



RESUME AND COVER LETTER

LARRY PALAZZOLO, RESUME AND COVER LETTER
GENERAL ASSEMBLY



LEARNING OBJECTIVES

To be able to craft a resume and cover letter that highlights your strengths, presents job history in a way that is applicable to your new career path, and reflects your branding statement.

CRAFTING A GOOD RESUME

- Your resume should tell your story in a chronological order, filling in gaps, making it clear to your audience how your past and present connect, and make you a good fit for the role you're applying to.
- The entire resume should be formatted in a cohesive way, speaking in an active voice and visually easy to read.
- This is an opportunity to reinforce your professional brand with your design and attention to detail.

THINGS TO INCLUDE IN THE TOP HALF OF YOUR RESUME

Contact Info - Include your city & state, email, website, LinkedIn, Github.
Optional: Social Media.

Summary - Lead with your Branding Statement. Include where you've been and where you're going, as well as your skill sets.

Skills - Highlight skills relevant to the industry and new profession.

Most Recent Job

THINGS TO INCLUDE ON YOUR RESUME

Work History - Include GA. Structure your job history to highlight universal skills, strengths & accomplishments.

Projects - Include links, description of project and a description of responsibilities, tools used.

Education - Include GA.

Optional Extras: Certifications (Professional or other), Awards.

WHAT MAKES A RESUME BAD?

- Out of order. Hard to read or follow.
- Lacking skills section.
- Tells a different story than the one you've designed in your brand statement. Content on the resume including skills and accomplishments are for a role other than the one you're interviewing for.
- Example: You say you're now a web developer/UX designer but the skills, accomplishments, links and work reflects that you are a banker, which may have been your last profession.

RESUME BEST PRACTICES

- <10 years experience = Keep it to 1 page.
- Storytelling - give me a narrative up front that tells the story about you. Be authentic.
- Nice formatting and alignment, not a MS template. But not over-designed either. Leave some white space.
- No pictures of yourself or anything else.
- Keep infographics to a minimum, if at all.
- The Education section goes at the bottom of the resume. Skills are more important.

CRAFTING A COVER LETTER: KISS. KILL. KISS.

KISS

Include information on what role you are applying for and why and you are applying, what is unique about this company and role, and why you are excited about it. Include name of mutual contact/referral (if any).

CRAFTING A COVER LETTER: KISS. KILL. KISS.

KILL

What do you do? What problem do you solve? How are you different? Briefly tell your story or branding statement.

Describe what you have to offer the employer: transferable skills, accomplishments, and examples that match the job you're applying for.

CRAFTING A COVER LETTER: KISS. KILL. KISS.

KISS

Strong call to action: Reiterate interest in this role and the company. Conclude by thanking the employer for their time and for considering you.

COVER LETTER BEST PRACTICES

- Keep it short.
- Develop a 1 to 2 paragraph template that you can work off of and customize for each job.

IN REVIEW

- Keep the most important info to the top half of the resume: Contact info, skills, summary and most-recent work experience.
- The entire resume should be formatted in a cohesive way, speaking in an active voice and visually easy to read.
- This is an opportunity to reinforce your professional brand with your design and attention to detail.

HOMEWORK

1.) Format your resume into a clean, clear and cohesive structure. Post it to the Outcomes Deliverables Sheet and leave feedback for your podmates.