my qualifications and your requirements in detail. Thank you for your consideration, and I look forward to speaking with you soon.

Sincerely,

[Your Name]

Dear [Hiring Manager's Name],

I am writing to express my interest in the _____ [Job Title] position at _____ [Company Name], which I found on _____ [Job Board or Company Website]. As a recent graduate with a degree in _____ [Field of Study], I am eager to apply the knowledge and skills I have gained during my academic journey to contribute to your team.

Throughout my studies, I have had the opportunity to work on several projects and internships that allowed me to develop essential _____ [mention key skills] and a deep interest in [specific aspect of the job]. The chance to work at _____ [Company Name] excites me because of your innovative approach to _____ [mention something you admire about the company].

I am confident that my _____ [skills, academic background, and enthusiasm] would enable me to make a meaningful contribution to your team. I would welcome the opportunity to discuss how my qualifications and goals align with your needs.

Thank you for your time and consideration. I look forward to the possibility of speaking with you soon.

Crafting an ATS-Friendly Resume

Selling your skills on paper



What is an ATS?

- ATS stands for Applicant Tracking System
- Software used by employers to collect, sort, and rank job applications
- Over 75% of companies use ATS to streamline hiring process
- Acts as a digital gatekeeper before human eyes see your resume

Why ATS-Friendly Resumes Matter

- Increase chances of passing initial screening
- Ensure your qualifications are accurately parsed
- Improve ranking in candidate pool
- Get your resume in front of human recruiters

Key Elements of an ATS-Friendly Resume

- Proper formatting
- Relevant keywords
- Standard section headings
- Consistent styling
- Simple design

Resume Basics - Purpose

- Summarize your qualifications
- Showcase your relevant skills and experiences
- Secure an interview

Chronological Resume Structure

- Contact Information
- Summary or Objective Statement
- Work Experience (in reverse chronological order)
- Education
- Skills
- Additional Sections (optional)

CHRISTIE ALVARADO

SAN DIEGO, CA 92111
H: 555 555 555 | C: (555) 555-5555 | EXAMPLE@EXAMPLE.COM

Resourceful office manager with solid experience optimizing productivity, efficiency and service quality across various environments. Highly dependable, ethical and reliable support specialist and leader that blends advanced organizational, technical and business acumen. Works effectively with cross-functional teams in ensuring operational and service excellence.

WORK HISTORY

Total Tech

Office Manager // San Diego, CA // November 2021 to Current

- Establish workflow processes for a team of 20, monitor daily productivity and implement modifications improving 40% of the overall performance of personnel.
- Oversee office inventory activities by ordering, drafting requisitions and stocking saving 30% of the budget.
- Update information, manage accounts and generate monthly reports for the company database.

Element Biosciences

Assistant Office Manager // San Diego, CA // September 2015 to October 2021

- Drafted agendas, recorded minutes and generated documents to facilitate weekly meetings for 10 staff members.
- Produced letters and memoranda to inform stakeholders of business decisions.
- Analyzed data related to administrative costs and spending trends to prepare budgets for 150 employees.

Invetech

Administrative Assistant // San Diego, CA // June 2012 to August 2015

- Greeted visitors, delivered messages to staff and answered multi-line phone system, reducing wait time by 25%.
- Executed record filing system to improve document organization and management of 500 files.
- Set up office calendars, conference rooms, technology and materials to facilitate meetings.

SKILLS

- Scheduling
- Policy and procedure modification
- 65 WPM
- CRM software
- Intuit Quickbooks
- Organization
- Communication
- Multitasking and team management

EDUCATION

BBA - Business Administration

University of San Diego // San Diego, CA // June 2018

CERTIFICATIONS

- Information Governance Professional - (2021)

Contact Information

- Full name (larger font size)
- Phone number
- Professional email address
- Location (City, State)
- LinkedIn profile
- Personal website or portfolio (if relevant)

Writing a Strong Summary/Objective

- 2-3 sentences or bullet points
- Highlight your professional identity
- Mention years of experience (if applicable)
- Include 1-2 key achievements or skills
- Tailor to the job you're applying for
- Example: "Results-driven marketing professional with 5 years of experience in digital advertising. Skilled in SEO, content creation, and social media management. Achieved 150% increase in client web traffic through targeted campaigns."

Crafting Your Work Experience Section

- List jobs in reverse chronological order
- Include: Job title, Company name, Location, Dates of employment
- Use bullet points to describe responsibilities and achievements
- Start each bullet with an action verb
- Quantify results when possible
- Focus on achievements rather than just duties
- Example bullet point: "Increased sales by 30% through implementation of new customer relationship management system"

Education Section

- List degrees in reverse chronological order
- Include: Degree, Major, University name, Graduation year
- Add relevant coursework, academic honors, or GPA if notable
- Include certifications and professional development
- Example:

Bachelor of Science in Computer Science

University of Technology, Graduated May 2022

Relevant coursework: Data Structures, Algorithms, Machine Learning

GPA: 3.8/4.0

Skills Section

- List hard skills, soft skills, and technical proficiencies
- Include language proficiencies if relevant
- Tailor skills to the job description
- Consider categorizing skills for easy reading
- Example categories:

Technical Skills: Java, Python, SQL, Git

Soft Skills: Team leadership, Project management, Public speaking

Language Skills: Hindi (Native), English (Conversational)

Additional Sections to Consider

- Volunteer Experience
- Publications
- Professional Associations
- Awards and Honors
- Relevant Projects
- Choose sections that enhance your qualifications for the target job

Proper Formatting

- Use a simple, clean layout
- Stick to standard fonts (Arial, Calibri, Times New Roman)
- Font size: 10-12 points for body text
- Use standard margins (0.5" to 1")
- Avoid tables, columns, and text boxes
- Save as a .docx or .pdf file (check job listing for preference)

Relevant Keywords

- Analyze job description for important skills and qualifications
- Incorporate these keywords naturally throughout your resume
- Use industry-specific terminology
- Include both spelled-out terms and acronyms (e.g., "Search Engine Optimization (SEO)")
- Avoid keyword stuffing - keep it natural and relevant

Simple Design

- Minimize use of graphics, images, and charts
- Use simple bullet points (•) instead of fancy symbols
- Avoid headers and footers
- Don't use color unless submitting directly without ATS screening
- Focus on content over design elements

Tailoring Your Resume

- Customize your professional summary
- Reorder your experiences based on relevance
- Adjust skills section to match job requirements
- Use similar language and keywords as the job posting

The Importance of Research

- Understanding the company's:
 - Mission and values
 - Recent projects or achievements
 - Culture and work environment
- Using this information to demonstrate genuine interest and fit

Writing Effective Bullet Points

- Start with strong action verbs
- Quantify achievements when possible
- Focus on results and impact
- Keep each bullet point to 1-2 lines
- Use present tense for current jobs, past tense for previous positions

ATS-Friendly Resume Checklist

- Simple, clean format
- Standard font and size
- Proper file type (.docx or .pdf)
- Relevant keywords incorporated
- Standard section headings
- Consistent styling throughout
- Quantified achievements
- Tailored to the job description
- Proofread for errors
- Tested with ATS scanner





THANK YOU