



Econ/Fin Job Search 101: Resume and Cover Letter

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About Me



- Hometown: Fujian, China
- Alma Mater: University of Michigan, Ann Arbor

Career Focus: Student Development

Why Do They Matter?

Your first impression.
Your best marketing tool.

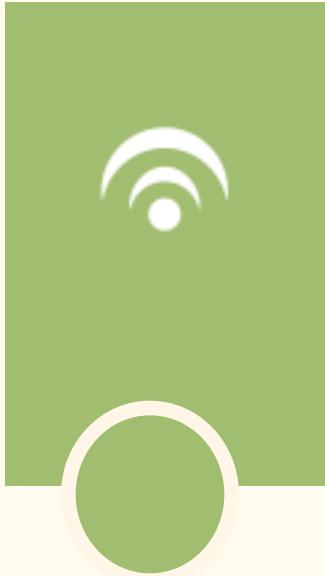
Provide a sample of your
communication skills.

Show your qualification and
the result you can drive
immediately.

Include RELEVANT information
and should be tailored to
each position.



Create a Professional Image



One page;
Margins no smaller
than 0.5 inch



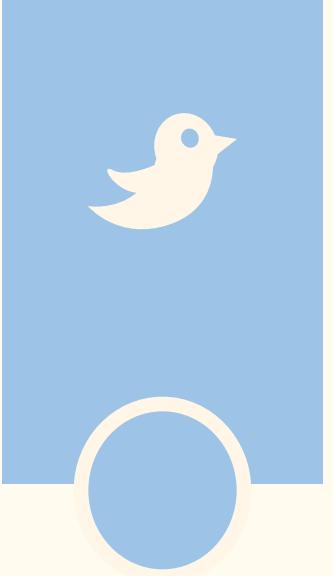
Conventional,
easy-to-read font,
size 10-12 points



Bold, *italics*,
underlines used in
moderation



Consistent with:
spacing, indents,
date format



No spelling or
grammar errors

UCSC Internal Use Only

Start From Your Profile

- **Contact Information**

Name, professional email, phone number, address*

- **NO Personal information**

Gender, age/date of birth, ethnic origin, marital status, family status, hobbies, photo

- **NO Objective/Summary**

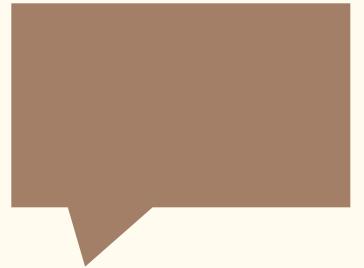
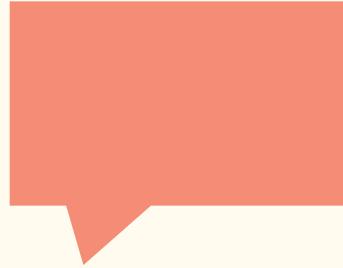
Unless you are in a unique situation such switching career completely

- **NO references**

It is assumed that references are available.



Compliment Your Academic Achievement



School, degree, graduation
time; MOOCs/training

Strong GPA,
honors and awards

Relevant coursework

Relevant projects,
papers, presentations

Highlight Your Related Experience



Research



Field Study



Internship



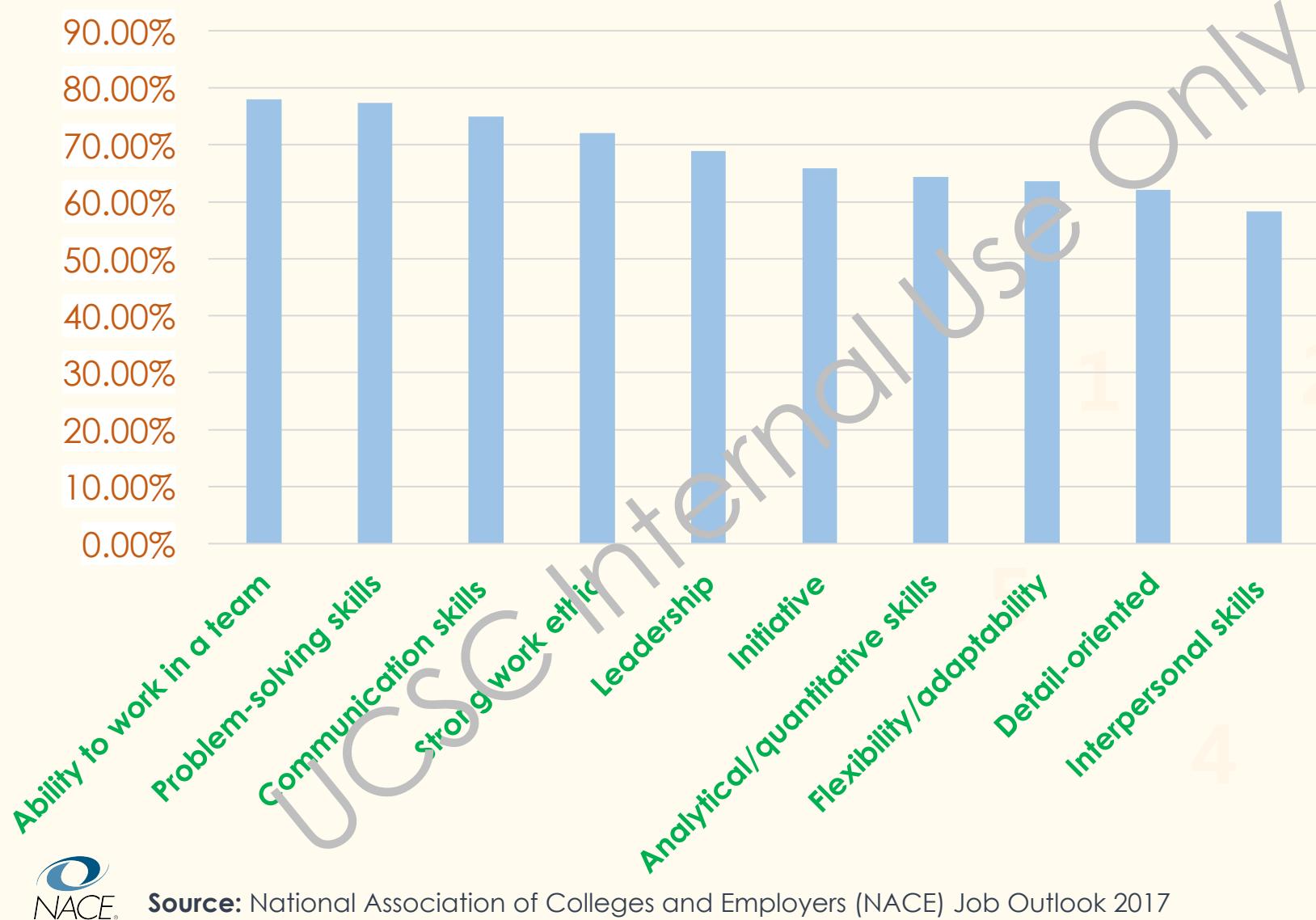
Community Service



Student Organization

- ❖ Use reverse chronological order
- ❖ Use bullet points not sentences (no periods)
- ❖ Rank experience in order of importance

Communicate Your Skills



Show but not Tell



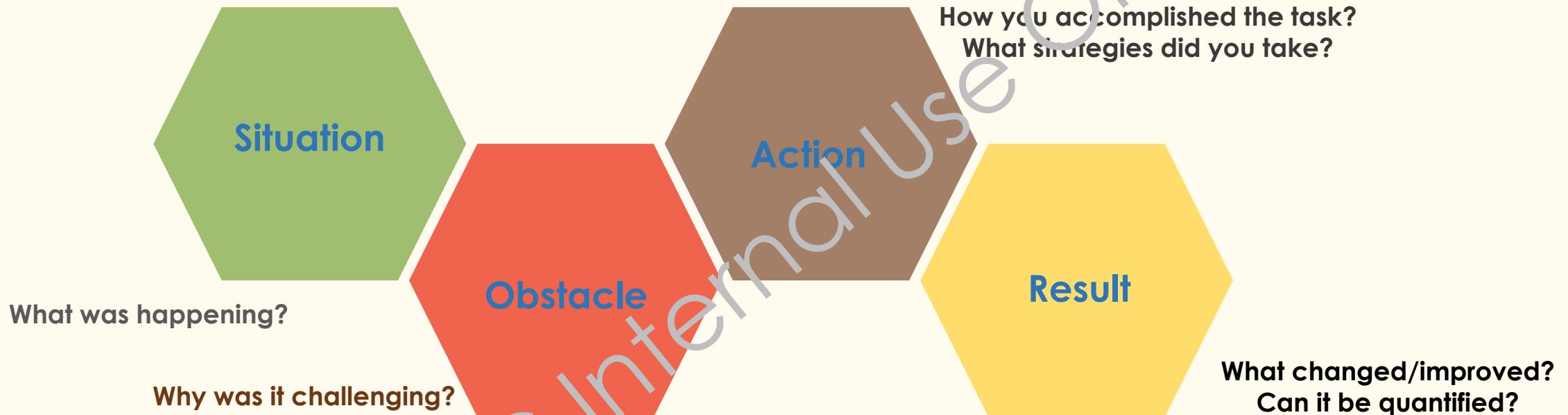
- Responsible for
- Problem-solving
- Successfully
- Exceptional

UCSC Internal Use Only

- Led a 5 person team for 2 academic years
- Improved customer satisfaction rate by 30% through redesigning support process
- Developed business plan and selected local Chamber of Commerce out of 17 submissions
- Rated as No.1 performer over 20 interns



Follow SOAR Framework



Relevant Skills



Computer: Excel, SPSS, SQL, Python



Language: Fluent in Spanish, Conversant in Mandarin



Market Yourself with Cover Letter

Job Description Analysis

Select important information, drill down key words and phrases

Connect the Dots

Highlight your relevant knowledge, skills and experience



Show Your Value

Illustrate how these qualifications benefit the employer

- 1) **Introduction:** Name the position you're applying for; State why you're interested in working for the company/organization
- 2) **Main body:** Why you are the best candidate for them
- 3) **Closing:** Thank their time and express enthusiasm for interview



Job Description Analysis Exercise



1. Can you envision of a typical day in this position?
2. Which skills, experiences, backgrounds, or personalities have you found to be successful in this role?
3. What strengths do you have that will be relevant to this position?



Visit the Career Center



Drop-ins:
Mon/Wed/Fri: 1-2:45pm

Make Appointments through SlugQuest