

ACADEMIC VS PROFESSIONAL/TECHNICAL WRITING

Recapitulation

Reporting:

Brainstorming strategies

- Free writing
- Listing
- Mapping
- Researching

Recapitulation

Reporting:

Topic outline and sentence outline

Recapitulation

Reporting:

Graphic Organizers

- Venn diagram
- Network tree
- Spider map

Recapitulation

Reporting:

Graphic Organizers

- Series of Events Chain
- Fishbone Map
- Cycle
- Persuasion Map

Recapitulation

Reporting:

Graphic Organizers

- Problem-solution map
- Timeline
- Plot diagram

Recapitulation

Reporting:

Patterns of Development

- Narration
- Description
- Definition

Recapitulation

Reporting:

Patterns of Development

- Cause And Effect
- Problem-Solution
- Persuasion
- Exemplification/Classification
- Comparison And Contrast

ACADEMIC VS PROFESSIONAL/TECHNICAL WRITING

OBJECTIVES

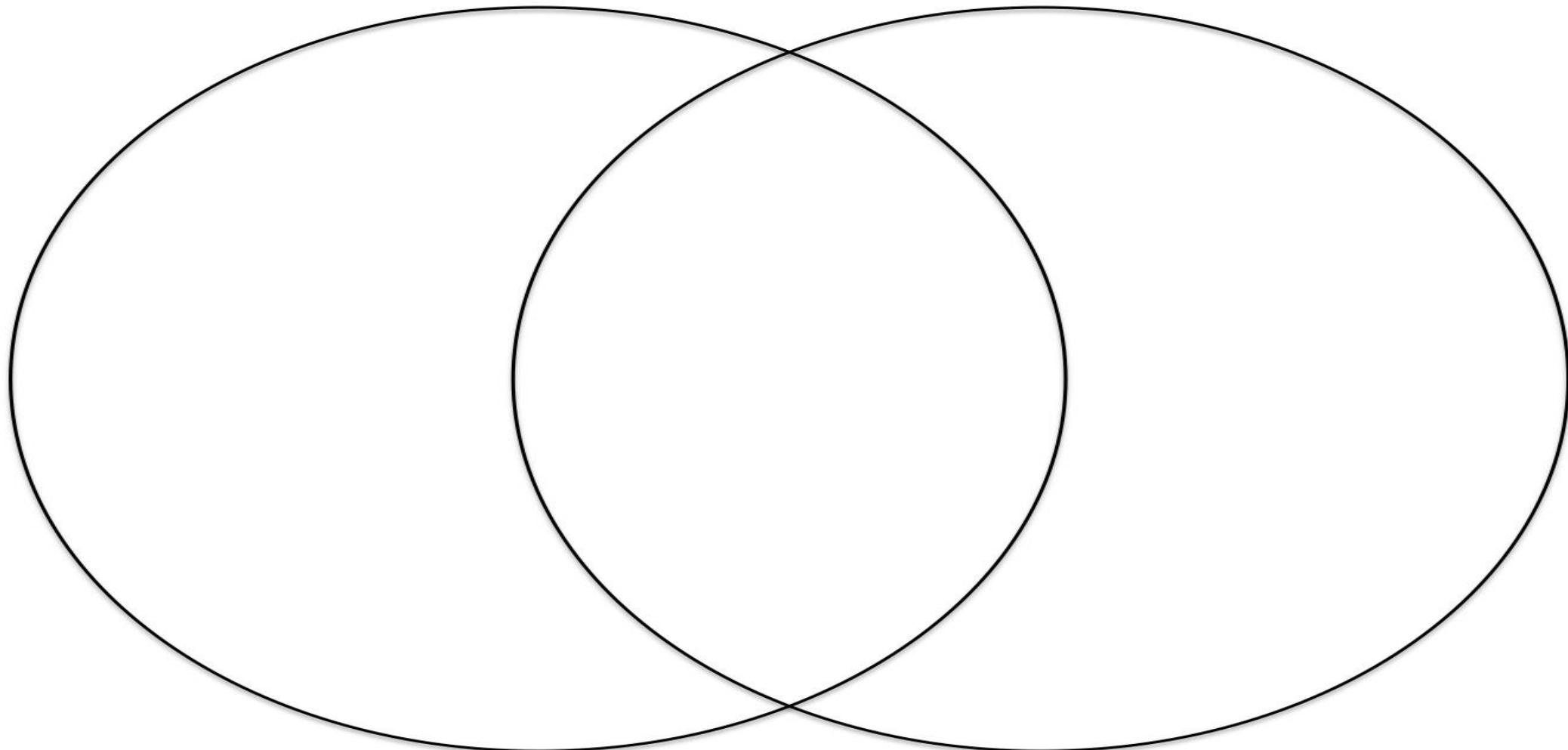
- Explain how one's purpose is a crucial consideration in academic and professional/technical writing
- Identify the distinct features of academic and professional/technical writing
- Compare and contrast academic and professional/technical writing
- Define resumé and application letter
- Identify the elements of a well-designed resumé

OBJECTIVES

- Identify the parts of an application letter
- Design your own resumé
- Write an application letter responding to a job vacancy
- Realize the value of a resumé and an application letter

Question:

Is there a difference between academic and professional/technical writing?



ACADEMIC WRITING

- Meant for school
- Tends to be longer

PROFESSIONAL WRITING

- Formal
- Substantive
- Realistic
- Meant to inform people

- Meant for the workplace
- Tends to be shorter

Things to remember when writing academically or professionally

1. Know your purpose for writing.
2. Base everything you write on facts.
3. Do not be wordy.
4. Avoid using idioms and poetic language.

The Writing Process

1. Prewriting
2. Drafting
3. Revising
4. Writing the Final Draft
5. Submission of the written output/Publishing the Manuscript

The Writing Process

1. Prewriting

-planning stage, brainstorming, be clear about your purpose for writing, choosing a topic (you may capitalize on your interests, inspiration, past experiences, etc).

Strategies: listing, mapping, W-H questions, free writing, outlining

The Writing Process

2. Drafting

- establish your thesis statement (a specific stand, opinion, feeling, perspective the writer has towards the topic)
- first draft will be a rough draft (may still be improved in terms of styles, mechanics, and ideas; can still be refined;
- you are now ready to draft your essay using your outline, list, map, etc.
- filled with false starts and errors so it is better to use a pencil or encode/type your ideas in the computer

The Writing Process

3. Revising

- evaluate or review what you have written
- you need to rework your paper
- refining stage
- reread, omit unnecessary details
- proofread (check for possible errors on spelling, punctuation, capitalization, grammatical errors, etc)
- peer critiquing

The Writing Process

4. Writing the Final Draft

-incorporate all revisions

-rewrite your paper by integrating whatever changes you have made

-paper should be free from error

The Writing Process

5. Publishing the Manuscript

- printing, submission
- share output with others
- Publishing your paper online or through a blog or in a book, journal. etc

The Resumé and The Application Letter

Resumé

A resumé summarizes your qualifications, skills, and achievements, and it aims to convince your prospective employer that you are the best candidate for the position you are applying for. In a manner of speaking, a resumé sells you.

Edwards S. Hloomstrong

123 Park Avenue, Big Rapids, MI 49305
123-456-7890 | info@blkcon.com

PROFILE

- Duis a quam non neque lobortis malesuada. Praesent euismod. Donec nulla augue, venenatis scelerisque, dapibus a, consequat at, leo.
- Pellentesque libero lectus, tristique ac, consectetuer sit amet, imperdiet ut, justo. Sed aliquam odio vitae tortor. Proin hendrerit tempus arcu.
- In hac habitasse platea dictumst. Suspendisse potenti. Vivamus vitae massa adipiscing est lacinia sodales. Donec metus massa, mollis vel, tempus placerat, vestibulum condimentum.

EDUCATION

Florida State University Orlando, FL

Master of Business Administration 2007

Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

Proin pharetra nonummy pede. Mauris et orci. Aenean nec lorem.

In porttitor. Donec nonummy augue.

Florida State University Orlando, FL

Bachelor of Business Administration 2005

Fusce aliquet pede non pede. Suspendisse dapibus lorem pellentesque magna. Integer nulla.

Donec blandit feugiat ligula.

EXPERIENCE

Proctor Associates Orlando, FL

Human Resource Manager 2004 – 2006

- Donec ut est in lectus consequat consequat. Etiam eget dui.
- Aliquam erat volutpat. Sed at lorem in nunc porta tristique. Proin nec augue.
- Quisque aliquam tempor magna.
- Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Nunc ac magna.
- Maecenas odio dolor, vulputate vel, auctor ac, accumsan id, felis. Pellentesque cursus sagittis felis.

RON HERRING

4724 EDINGTON DRIVE, SMYRNA, GA 30082 (123)456-7890 RON@GSR.COM

PROFESSIONAL SUMMARY

Successful history developing Independent Contractor intelligence to improve business operational planning and implementation. Knowledgeable about business best practices, regulatory standards and optimal control systems.

SKILLS

- Substantial experience in teaching, background checking for security purposes
- Profound knowledge of the digital media design
- Sound knowledge of computer applications
- Familiarity with legal aspects related to the subject
- Amazing ability teach and assist students and type at high speeds
- Exceptional ability to communicate and market products over telephone

WORK HISTORY

JANUARY 2014-JANUARY 2019

Independent Contractor | Alpha & Omega | Smyrna, GA

- Alpha & Omega.
- Raising job enquiries in different companies using designs and project estimates based on tender specifications.
- Catering to client needs by providing quality services.
- Forming laborer group well-suited for the project in hand.
- Creating budget for current project, on the basis of which a tender is raised.

2014

Associate Degree: Residential Planning

Corning Community College, Corning, NY

- Graduated summa cum laude

EXPECTED IN JUNE 2021

Bachelor of Science: Resort Management
Henley-Putnam University, San Jose, CA

- Dean's List 2019
- Graduated with 3.8 GPA



Jane Doe
Digital Marketing Manager

Marketing professional with proven experience in planning and coordinating marketing policies and programs, such as determining the demand for products and services offered by a firm and its competitors in order to identify new potential customers. Strong expertise in developing pricing strategies with the goal of maximizing profits.

jane.doe@gmail.com

451-483-6924

Stockholm, Sweden

jane-blog.com

linkedin.com/in/jane.doe

@jane.doe

SKILLS

SEO

Digital Marketing

Pricing Optimization

Email Marketing

Content Marketing

Verbal & Written Communication

HTML

LANGUAGES

English

Danish

Swedish

Norwegian

WORK EXPERIENCE

Digital Marketing Manager

Airfield Baumax

06/2015 - Present
Achievements/Tasks

London, UK

- Created a new format for reporting and presenting the sales, customer engagement and Google AdWords reports that shortened the meetings by 30%.
- Updated and monitored the Bid Strategy in Google AdWords campaigns and increased the CTR (click-through rate) by 4% in the first month.
- Redesigned and researched keywords for updating the product pages on the online shop which increased the keywords in Top 100 by 565 and in Top 10 by 24.
- Located and proposed new potential business deals (B2B) by contacting potential partners.

Contact: Clark Jefferson - clark@airfieldmax.co.uk

Marketing & Sales Assistant

IKEA

09/2013 - 05/2015
Achievements/Tasks

Copenhagen, Denmark

- Assisted in the creation of press releases and new catalogues.
- Compiled and distributed successfully financial and statistical information, such as budget spreadsheets for the new campaigns.
- Conducted primary research into the most popular sold items and discovered new customer behavior patterns that will be implemented in the next marketing strategy.

Contact: Esben Gabriel - esben.gabriel@ikea.dk

EDUCATION

MS in International Marketing and Management

Copenhagen Business School

08/2011 - 06/2013

CERTIFICATES

Google Partners AdWords Certification

Proficient in using Google Adwords to increase the generation of new leads and conversions.

Online Digital Marketing Specialization (03/2015 - 08/2015)

Online course completed on coursera.com by University of Illinois

ORGANIZATIONS

Marketing Lab at Copenhagen Business School (2012 - 2013)

Assisted the team in organizing monthly events and was responsible for the marketing and promotion.

AMIT SINHA
ACCOUNTS EXECUTIVE

PROFILE

Accurate and immensely motivated Finance student. Highly skilled at generating and analyzing financial reports, leading cash flow analysis, and refining tax plans.

WORK EXPERIENCE

2020 - Present

Jr. Accounts Executive

Joy 4 Us Toys, Noida, UP

- Collect, interpret and review financial information
- Predict financial trends
- Reports for management and stakeholders

May-Dec, 2019

Accounting Internship

Tire Universe, Muzaffarnagar, UP, India

- Daily report preparation
- Target analysis and adjudication
- Department meeting initiations

EDUCATION

2017 to 2018

MA in Economics

Batch Topper (Gold Medalist & Rank 1),
Northern University

CGPA: 9.4/10

2014 to 2016

BSc Mathematics

Batch Topper (Silver Medalist & Rank 2),
Northern University

CGPA: 99%

CERTIFICATIONS

Chartered Financial Analyst (CFA) certification.
Financial Risk Manager (FRM) Certification.



CONTACT

Address

E2345, Cleo County, Noida

Phone

909 090 9090

Email

amit.sinha@abc.com

SKILLS

Languages

English, Spanish, German, Japanese

Interpersonal

Analytical mind, Negotiation skills,
Ability to develop strong working relationships

Business

Commercial and business awareness,
Good communication skills

Computer

Zoho books

Basic Features of a Resumé

1. HEADING

Heading is the element of your résumé that indicates your full name, address, phone numbers (both personal and business), and e-mail address. In short, this element presents your contact details. It is located at the top most portion (usually in the middle) of the résumé. You may want to write your full name in bold letters so that your prospect employer will easily remember your name.

 +1 (333) 555 7777
 elliot@hiration.com
 SF, CA

ELLIOT ALDERSON

Software Development Engineer

RACHELLE SMITH

 +1 (654) 888 1111

 rachelle67smith@gmail.com

 Detroit, MI

Basic Features of a Résumé

2. OBJECTIVE

Objective refers to your career goal. It should specifically match the job or position you are applying for. Career objective in a résumé is usually expressed in a one-liner statement that sums up the job you are seeking. This element is very important because it prompts your prospective employer as to whether or not you share with them the same career objective.

Gregory T. Jones

1234 Oak Avenue

Bowling Green, Kentucky 42101

(270) 555-1234

gregory.jones154@topper.wku.edu

OBJECTIVE: To obtain an entry-level position as a Mechanical Engineer with ABC Technologies, allowing me to utilize my education and internship experience while gaining valuable work experience in a team oriented environment.

Johnny Anderson
367 West River Street
Chicago, IL 28638
Telephone: (283) 287-2881
Email ID: j.anderson@email.com

Career Objective:

Organize and analyze financial data and information in a company as Entry Level Financial Analyst.

Rebecca Williams

302 Jansen Court
Louisville, KY 40362
C: 502.555.9876
H: 502.555.2247
E-mail: RWilliams@netscape.com

OBJECTIVE: Obtain a challenging sales position where utilizing proven sales and organizational skills while enhancing those skills in a mutually rewarding environment.

Basic Features of a Résumé

3. EDUCATION

Education is the feature of the résumé that presents your educational attainment. Employers will be impressed to see your highest educational attainment. You need to indicate the degree/s you obtained, from which school, and the month and year you obtained such degree/s. If you are a college student seeking for a part-time job for example, then you need to indicate the degree you are pursuing. Nondegree programs that you may have taken like a summer exchange program abroad, sandwich program, or special course that may be related to the job you are applying for may also be included in your educational background. Special awards or distinctions related to your obtaining of your degree/s may also be included.

Education

Master's of Education: Educational Administration

University of London

2003

London, London, London

Bachelor of Science: Computer Science

Roehampton University

2001

London, London, England

Education

M.Ed., Educational Administration

2005

University of London - London, England

Bachelor of Arts, Educational Leadership and Administration

2003

University of London - London, England

Basic Features of a Resumé

4. EXPERIENCE

Experience basically refers to your employment history. Employers want to know if you have past experiences directly or indirectly related to the job you are seeking. In this section, you need to indicate the position you previously held, the name of the company you worked for, and your date of employment. The job title must have description so your employer will be able to know exactly the specific function you carried out for your previous employer. Write the job description using action verbs.

EXPERIENCE

Global Head of Experience

IKEA Apr 2019 - Present

- Manage end-to-end Customer & Captain Experience across 6 markets.
- Manage regional teams of 250+ FTE
- Overseeing full Captain Operations scope including filtration, on-boarding, training, captain support, and Fleet movement and operations.
- Initiation of outsourced BPO project & internal crisis management & VoC Extra mile teams.
- Successfully improved multiple core KPIs such as taking CSAT from 55% to 85% and Quality Assurance from 62% up to 90%.
- Project Management of key operational projects with different stakeholders: Growth, Marketing, Product, Operations, Finance & Expansion.

Head of Account Management

Glovo Nov 2018 - Mar 2019

- Managed team of Senior Business Partners & Account Managers - managing 100+ vendors.
- Responsible for Vendor satisfaction/growth through working closely with all stakeholders
- Creation of strategic Vendor Experience strategies to improve retention & prevent churn.

Head of Customer Experience

Uber Jan 2018 - Jul 2018

- Played key role in introducing the new function of Experience Management working with local, regional and global teams.
- Managed end-to-end experience for Riders & Drivers.
- Designed Customer Journey/Experience Optimization strategies

EXPERIENCE

Customer Experience Manager, 03/2011 to Current**Jackson Markets - New Cityland, CA**

- Implement customer experience improvements for 20-location chain of upscale food markets across 14 cities in California and Nevada.
- Root out inefficiencies, incorrect procedures, and detrimental practices to turn around falling customer base at all locations.
- Fostered 20% increase in customer loyalty by implementing interaction improvements.
- Grew repeat business 10% and improved customer satisfaction survey results 25%.

Customer Experience Manager, 06/2008 to 02/2011**Warehouse Direct Furniture - Denning, MA**

- Assessed customer satisfaction through direct observations, surveys, and employee interviews.
- Analyzed reports detailing service metrics and redesigned practices to eliminate service bottlenecks and eliminate several common customer concerns.
- Looked at customer service protocols for many different types of issues, such as damaged furniture, and identified numerous areas of improvement.

Customer Experience Consulting Manager, 08/2006 to 05/2008**CS Consultants - New Cityland, CA**

- Worked with wide range of retail clients to assess areas for improvement in customer service.
- Developed strategies for implementation to increase customer loyalty through proactive surveys, coupon programs, and social media engagement.
- Handled several complex accounts and received consistent high marks for performance.

Basic Features of a Resumé

5. SKILLS

Skills refer to your special abilities or talents that may be relevant to the job you are pursuing. Fluency in foreign languages like French, Spanish, or Chinese will be a special skill. Your typing ability should be a relevant skill if, for instance, you are applying for a clerical position. Other office-related know-how like your competence in MS Word, Excel, or PowerPoint may also be included.

ADDITIONAL SKILLS

- Highly skilled leader with skills in delegating tasks, team building, and creating positive customer experiences
- Well versed in Microsoft Office Suite (Word, Excel, PowerPoint, Outlook, Project, Access)
- Skilled with Adobe Illustrator and Photosadmindstrhop Fireworks
- Highly proficient with QuickBooks
- WPM: 90

ADDITIONAL SKILLS

- Software: Zendesk, Kayako, and Parcel Audit
- Experience with Microsoft Office – Word & Excel
- Excellent communication skills with a focus on customer service
- 70WPM Typist

Key Skills

- Coding and programming
- Programming languages: Java, HTML, HTML5, CSS, CSS+, SQL, MySQL, Ruby, and Ruby on Rails
- Scripting languages: Javascript and Python
- Ecommerce: Shopify and Squarespace
- Web services: REST, SOAP, JSON
- SEO
- Website troubleshooting
- UX & UI design
- CRM, CMS, and ERP platforms
- Written and verbal communications

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TECHNICAL SKILLS

- Superb skills in: Windows Server 2000, 2003 2008, UNIX: Linux Red hat, AIX, HP-UX, and Solaris
- Proficient in: JAVA, C++, VB Script, Batch, UNIX Shell Script, Perl, Python, HTML, XML, and XSL
- Expert knowledge of databases: Oracle and Microsoft SQL 2000/ 2005
- Familiarity with web servers: Apache HTTP and Oracle HTTP
- Adept with Microsoft Office Suite (Word, PowerPoint, Outlook, Excel), Visio, Adobe Acrobat, and Photoshop

See sample Resumé

John David Alonzo

● BS IN INFORMATION AND COMMUNICATIONS ENGINEERING ●

CAREER OBJECTIVE

Seeking a challenging career with a progressive organization that provides an opportunity to capitalize my technical skills & abilities in the field of information technology (IT).

TECHNICAL SKILLS

- Hardware troubleshooting
- Network troubleshooting
- Programming (Java, C++, Visual Basic, Android Programming Language)
- Microsoft Office (MS Word, Excel, Powerpoint, Internet, etc)
- Adobe Creative Suite (Photoshop, InDesign, After Effects, Dreamweaver)

PERSONAL SKILLS

- Excellent written and verbal communication skills
- Highly organized and efficient
- Ability to work independently or as part of a team
- Proven leadership skills and ability to motivate

EDUCATION

BS in Information and Communications Engineering (2010 – 2015)

Rizal Technological University
Boni Avenue, Mandaluyong City

ACHIEVEMENTS/ RESPONSIBILITIES

- President, Association of Computer Students (2014 - 2015)
- Lay-out Artist, The Guardian Student Magazine (2012 - 2014)
- Vice-Governor, College of Engineering and Industrial Technology (2014 - 2015)

PRE-PROFESSIONAL EXPERIENCE

Technical Support Intern - IT Department
Xerox Business Services Philippines Inc.
(June 2014 – Feb 2015)
Provided Level 1 support, handled troubleshooting and maintenance as well as monitoring and deployment of IT equipment.

PRINCESS RIHAN M. SAKALURAN

Address: Block 9 Lot 10 Sicily Street corner Casino, Cittadella Executive Village, Las Pinas City
Telephone Number: (632) 828-7319
Best time of day to contact: anytime
E-mail: princess_28_sakaluran@yahoo.com
Date of Birth: 28 June 1990
Gender: Female
Country of Citizenship: Philippines
Field of Training Desired: F&B
Length of Program desired: 12 months
Date available to start training: immediately
Philippine Partner Agency: **ALL POWER STAFFING SOLUTIONS, INC.**

Place of Birth: Philippines

Country of Residence: Philippines



Training Objectives: To have international cultural exposure and hands-on experience in the field of hospitality management as a gateway to a meaningful hospitality career. To develop my hospitality management skills and become globally competitive.

Education

Institution Name: SOUTHLVILLE FOREIGN UNIVERSITY - PHILIPPINES

Location: BF Homes, Las Pinas City, Philippines
Graduation: (April 2009)
Field of Study: **ASSOCIATED DIPLOMA IN HOTEL AND RESTAURANT MANAGEMENT**

Institution start date: (June 2007-March 2009)

Relevant work experiences and trainings attended during school years 2007 to 2009 at Southville Foreign University:

Positions	Company	DATE
1. Head Waiter, Chef de Rang, Commis de rang, Bartender, Cashier, Steward	Manx Restaurant Southville Foreign University	SY-2008
Cashier, Barman, Food Server	Zion Bar Southville Foreign University	SY-2008
Head Chef, Potager, Garde manger, Pastry, Steward	IHMCS Laundry and Housekeeping Southville Foreign University	SY-2008

Skills/Qualifications

Languages & Level: Proficient in the English language

Computer Skills: Well verse in Fidelio, Microsoft Word, Microsoft Excel, Microsoft Powerpoint.

Special Awards/Honors/Certifications:

1. Dean'sLister, 2nd term
Southville Foreign University
2. Perfect Attendance Awardee
Southville Foreign University
3. Loyalty Awardees
Notre Dame Siena School of Marbel Philippines

School Year 2007 – 2008

School Year 2007 – 2008

School Year 2005 – 2006

Activities & interests:

- Restaurant skills (setting tables and chairs; inventory check-up; proper standard for service sequence, wine serving)
- Kitchen Skills (proper handling of food hygiene;
- Front Office Skills (proper procedure for guests accepting reservation, check-in and check-out).

TANNER HANSEN DESIGN

PROFESSIONAL STATEMENT

I am a dynamic and motivated professional seeking a full time UI/Visual Designer position. I excel in building relationships and managing projects from concept to completion. I am skilled in design, communication skills, and making critical decisions during challenging situations.

PROFILE

Location:

St. Paul, MN

Phone:

(612) 224-0472

Email:

tannerhansen54@gmail.com

Website:

www.tannerhansen.com

EDUCATION

St. Cloud State University

B.S. in Mass Communications

Advertising and Graphic Design

GPA: 3.87, Summa Cum Laude

Tanner Hansen

Web Design | Graphic Design

EXPERIENCE

Thomson Reuters

UI Designer

Eagan, MN

June 2019 - Present

- Handle design intake as a member of a project team, applying creative briefs and using an internal CMS to create website prototypes
- Manage workflow, project durations, and final design oversight
- Direct a group of third party designers to build and implement changes to client websites
- Present websites to law firms
- Collect, convert, and edit text and graphic materials provided by clients and internal team members, updating and applying custom graphic assets where necessary
- Experience in creating wireframes and using CSS

Portkey SEO Solutions

Minneapolis, MN

Web & Graphic Designer

Aug 2018 - June 2019

- Utilized WordPress to build client websites that are optimized for mobile, laptop, and desktop
- Designed web banners, brochures, flyers, logos, advertisements, and animated GIFs for clients using the Adobe Creative Suite
- Developed social media and email campaigns for clients to increase their targeted audiences and generate brand awareness, while ensuring positive brand perception

Minuteman Press

St. Cloud, MN

Graphic Design Intern

July 2017 - Dec 2017

- Designed invitations, business cards, magnets, a program book, and other assigned projects for clients
- Communicated and worked with clients to meet their needs

SKILLS

Graphic Design: Photoshop, Illustrator, and InDesign

Web Design: WordPress, Divi, CSS & HTML



EXPERIENCE

HAVENLY DESIGNER • AUGUST 2017-PRESENT

- Sourcing furnishings and decor
- Communicating with clients
- Rendering
- Space Planning
- Using online platform

INTERIOR DESIGNER • HOME RENOVATION • MARCH-JUNE 2017

- Sourcing furnishings and decor
- Selecting materials
- Communicating with members of design team
- Rendering
- Space Planning

REFERENCES

Furnished upon request

MICHELLE PAEZ

LEED Green Associate | michellepaez.wordpress.com

EDUCATION

MASTER OF INTERIOR ARCHITECTURE • MAY 2018

Florida International University
GPA: 3.6

ACHIEVEMENTS

FIU Festival of the Trees Scholarship
FIU Dean's List
FIU Design at Sea (Study Abroad Program)
FIU Festival of the Trees Volunteer

SKILLS

Bilingual (English and Spanish)
AutoCAD
Revit
Rhino
Photoshop
Illustrator
Affinity Designer
Microsoft Word
Microsoft PowerPoint



michellepaez@gmail.com



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John David "J.D." Ramage

CU Box 1130, Capital University
1 College and Main
Columbus, OH 43209
(740) 341-4325
jramage711@gmail.com

OBJECTIVE

To obtain a position in the field of professional filmmaking.

RELEVANT EXPERIENCE

Production Assistant, May 2011 – June 2011

Liberal Arts, LRTS Productions

- Assisted on-set production team
- Organized time sheets and camera reports
- Transported members of cast/crew to and from sets
- Ran errands for cast/crew
- Managed equipment (lighting, cords, set decorations, etc.)

Video Internship, May 2010 – August 2010

Media Source, Columbus OH

- Edit video news releases and advertisements for clients
- Assisted with on-location video shoots
- Set up in studio video shoots and recording sessions
- Organized paperwork and electronic files

COMPUTER

Avid Media Composer, Adobe Photoshop, Adobe InDesign, Microsoft Office

EDUCATION

CAPITAL UNIVERSITY, Columbus, Ohio

Bachelor of Arts, December 2011

Major: Electronic Media and Film

Minor: Film Studies

Major GPA: 3.7/4.0

UNIVERSITY of SOUTHERN CALIFORNIA, Los Angeles, CA

School of Cinematic Arts Summer Program, June 2011 - August 2011

Beginning Filmmaking

SELECTED COURSE WORK

Beginning Filmmaking

Intro to Film

Video Production

Advanced Video Production

ADDITIONAL EXPERIENCE

DJ/Management Team, August 2009 – present

WXCU Capital Radio, Capital University

- Manage music and content broadcasted on the radio station
- Organize events on campus (open mic nights, battle of the bands, etc.)
- Shoot promotional videos for radio events

REFERENCES

Available upon request

Joseph Adel Tewfik

12 Salem Hussein St.
From El Arbeen St. - Gesr El Swies St. – El-Nozha El-Gdeda 2
Cairo, Egypt.

joseph_adel.business@ymail.com
01007124800, 01012505070



Objective

- Seeking for a challenging job opportunity I could use my skills in it as Quality Control, Quality Assurance Manager.

Education

- **Mini Master of Business Administration (In Progress)**
- **BSC. OF Science, Chemistry / Zoology Department**
Cairo University, May 2007
Grade: Very Good

Graduation Project: "Polymers" with Very Good Degree

Experience

2 Years' Experience as Quality Assurance, Quality Control Manager @ ARGO EGYPT Plastics
From 01.2012 till Now

- Promoting quality achievement and performance improvement throughout the organization.
- Develop, implement, communicate and maintain a quality plan to bring the Company's Quality Systems and Policies into compliance with quality system requirements
- Ensuring compliance with national and international standards and legislation
- Ensuring tests and procedures are properly understood, carried out and evaluated and that product modifications are investigated if necessary.
- Monitoring performance by gathering relevant data and producing statistical reports.
- Organize and manage quality assurance function in close co-operation with the customers and with the Company's Management team (Member of Management Team).
- Identifying relevant quality-related training needs and delivering training. •Identify causes for the out-of-spec product & inconsistencies and discover their causes.
- Being able to identify where in the production process problems or faults could have arisen. •Work on the direction for improving the product's quality.
- Checking and testing materials and other parts delivered by external suppliers.

9 Months' Experience as Quality Control Specialist @ ARGO EGYPT Plastics SAE
From 03.2011 to 12.2011

- Constantly follows all safety and hygiene rules
- Oversee the production output during its shift by involving sampling, measuring and verifying that manufactured products meet pre-determined quality standards set by the company.
- Performs online checks on the produced items
- Creates and maintains a record of standard samples for all products
- Informs the QA/QC Manager for any deviation of products from the specifications
- Checks, tests and approves materials and other parts delivered by external suppliers.
- Puts the appropriate labels on pallets of products and raw materials depending on their approval status
- Fill in report forms on test results and quality problems.
- Continuously adheres to the procedures and work instructions of the Quality Management System

Edgar R. Jimenez

488 Farrish Circle Apt. # 1 • Charlottesville, VA 22903 • (434) 9717492
jimeneze02@darden.virginia.edu

EDUCATION

Darden Graduate School of Business Administration
University of Virginia
Candidate for Masters in Business Administration, May 2002
Marketing Club, Operations Club, LASA, Consulting Club
Universidad N. Agraria La Molina
Food Industry Engineer, Mar. 1994; Bachelor of Science, Dec. 1991
Ranked 3rd out of 35 students

Charlottesville, VA

Lima, Peru

EXPERIENCE

2001	INTEGRATION COMMUNICATIONS INTERNATIONAL, INC. <i>International wireless multimedia services</i> Summer Associate <ul style="list-style-type: none">Researched, segmented and targeted a market in Buenos Aires for fixed wireless Internet connection and updated a financial projection for the business.Elaborated positioning for the product in Argentina and organized information for potential investors in the project.	Mc Lean, VA
1996-2000	GRANJA LA CALERA <i>One of the largest agricultural industry and poultry companies in Peru</i> Sales and Marketing Manager <ul style="list-style-type: none">Reorganized and managed the national sales operation, implementing high IT content, modifying procedures and establishing cost-effective product classification and packaging.Created a forecast price model to plan production and avoid bullwhip effect in supply chains.Redefined the target market, which increased customer base by 400% and doubled sales to US\$15MM. Efforts helped to achieve 95% market share of supermarket channel. Directed the introduction of the company's brand.	Lima, Peru
1994-1996	ALMIDONES Y DERIVADOS S.A. (Starch and Derivatives) <i>New venture in production of sweet potato starch with US\$1MM investment</i> Production Manager and General Administrator <ul style="list-style-type: none">Evaluated in-depth company finance, sales and operations, and dealt with difficult financial situation, maximizing margins, improving efficiency and processing alternative raw materialsSupervised the building and installation of the new manufacturing plant. Efforts resulted in full operational capacity without any posterior modifications.	Cañete, Peru
1993-1995	COOPORACION INKA KOLA S.A. & GLORIA S.A. <i>Independent Quality Control Consultant</i> <ul style="list-style-type: none">Evaluated products for Marketing Departments and monitored sub-contracted production.	Lima, Peru
1992-1993	IMTECHNOLOGIES S.A. / MONTANA S.A. <i>Production and exportation of natural colorant: Carmine</i> Plant chief <ul style="list-style-type: none">Analyzed and improved Carmine Chemical Process, resulting in more efficient process.Implemented a laboratory to perform quality control and product in process analysis.	Lima, Peru

INTERESTS

Biking, trekking and avid reader of politics, history and sociology.

Lilibeth Andrade

Data Analyst

Motivated, teamwork-oriented, and responsible Data Analyst with significant experience in increasing comprehension of reports and presentations by the average professional. Highly educated, possessing a Bachelor's, a Master's, and professional certification in business analytics and statistics. Bilingual in English and Tagalog, with an intermediate understanding of Spanish.

 lilibeth@andrada.com

 627-513-5070

 linkedin.com/in/lilibethandrade

 github.com/lilibethandrade

TECHNICAL (IT) SKILLS

Data Management	Database Design & Management, Data Quality Assessment, Data Analysis, Pattern & Trend Identification, Visualization of Data Insights
Computer Science	System Administration, Advanced Microsoft Excel Functions, Sharepoint, MySQL, Tableau, Python, Troubleshooting
Research	Data Science Research Methods, Data Mining, Survey Creation, Focus Groups

WORK EXPERIENCE

IT Business Operations Data Analyst

Dell Technologies

04/2014 – Present

- Converted data into actionable insights by predicting and modeling future outcomes.
- Utilized MS SQL, data warehousing programs, Tableau, and other dashboard/visualization toolsets for data intelligence and analysis.
- Successfully adhered to company data governance standards receiving the "Employee of the Year" for the last 2 years in a row.

Contact: John Doe – jd@dell.com

Market Research Analyst

Pearson & Associates

11/2010 – 03/2014

- Identified, analyzed, and executed new and potential products, services, markets, and advertising opportunities.
- Collected and analyzed data on established and prospective customers, competitors, and marketing channels and sources.
- Prepared reports that interpret consumer behavior, market opportunities and conditions, marketing results, trends, and investment levels.
- Utilized Google Analytics and Google Tag Manager and implemented new scripts that increased performance by 25%.

EDUCATION

MBA - Concentration in Business Analytics

University of Texas at Austin

08/2008 – 06/2010

Bachelor's in Statistical Science

Southern Methodist University

08/2005 – 06/2008

PROFESSIONAL CERTIFICATES

Certification of Professional Achievement in Data Sciences (2016)
Online course - Columbia University

EMC Proven Professional Data Scientist Associate (2014)
Dell EMC Education Services

Sample High School Resumés

Jane Doe

234 FAKE STREET, MODESTO, CA, 71234 fake@fake.com 202.202.2020

OBJECTIVE

Conscientious and honest High School student seeks employment, willing to diligently follow guidelines and directions. Will work hard to achieve employer objectives and goals.

EDUCATION

Conscientious and honest High School student seeks employment, willing to diligently follow guidelines and directions. Will work hard to achieve employer objectives and goals.

JUNIOR AT MODESTO CENTRAL HIGH SCHOOL, MODESTO, CA

- GPA 3.5
- Honor Roll Student
- Classes taken: Pre-Calculus, AP English, Spanish, Industrial Engineering

ACHIEVEMENTS, HONORS AND ACTIVITIES

- Honors: National Honor Society, National Merit Scholar
- Clubs
 - Clinics for a Cause: Co-founder, President
 - Political Science
 - Robotics
- Athletics
 - Intramural Track & Field
 - Varsity Volleyball
 - JV Soccer Captain
- Activities
 - Yearbook Committee
 - Writer, School Newspaper

WORK EXPERIENCE

RESIDENTIAL LAWN MOWING - JUNE 2016 TO SEP 2016

- Performed residential lawn care -- mowing, bagging, weeding and clean-up.

SALES/CUSTOMER SERVICE - FEB 2017 – PRESENT

- Wrote orders, cashiered, answered phones, provided customer service.

VOLUNTEER EXPERIENCE

PEDIATRIC WARD VOLUNTEER - MARCH 2016 TO MAY 2016

- Entertained patients ages 5-15 using arts and crafts, ran errands for staff.

LIBRARY VOLUNTEER - MARCH 2015 TO MAY 2015

- Assist patrons to select materials; operate the cash register; shelve pre-sorted books

HIGH SCHOOL STUDENT RESUME

Youremail@gmail.com

Phone

City, State

LinkedIn URL, Website

Motivated student (3.6/4.0) who demonstrates strong work ethic and creative ability. Seeking to apply my graphic design skills and artistic drive as a summer intern at your company. Will leverage proven experience as a competent designer to contribute to company goals and needs.

EDUCATION

Santa Monica High School, Santa Monica, CA

Senior

- **GPA:** 3.6 / 4.0
- **Relevant Coursework:** Intro to Graphic Design, AP Art, Yearbook, Computer Applications
- **Honors:** Member of the National Honors Society and National Art Education Association
- **Clubs:** Yearbook Club, Santa Monica Newspaper, Spanish club

MAJOR ACHIEVEMENTS

Yearbook Club

Yearbook Design Team Lead

2015 - Present

- Created a Yearbook logo designed to incorporate school mascot and colors; opted to use coated paper in 2016, which improved photo quality and increased profits by 5%
- Arrange all club photos and pages to correspond to yearbook theme
- Trained and supervised 2 sophomore students in graphic design

Santa Monica Newspaper

Graphic Designer

2015 - Present

- Procured advertising for school paper, saving organization 25% in costs
- Edited and curated photos used for school paper; increasing readership by 15%
- Custom design page layouts to fit articles, photos, and advertisements into strict format
- Contributed to school's online publication by designing page layouts to accommodate mobile screens

ADDITIONAL SKILLS

- Proficient in Photoshop and Adobe Creative Suite
- Basic knowledge of HTML
- Basic knowledge of Adobe Dreamweaver
- Great photographer
- Keen eye for aesthetics with good understanding of image gradients
- Intermediate speaking level in Spanish

AWARDS, HONORS, AND HONORARY MENTIONS

- Nominated for Macmillan Prize for Illustration in 2016
- Submitted artwork to Ocean Awareness Student Art Contest 2016
- Came in 2nd place in the Applied Arts 2016 Student Awards for submitting graphic design work under the category of Advertising

John Doe

(234 FAKE STREET, MODESTO, CA, 71234 fake@fake.com 202.202.2020

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 - ✓ Varsity Volleyball
 - ✓ JV Soccer Captain
- ❖ Activities
 - ✓ Yearbook Committee
 - ✓ Writer, School Newspaper

WORK EXPERIENCE

RESIDENTIAL LAWN MOWING - JUNE 16 - SEP 16

Performed residential lawn care -- mowing, bagging, weeding and cleanup.

SALES/CUSTOMER SERVICE - FEB 17 - PRESENT

Wrote orders, cashiered, answered phones, provided customer service.

VOLUNTEER EXPERIENCE

PEDIATRIC WARD VOLUNTEER - MARCH 16 TO MAY 16

Entertained patients ages 5-15 using arts and crafts, ran errands for staff.

LIBRARY VOLUNTEER - MARCH 15 TO MAY 15

Assist patrons to select materials; operate the cash register; shelve presorted books

RESUME COMPANION
SAMPLE

HIGH SCHOOL STUDENT RESUME

Youremail@gmail.com

Phone

City, State

LinkedIn URL, Website

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Resume or Curriculum Vitae?

In most parts of Canada, we think of a resume and a curriculum vitae (CV) as two different kinds of documents. Each has a specific purpose, and depending on your goals, you may need each document at different times in your life.

Resume

VS

CV



A targeted summary of your background and strengths that tells the reader how you can be effective in a particular job



Audience: Employers hiring for specific jobs



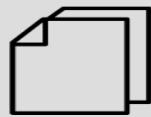
A comprehensive history of your academic credentials, used for academic teaching & research oriented positions, or for professional/graduate programs



Audience: Academics



Include: Relevant skills, education, training, work experience, volunteer work, awards related to your job target



Length: 2 pages (references can be on page 3)

Resume or Curriculum Vitae?

In most parts of Canada, we think of a resume and a curriculum vitae (CV) as two different kinds of documents. Each has a specific purpose, and depending on your goals, you may need each document at different times in your life.

Resume

VS

CV



A targeted summary of your background and strengths that tells the reader how you can be effective in a particular job



Audience: Employers hiring for specific jobs



A comprehensive history of your academic credentials, used for academic teaching & research oriented positions, or for professional/graduate programs



Audience: Academics



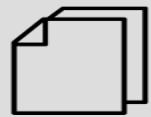
Include: Publications, research, teaching & instructional experience, presentations, honours, grants, education, technical skills



Include: Relevant skills, education, training, work experience, volunteer work, awards related to your job target



Include: Publications, research, teaching & instructional experience, presentations, honours, grants, education, technical skills



Length: 2 pages (references can be on page 3)



Length: As long as it needs to be (comprehensive)

The Application Letter

An application letter is a letter that expresses your intention to apply for a job. An application letter must contain your specific qualifications in relation to the position you are seeking to fill. It is through this letter that you create the right impression on your prospective employer.

General Content Structure of an Application Letter

I. Introduction

II. Body

III. Closing

General Content Structure of an Application Letter

I. Introduction

In the introduction, you need to state your purpose for writing the letter. You should also identify the specific job you are applying for. Aside from this, you may also mention where or how you learned about the job.

General Content Structure of an Application Letter

Examples:

- I am writing to express my interest for the position of Data Engineer in your company.
- I am writing to apply for the Quality Control Analyst position as advertised in the June 10, 2023 edition of the Manila Daily.

General Content Structure of an Application Letter

Examples:

- I was pleased to learn from Dr. Ubalde that your office is in need of a graduate assistant. Thus, I am writing to express my interest in the position.

General Content Structure of an Application Letter

II. Body

In the body of your application letter, you need to mention your relevant qualifications for the job you are applying for. You need to explain why your prospective employer needs to hire you. Thus, discuss briefly your professional and/or academic qualifications. You also specify your skills, talents, or qualities that may be relevant to the available position. Moreover, you may also highlight special trainings or seminars you have undergone or classes you have taken that will relate to the job you are seeking.

General Content Structure of an Application Letter

Examples:

As my résumé indicates, I have a degree in accounting, which I obtained from the University of the Philippines, Diliman. In my final year in college, I worked as intern at the XYZ Company Philippines where I had my first actual auditing and accounting experience. Although I am a fresh graduate, I strongly believe that my academic experience as well as my on-the-job training qualifies me for the position.

General Content Structure of an Application Letter

Examples:

As a former marketing officer for a publishing company for two years, I was largely exposed to marketing and promotional activities. Specifically, I had been trained to perform a wide range of tasks from conceptualizing ideas and researching and gathering data for promotional projects to assisting and implementing these promotional projects. In addition to this, I possess a customer-focused personality, which I believe is a very important quality of a marketing officer. Hence, I strongly believe that I can be of great assistance to your company should you consider me for the position.

General Content Structure of an Application Letter

Examples:

I am currently at a residency status accomplishing my final requirements in the MS Engineering program and I see this opportunity as a meaningful work experience while completing my graduate education. In addition to my good scholastic standing in my program, I have good research skills and clerical know-how. I strongly believe that I can be of great assistance to your department.

General Content Structure of an Application Letter

III. Closing

In closing the letter, you should request your prospective employer for a chance to be interviewed by them at their convenience. You should indicate how they can reach you by giving them your contact number or e-mail address. Lastly, you should thank them for their time and consideration.

General Content Structure of an Application Letter

Examples:

Should you have questions regarding my qualifications, I would be pleased to be interviewed by you at your convenience. You can reach me through my mobile phone with this number: 091218451999 or through my e-mail with this address: carloaquino@gmail.com. I look forward to hearing from you soon. Thank you for your time and consideration.

Essential Parts of an Application Letter

1. Heading
2. Date
3. Inside Address
4. Salutation

Essential Parts of an Application Letter

5. Body
6. Complimentary Close
7. Signature

Essential Parts of an Application Letter

1. Heading

- full name
- complete address
- contact number
- email address

Carlo J. Aquino
Sunrise Valley Subdivision
Brgy. Lagao, General Santos City
09301234567/carloaquino@gmail.com

Essential Parts of an Application Letter

2. Date

June 15, 2023

15 June 2023

Essential Parts of an Application Letter

3. Inside Address

- identify of the person you are writing to
- recipient's full name
- designation, the company or institution which the recipient is affiliated with, the address of the company or institution, and postal code

Barbie G. Imperial

Director, Human Resource Department

ABC Marketing Corporation

Taft Avenue, Manila 1004

The Director

Human Resource Department

ABC Marketing Corporation

Taft Avenue, Manila 1004

USMAN D. ARAGASI, MPA, JD

Acting Chancellor

Mindanao State University-GSC

Brgy. Fatima, General Santos City

USMAN D. ARAGASI, MPA, JD

Acting Chancellor

This University

Essential Parts of an Application Letter

4. Salutation

-greeting

-starts with “Dear”

Dear Mr. Kanda,

Dear Mr. Kanda:

Essential Parts of an Application Letter

4. Salutation

-greeting

-starts with “Dear”

Dear Sir/Madam,

Dear Sir/Madam:

Essential Parts of an Application Letter

5. Body

-intent/purpose

-reasons why you are qualified for the job you are applying for

Essential Parts of an Application Letter

6. Complimentary Close

- signals the closing of your letter
- a short polite closing which ends with a comma

Essential Parts of an Application Letter

Sincerely, (UK and US)

Yours truly, (US Style)

Yours sincerely, (UK Style)

Sincerely yours, (US Style)

Yours faithfully, (UK Style)

Essential Parts of an Application Letter

7. Signature

- appears immediately below the complimentary close
- make sure you affix your signature over your full name

Try this!

Richard O. Sandler
Marketing Hiring Manager
Carter Snack Company
3049 Arthur St.
Nashville, TN 37201

Try this!

Dear Mr. Sandler,

Try this!

Sincerely,

Try this!

Janiqua Williams
304 Town Ave.
Nashville, TN 37201

Try this!

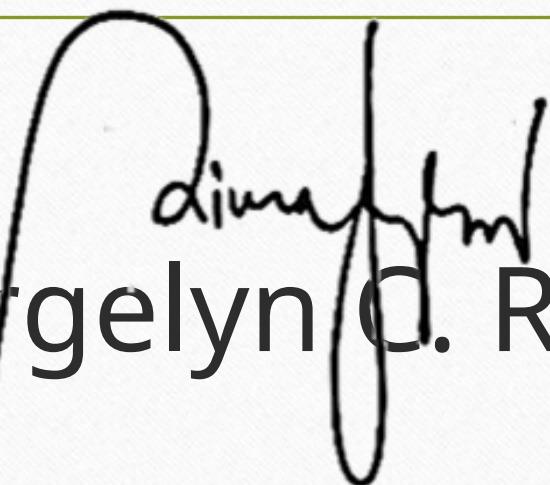
Please find my resume attached. References are available upon request. I look forward to meeting with you soon.

Try this!

In my current position at Fizz Soda Company, I spearheaded several successful campaigns for new drink products. My aptitude for market analysis helped me identify key demographics to target these marketing efforts. My most successful campaign of 2019:

- Doubled product sales over three months.
- Included a commercial video that went viral, getting more than 10 million views within a week.
- Resulted in more than 5,000 new Facebook likes within a month.

Try this!



Jorgelyn D. Rivera

Try this!

I'm writing to express my interest in the position of marketing associate for Carter Snack Company. Your sales associate Nick Caudwell referred me to this opportunity.

Try this!

January 8, 2023

Mark Taylor
103 St Paul's Road
Wotton Heath
WJ9 7HC
East Midlands
United Kingdom

Tel: 079 553 4182
Email: sunshine4eve@gmail.com
01/12/2017

Mark Taylor
103 St Paul's Road
Wotton Heath
WJ9 7HC
East Midlands
United Kingdom

Tel: 079 553 4182
Email: sunshine4eve@gmail.com
01/12/2017

Tesco
19 Anderson Street
Slough
SL32 D2

Dear Sir/Madam,

RE: JOB APPLICATION

I am really interesting in applying for your retail job because I have just finished College and my Jobcentre Advisor told me to apply for this job. The salary for the job seems decent enough, so I believe I will be able to save enough money to buy myself a car.

I am a hardworking, energetic, friendly, motivated and loyal person with the ability to get on with people from all ages and backgrounds. I enjoy working in a team, and I'm punctual.

Unfortunately, I don't have any relevant work experience and I have never worked in a shop before. But, as my references will tell you, I am really hardworking and a quick learner.

If you give me a chance to work at your company, I will work my socks off to make you happy. You won't be disappointment.

Thanks!

Yours sincerely,

Mark.

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If you give me a chance to work at your company, I will work my socks off to make you happy. You won't be disappointment.

Thanks!

Yours sincerely,

Mark.

**Good example of a really
BAD Cover Letter.**

Hello Madam or Sir,

My name is Badtu Dabon. Since you are reading this, I want to thank you for the opportunity to introduce myself and see how well I fit the Marketing and Sales Leadership Training Internship.

I used to be an Equity Analyst with experience on both the Buy and Sell sides working with equity, fixed income and option products. Some of my responsibilities were:

- ❖ Cash Flow, Income Statement and Balance Sheet analysis
- ❖ Construction of Valuation and Profit/ Loss models and impact analysis
- ❖ Programming of asset allocation models containing equity, fixed income and options
- ❖ Trade capture, verification and fail review in order to minimize Firm exposure

Now I am a first year MBA student at Boston University concentrating on Finance with a focus in Capital Markets. This program at boston University, which contains a specialized curriculum in Capital Markets, is allowing me to leverage not only my undergraduate education where I had a dual concentration in Finance and Accounting but also my prior work experiences. I currently hold Series 7, 63 and 65 securities licenses and I am studying for the CFA level 1 exam.

Most recently I worked for Morgan Stanley where I was the primary liaison on a new Bond trading software program linking the inventories of over 70 Brokers and Dealers. The project allowed me to work directly with internal and external Traders, Portfolio Managers and technology teams. Prior to that I was in Goldman Sachs' Analyst Program where I worked on their Institutional Equities trading desk in a middle office role. Working with both Trading and Sales I ensured proper post-trade positions, prices and confirmations.

I thrive in a fast paced, results driven environment; I bring a passion for Marketing and Sales along with a hands on attention to detail. I am looking to apply my analytical and quantitative skills, along with my commitment to constant improvement to a Sales and Trading internship where I can immediately contribute and personally continue to grow professionally.

I appreciate the time you will take to review my résumé, and hope you find, as I do, that I have excellent skills and background.

All the best

Badtu Dabon

- **No heading**
- **Outdated salutation**
- **I, I, I, I, I, I...I**
- **Bullet points in a traditional cover letter**
- **Little to no added value over the (attached) résumé**
- **Typos**
- **Unprofessional ending**

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