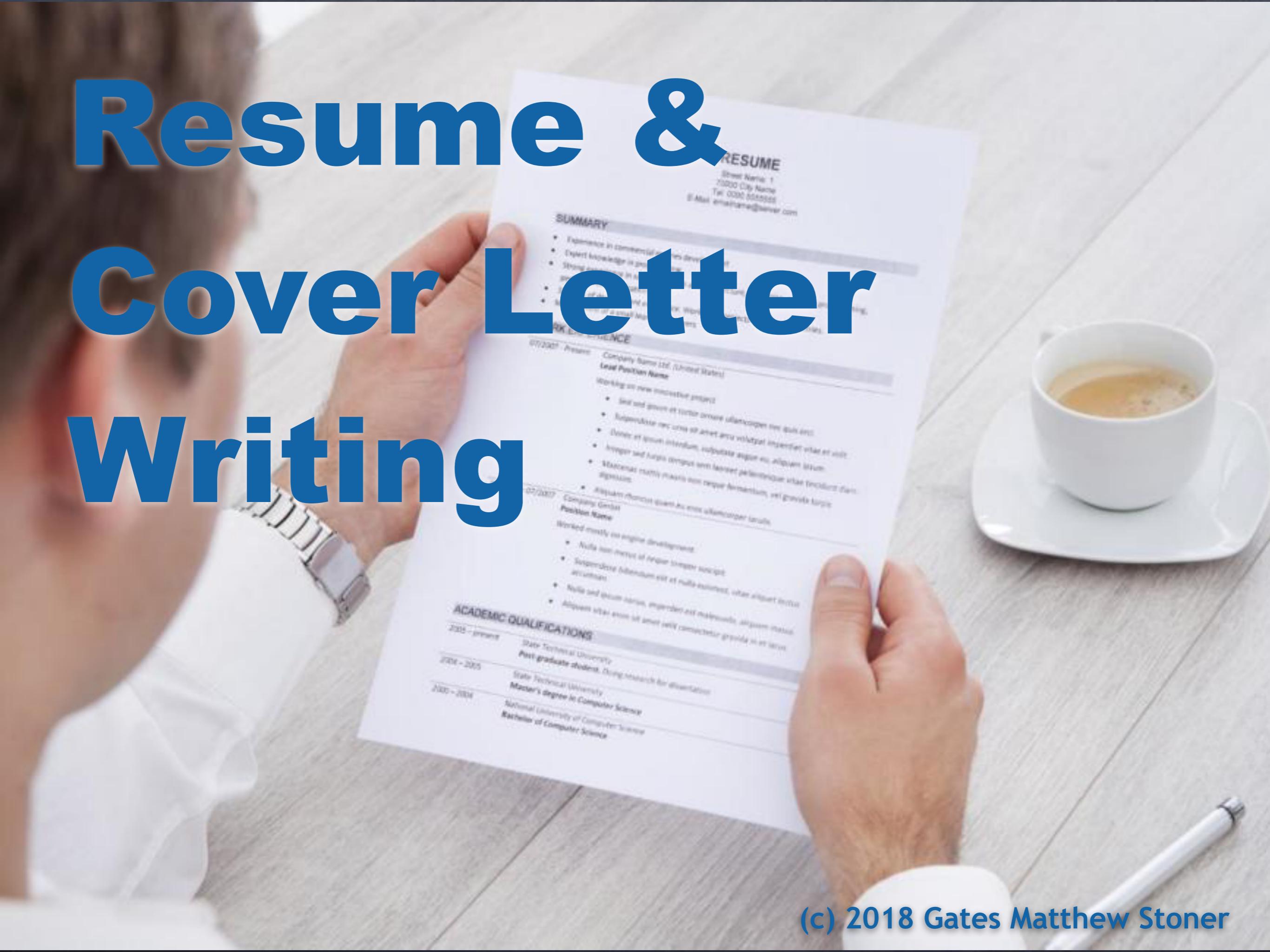


Resume & Cover Letter Writing





Professionalism

Agenda

- Resumes for Success
- Cover Letters

How to best present yourself?



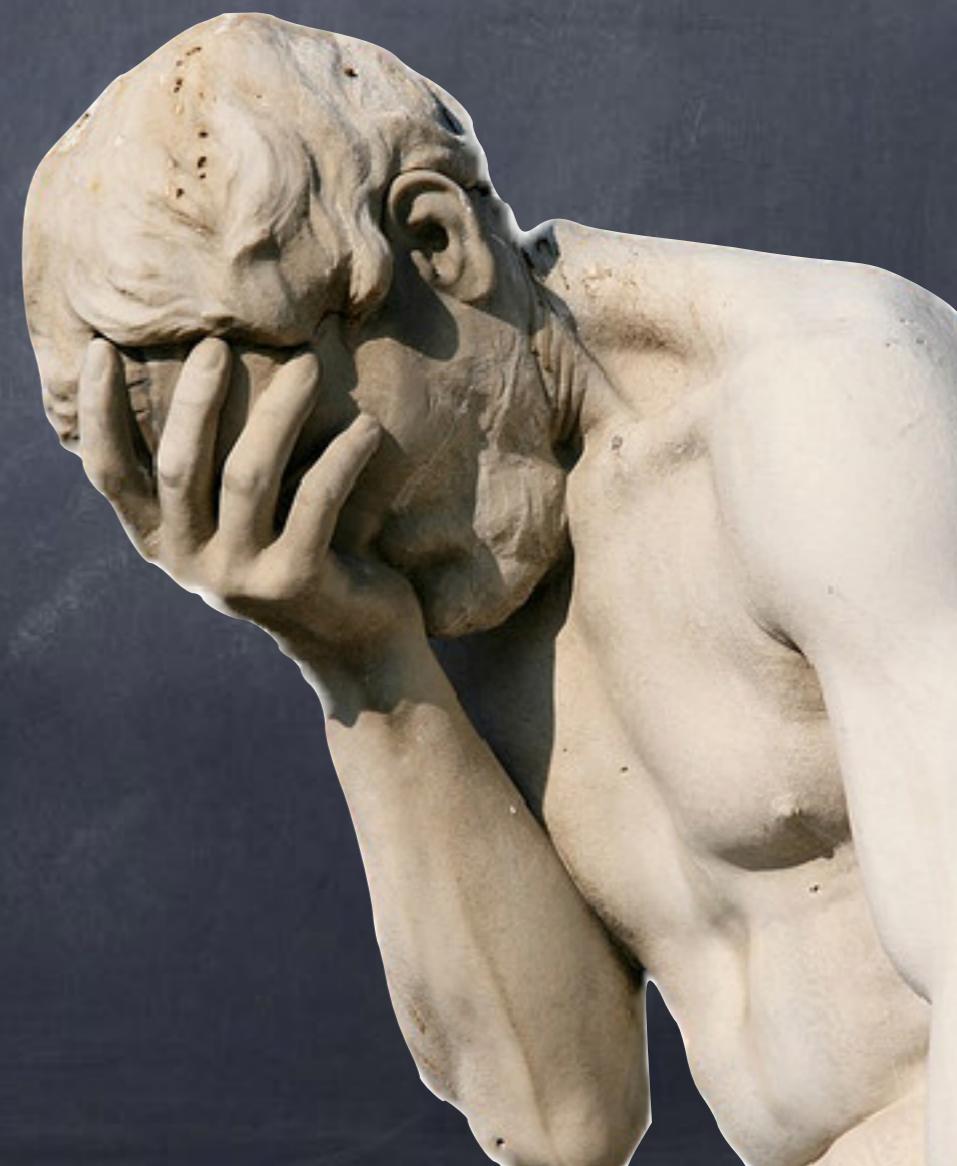
Resume or C.V.

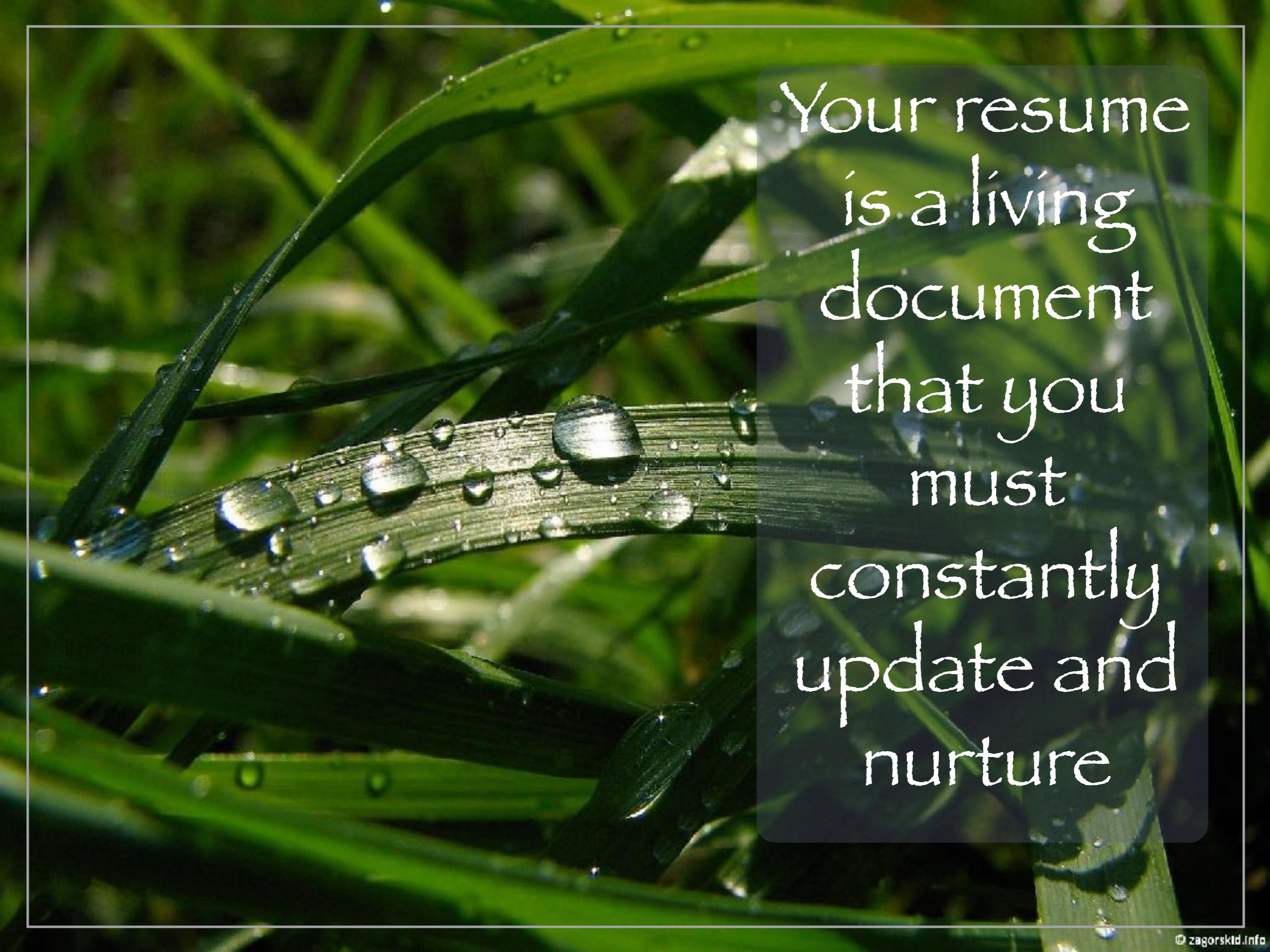
- Resumes are typically used for job applications
- C.V. Are typically used for academic professionals

Number 1

Resume Mistake by Engineers

Copy & Paste Job
Descriptions for
work experience





Your resume
is a living
document
that you
must
constantly
update and
nurture

Resumes for Success

- One page per 10 years experience
- Promoting yourself in the best light



Resumes for Success

- Tailored **per application/job description**
 - Highlight qualifications/skills being requested
- or
- Generic for use **only at career fair**

Resumes for Success



- Print/Electronic versions
- Paper selection
- Ethics

Print V Electronic

- Online job applications sometimes ask applicants to copy/paste their resume into a form
- Tabs, Bolding, and other formatting will not translate well in plain text form

Print V Electronic

Jane Doe
jdoe@email.arizona.edu

Objective:
Junior Engineer position
at XYZ Engineering in
transportation

Experience:

Jane Doe
jdoe@email.arizona.edu

Objective:
Junior Engineer position
at XYZ Engineering in
transportation

Experience:

Paper Selection

- Resume paper selection is no longer as important as it once was
 - Good print quality more important
- Fancy parchment paper might not scan well into corporate HR resume systems
- 🚫 Resume shouldn't look like it was printed at the library on copier paper



Ethics is doing the right thing, when no one is looking

Ethical Don'ts

- Claim a skill you don't have
- Exaggerate your experience
- Misrepresent your job history or GPA

George O'Leary

- Head Football Coach of Notre Dame for **5 days**
- Exaggerated experience
- Claim masters degree from non-existent university



Resumes Components

- Contact Info
- Objective
- Education
- Work History
- Skill
- Passed FE exam

Contact information

- Only use valid addresses/phone numbers
- Don't put email if you don't read it daily
- **49erfan@email.com**, not professional

Meg A. Hertz

Current Address

12 Gates Pass
Tucson, AZ 85743

Permanent Address

34 Apple Court
Glendale CA, 95053

objectives

- Not required
- Only use if your objective is company-position specific
- Bad - a junior engineer position
- Better - a junior engineer position at ABC Civil Engineering working on transportation projects

Education

- Schools and years attended
- Degrees
- Related course work
- GPA
- Honors

Education

Education

BS in Civil Engineering, expected May 2016
University of Arizona
Cumulative GPA 3.66

Education

AA in Engineering 2012
PIMA Community College

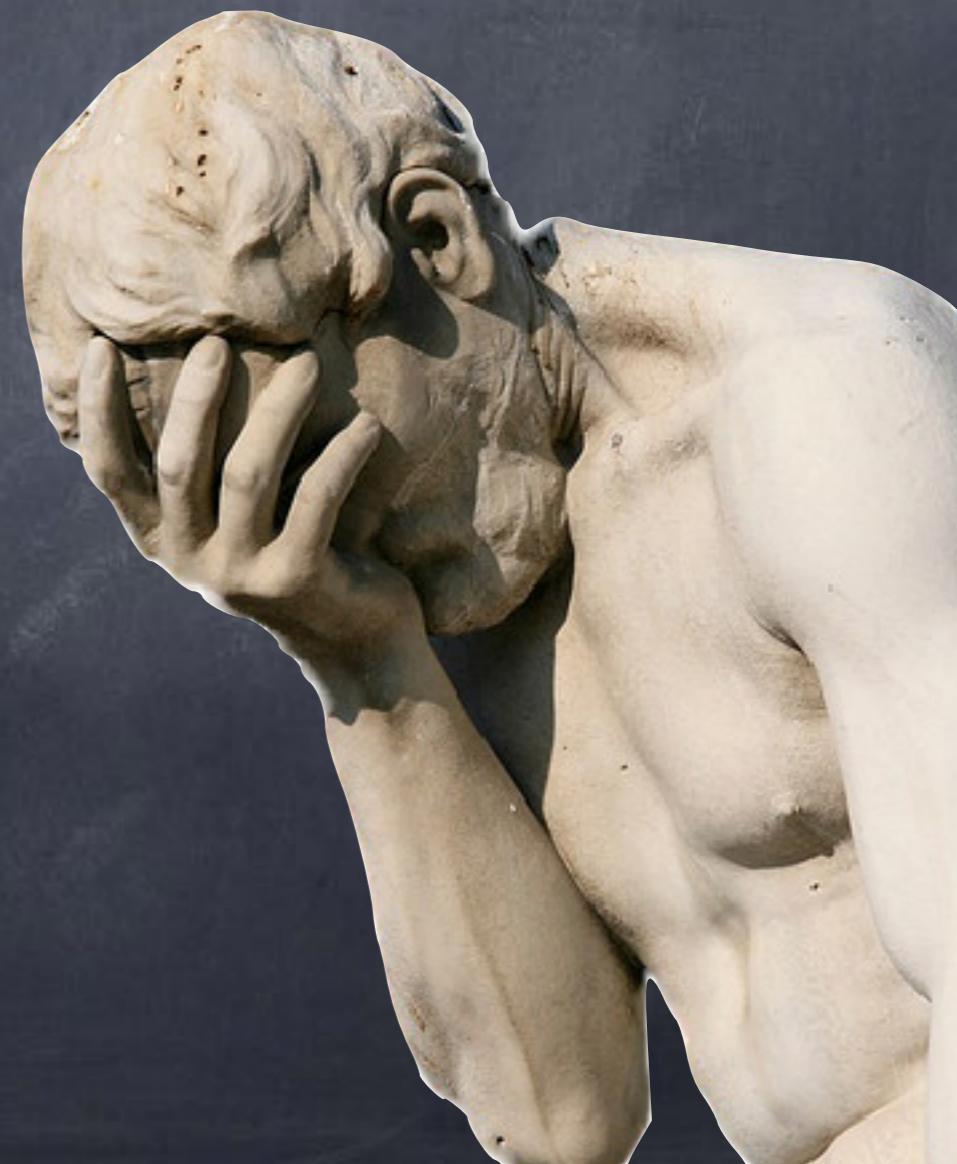
BS in Civil Engineering, expected May 2016
University of Arizona, GPA 3.4

Related Course work: **Structural Analysis,**
Structural Design in _____, Advanced _____

Number 2

Resume Mistake by Engineers

List every job
regardless of
relevance



Work History Formats

- Chronological
 - Relevant Experience
 - Breaking out related previous positions
 - Functional
 - Useful when applying for different type of work
 - Describes experience by functional categories
 - Often used by mid-career professionals

Chronological

JOHN DOE

Full Address • City, State, ZIP • Phone Number • E-mail

OBJECTIVE: Design apparel print for an innovative retail company

EDUCATION:

UNIVERSITY OF MINNESOTA

College of Design

- Bachelor of Science in Graphic Design
- Cumulative GPA 3.03, Dean's List
- Twin cities Iron Range Scholarship

City, State

May 2011

WORK EXPERIENCE:

AMERICAN EAGLE

Sales Associate

City, State

July 2009 - present

- Collaborated with the store merchandiser creating displays to attract clientele.
- Use my trend awareness to assist customers in their shopping experience.
- Thoroughly scan every piece of merchandise for inventory control.
- Process shipment to increase my product knowledge.

PLANET HEALTH

Sales Consultant

City, State

Aug. 2008 - present

- Sell retail and memberships to meet company sales goals.
- Build organizational skills by single handedly running all operating procedures.
- Communicate with clients to fulfill their wants and needs.
- Attend promotional events to market our services.
- Handle cash and deposits during opening and closing.
- Received employee of the month several times.

HEARTBREAKER KIR

Sales Associate

City, State

May 2006 - Aug. 2008

- Stocked sales floor with fast fashion inventory.
- Marked down items allowing me to see unsuccessful merchandise in a retail market.
- Offered advice and assistance to each guest.

VICTORIA'S SECRET

Fashion Representative

City, State

Jan. 2006 - Feb. 2009

- Applied my leadership skills by assisting in the training of coworkers.
- Set up mannequins and displays in order to entice future customers.
- Provided superior customer service by helping with consumer decisions.
- Took seasonal inventory.

VOLUNTEER EXPERIENCE:

TARGET CORPORATION

Brand Ambassador

City, State

August 2009

- Represented Periscope Marketing and Target Inc. at a college event.
- Engaged University of Minnesota freshman in the Target brand experience.

Common elements

- Contact information
- Objective
- Education
- Experience

Relevant Experience

Full Name
email@clarkson.edu
Mobile: (123) 555-5555

Current Address
123 Grove Street
Potsdam, NY 13699

Permanent Address
123 Maple Street
Buffalo, NY 12345

OBJECTIVE
An employment opportunity in a Computer Science related field.

EDUCATION
Clarkson University – Potsdam, NY B.S. Computer Science; Mathematics Minor; Business Administration
GPA: 3.5 – Dean's List 6 Semesters May 2010

Newcastle University – Newcastle, NSW, Australia Study Abroad Exchange Program
GPA: 90 – High Distinction Completed: July 2009

RELEVANT EXPERIENCE
Eastman Kodak Company – Rochester, NY
Software Development May 2006 – August 2008
• Led team from many positions in the company in finding and implementing a new bug-tracking solution.
• Investigated current system (Lotus Notes), created requirements for a new tool, conducted meetings and demonstration of possible solutions, created proposal for recommended course of action, configured and adhesed the new system (JIRA) after decision was made.
• Created applications for migrating data between systems/databases using C#, XML, and Excel Macros.

Software Quality Assurance May 2007 – August 2007
• Tested new software releases for the Kodak Picture Kiosk.
• Designed and executed test procedures, reported incidents, and worked with databases and Rational software.
• Organized and led meetings of project leaders, developers and QA team members for each original test procedure. Learned to work independently and in a group setting.

Clarkson Association for Computing Machinery – Potsdam, NY September 2007 – Present
• Curated and administer the Clarkson ACM Website using Dreamweaver and Photoshop.
• Attended seminars by guest speakers in the computing industry.

SKILLS
• Programming Experience – C++, Java, C#, XML, and Web Development.
• Writing Skills – Ability to efficiently produce concise, organized reports, lab and memo.
• Public Speaking – Finalist in Senior High School Public Speaking Competition. Gained confidence and learned to engage audiences with my creative speeches.

EMPLOYMENT
Clarkson Writing Center – Potsdam, NY; Tutor August 2007 – Present
• Conduct writing conferences with students. Identify weaknesses in organization, development and style. Guide writers in solving the problems.
• Learned valuable interpersonal communication skills by collaborating with students from many fields. Trained in writing and tutoring.

TEAMWORK
• Sci Club September 2007 – Present
• Intramurals – Captain of Basketball and Softball teams September 2006 – Present

Common elements

- Contact information
- Objective
- Education
- Relevant Experience
- Experience

Functional

ANONYMOUS
1234 SUCCESS AVENUE • ANYWHERE, CA • 94123
555-123-4567 • simplysmr@anywhere.com

MARKET RESEARCH PROFESSIONAL
WITH OVER 10 YEARS EXPERIENCE TRANSFORMING CONSUMER DATA INTO MEANINGFUL AND ACTIONABLE INSIGHTS.

PROFESSIONAL EXPERTISE

CUTTING-EDGE RESEARCH

- Consistently provides timely and actionable findings.
- Deliverables include valuable insights from specific research projects, synthesis of consumer insights with internal sales data, syndicated studies, and competitive intelligence.
- Oversees qualitative and quantitative research processes, including: needs assessments, new product ideation, concept testing, pricing, ad testing and tracking, customer segmentation, satisfaction and loyalty, brand tracking, competitive assessment, shopping, retention and deflection, and market sizing.
- Executes strategic approaches, including: one-on-ones with consumers and employees, focus groups (in person and online), conjoint, maxdiff, least squares linear regression, factor and cluster analyses.
- Manages branding and product positioning by developing and refining core brand attributes, brand positioning, brand extensions, brand partnerships, and overall strategy. Informs marketing and communications strategies.
- New product and service development and launch: identifies consumer needs, determines optimal product or service offering and appropriate pricing, identifies target markets, provides course correction during product pilot time frames and monitors success once fully launched.
- Customer Segmentation: identifies strengths, weaknesses and opportunities in the current customer base, opportunities and challenges for growing the customer base.

STRONG LEADERSHIP

- Currently manages the Customer Research department while department head is on six-month special assignment.
- Currently the Research Lead for multiple departments, including Membership, Products and Services, and Marketing.

RELATIONSHIP BUILDING

- Works side by side with business partners to determine how to best achieve their strategic goals through leveraging existing knowledge, assessing information gaps, incorporating relevant secondary research and conducting primary research.
- Interacts and coordinates extensively with all levels of business, multiple office locations, and international partners.
- Builds and maintains solid relationships with external vendors to facilitate the timely delivery of reliable data.

INNOVATION

- Refines research processes through development and improvement of research department tools and procedures, resulting in a more streamlined, strategic research experience.
- Improves business strategy and drives strategic growth initiatives by reallocating budget and staff, guiding the direction of new product and service areas, and repositioning existing products and services.
- Improves existing internal processes to enhance productivity and effectiveness.
- Optimizes new product launch processes with a thorough understanding of launch procedures.
- Improves sales and service delivery through effective changes to scripts, policies and procedures.

EXPERIENCE

- Proven track record in completing projects and delivering results on time and on target.
- Has worked with high-level brands including Apple, UPS, MasterCard, Budweiser.
- Has extensive market research experience in a variety of industries including insurance, market research consulting, branding and design.

Page 1 of 2

Common elements

- Contact information
- Education
- Categories of success
- Employment history

Work History

- Job Title & Duration of Employment
- Don't copy & paste HR description
- Action Verbs to describe responsibilities

Action Verbs

COMMUNICATION MANAGEMENT

collaborated
developed
directed
wrote

administered
assigned
attained
coordinated
delegated
developed
executed
improved
oversaw
planned
scheduled
supervised

RESEARCH

collected
evaluated
examined
summarized
surveyed

Action Verbs

ACCOMPLISHMENT

revised
scheduled
achieved
improved
pioneered
reduced (losses)
resolved (problems)
restored
spearheaded
transformed

HELPING

coached
demonstrated
facilitated
familiarized

TECHNICAL

built
calculated
computed
designed
devised
engineered
fabricated
maintained
operated
programmed

Work History

- Show
 - Initiative
 - Team Player
 - Communication skills
 - Be specific
 - Note accomplishments
-  No more than 3-5 bulleted points

Work History

-  Increasingly **keywords** are important because of resume management software used by large corporations
 - Hiring managers may do a keyword search on thousands of resumes; if you have the skill but don't mention it the computer will not show them your resume

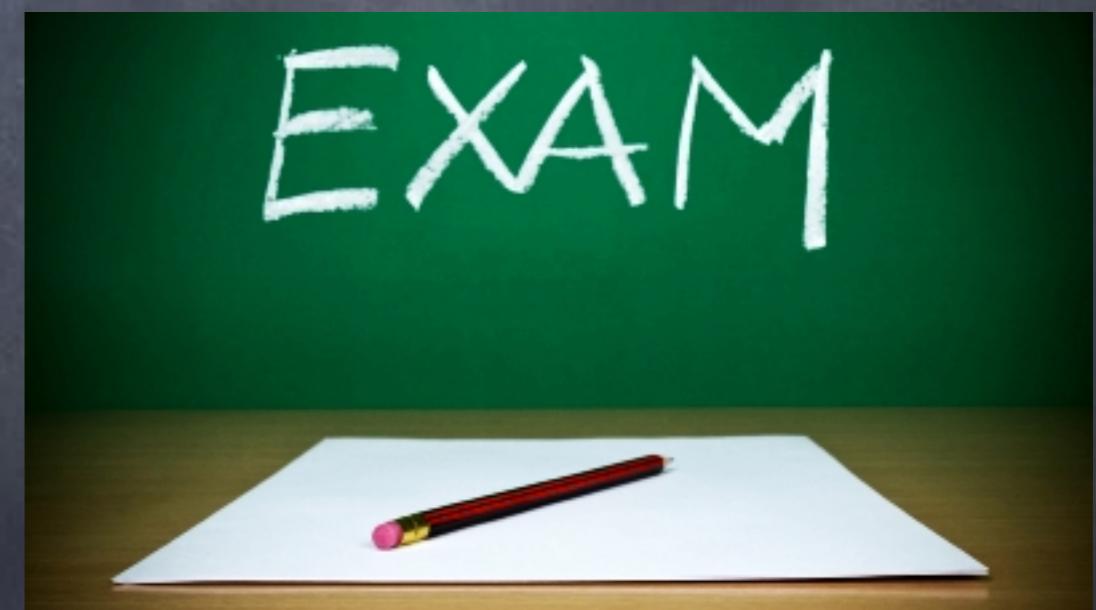


SKILLS

Claim it



Prove it



Skills

- Use bullet points to prove your experience with a skill at a previous job

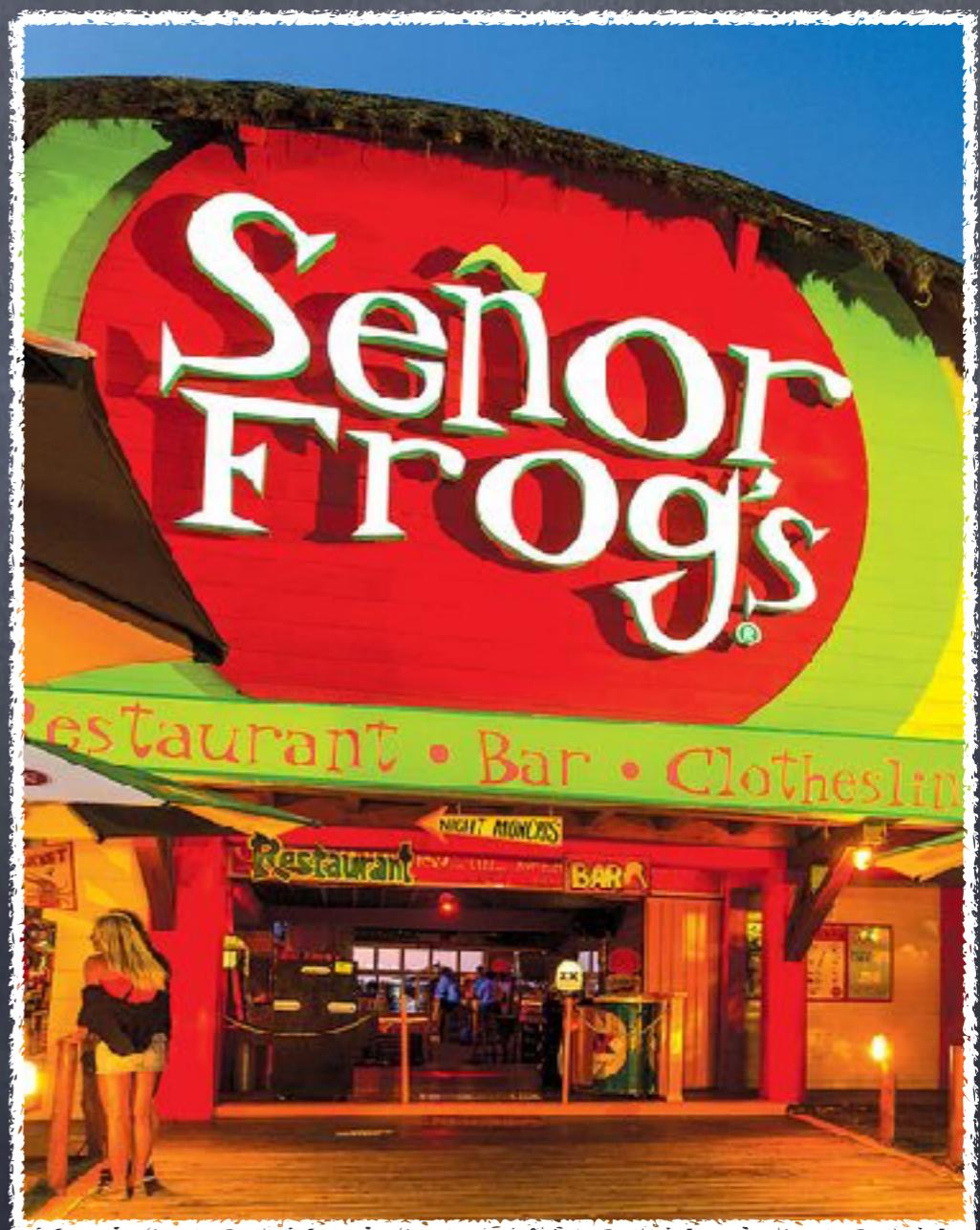
Fabricated structural models for proposal presentations

Technical Skills

- Computer
 - Operating systems, software packages
 - Programming Languages, technical systems, POS systems, etc
 - RISA, AutoCAD 3D, VISSIM

Language Skills

- Conversational vs. Fluent vs. Native Speaker
- Second language skills becoming increasingly sought



Other types of information

- References not needed
 - Will be requested, so it is a waste of space
 - Contact your references in advance and ask permission to use them as a reference
- Select references
 - most relevant to the job application
 - will represent your skills the best and honestly

Other types of information

- Honors/Awards
- Activities/Community Involvements

HS & College Activities

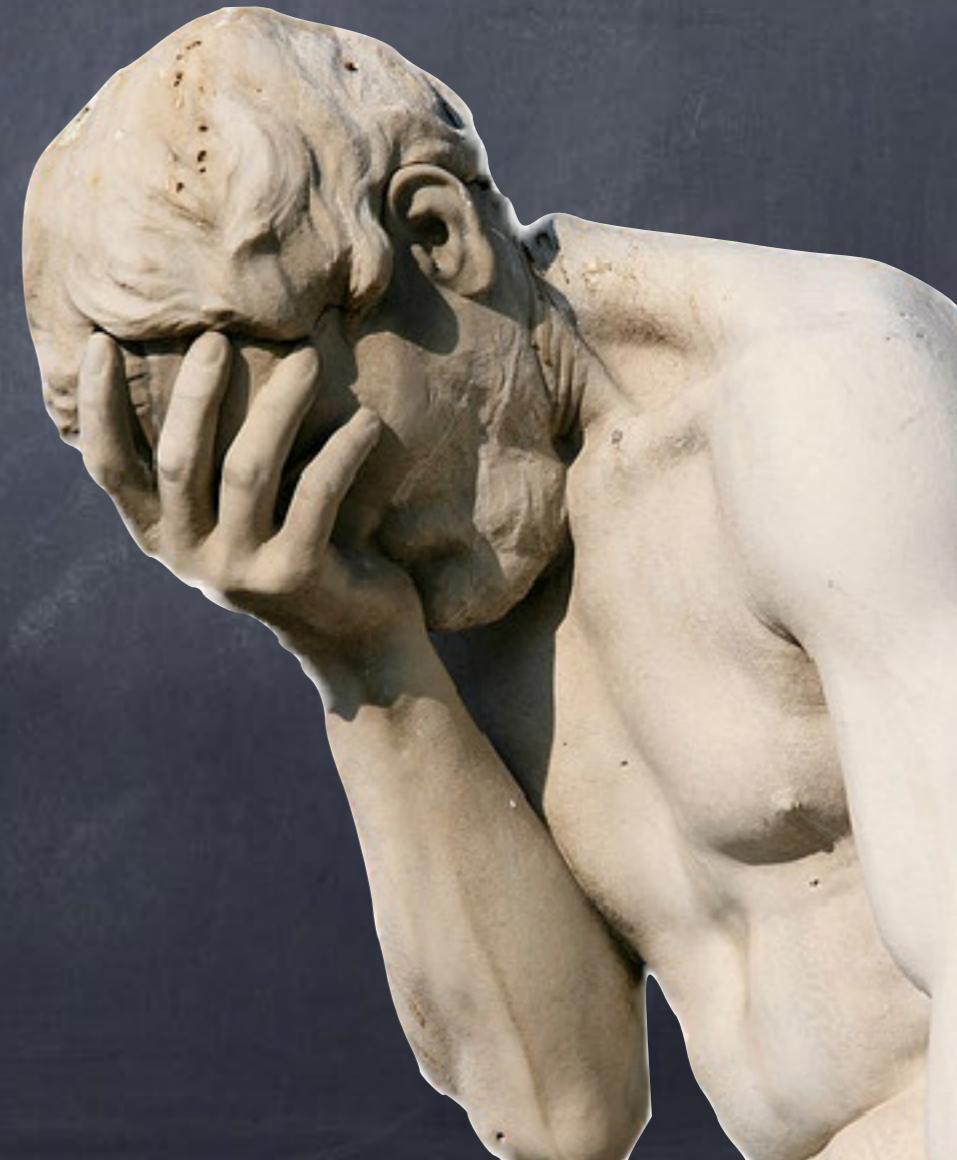
- At the start of your career it is acceptable to include HS & College activities/honors
 - Show/Prove leadership and accomplishments
-  Within 4 years of graduating, you will start to remove from resume*

* unless really significant

Number 3

Resume Mistake by Engineers

Lack of effort



Jack Brainley

565 Dawn Rd.
Durham, NC 27707

(919) 555-1234

omnomnombrain@optimal.edu

OBJECTIVE

Brraaaaaiiiiiinnnnnnn5555555

EDUCATION

Optimal University, May 2011

Bachelor of Science In Delicious Juicy Brains

Cumulative GPA: 3.4

- Dean's List 3 Semesters
 - Optimal University Science Scholarship - awarded June 2008

EXPERIENCE

Optimal University Neuroscience Center Durham, NC

04/2010 - 04/2011

Research Assistant

- Organize and prepare brains for science
 - Eat brains to study levels of deliciousness

SKILLS

- Eating brains
 - Walking in groups
 - Public speaking not great

ACTIVITIES

Optimal University Cooking Club

09/2010 - 05/2011

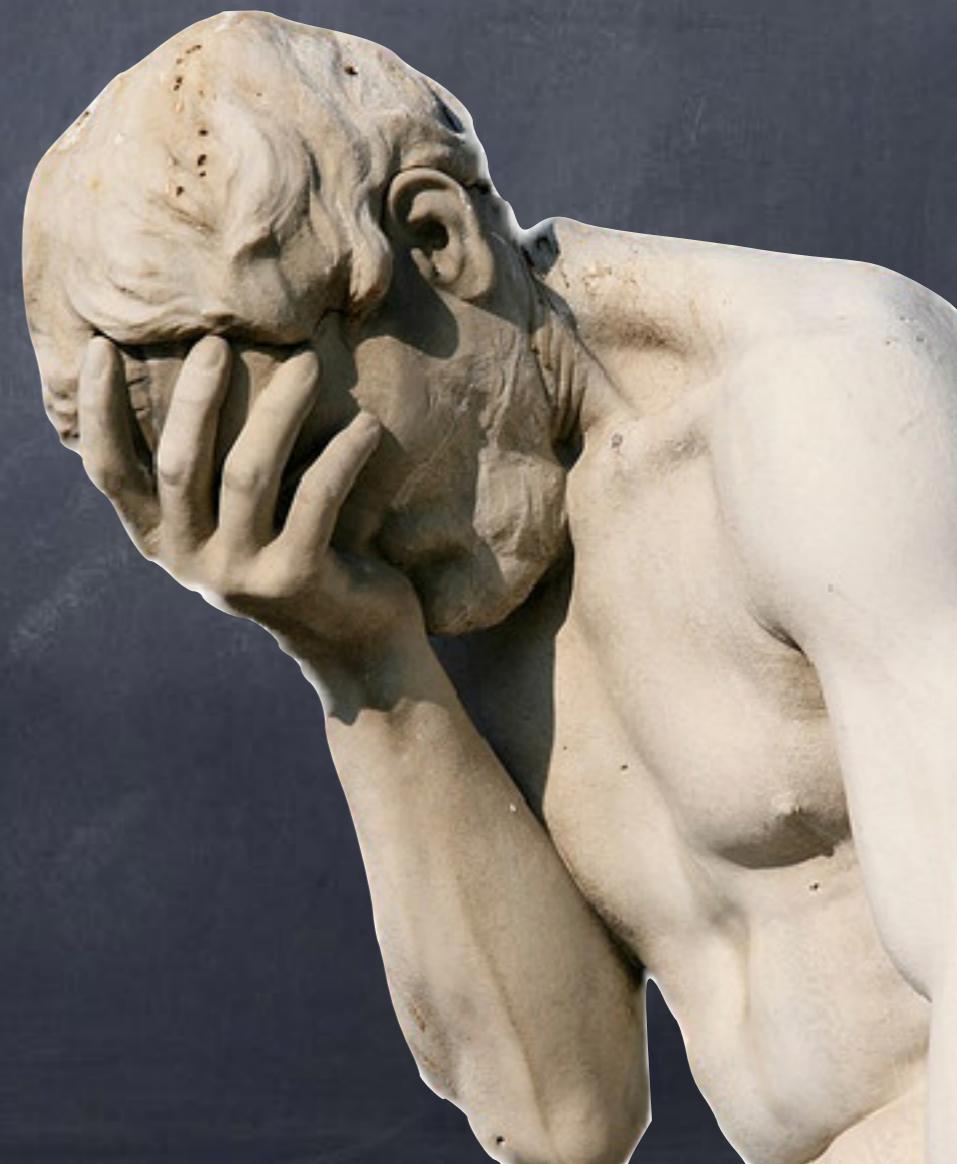
President

- Cook many recipes with brains and more brains
 - Mmmmmmm brains...

Number 3

Resume Mistake by Engineers

Not formatting a
resume to get
noticed



Formatting

**can be the
difference
between an
interview and**



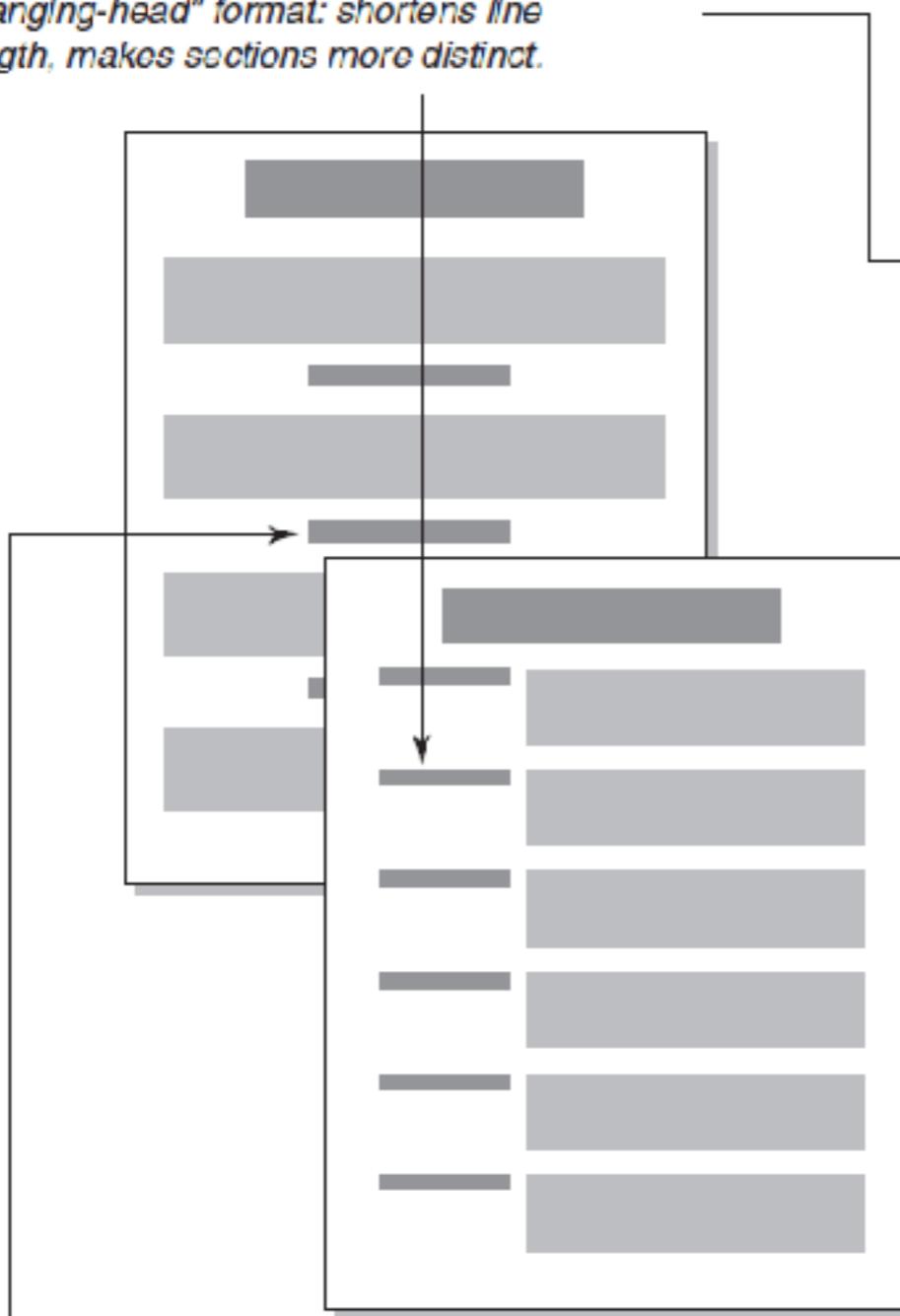
Formatting

- Maximizing limited space
- Order most important information on **top half** of page
- Font selection - resume scanning
- Readability
- Bolding
- Margins

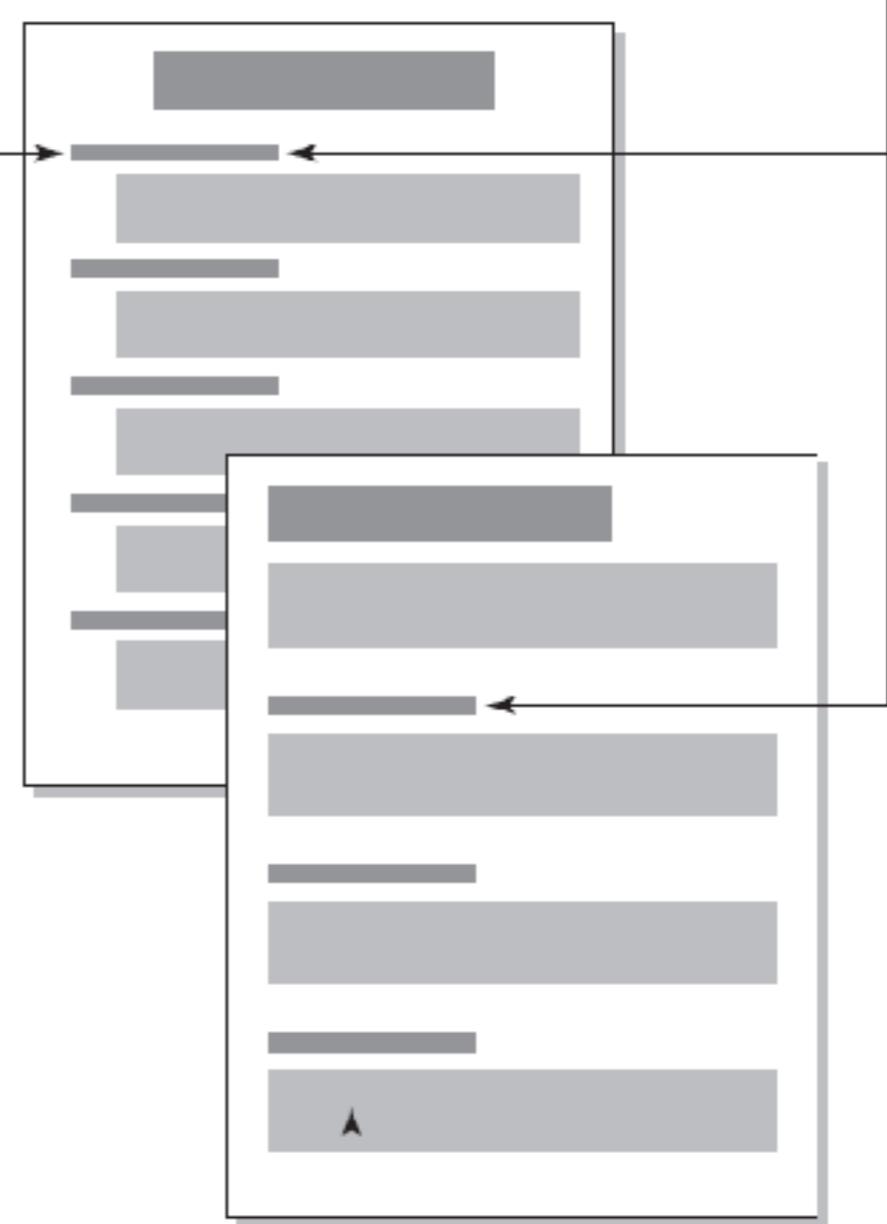


Formatting

"Hanging-head" format: shortens line length, makes sections more distinct.



Resume headings: labels such as "Experience" and "Education," and so on.



Centered headings and headings flush with resume body text.

— Resume body text: background, details, etc.

Maximizing Limited space

- Format to be quickly skimmed in 20-30 seconds
- Format lines for maximum content instead of lots of blank space



Margins

- Increase or decrease margins depending on amount of content
- .5 or .25 completely acceptable to keep 1 page limit

Ordering

- Most important details at the top
- No set order for sections other than your name
- Rearrange to highlight job specific

Font Selection

- Fancy fonts can't be scanned by resume software
- Choose a standard font like
 - Times
 - Arial

Bolding

Jack Brainley

565 Dawn Rd.
Durham, NC 27707

(919) 555-1234
omnomnombrains@optimal.edu

OBJECTIVE

Brraaaaiiiinnnnssssss

EDUCATION

Optimal University, May 2011
Bachelor of Science In Delicious Juicy Brains
Cumulative GPA: 3.4

- Dean's List 3 Semesters
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Optimal University Neuroscience Center Durham, NC 04/2010 - 04/2011

Research Assistant

- Organize and prepare brains for science
- Eat brains to study levels of deliciousness

SKILLS

- Eating brains
- Walking in groups
- Public speaking not great

ACTIVITIES

Optimal University Cooking Club 09/2010 - 05/2011

President

- Cook many recipes with brains and more brains
- Mmmmmm brains...

- Even though this resume has sparse content, bolding is used quite effectively

Readability

- Easy for hiring manager to skim
-  **Tip:** Tape resume to the wall and take 10 steps back. What stands out visually?
- Use blocking to emphasize different sections





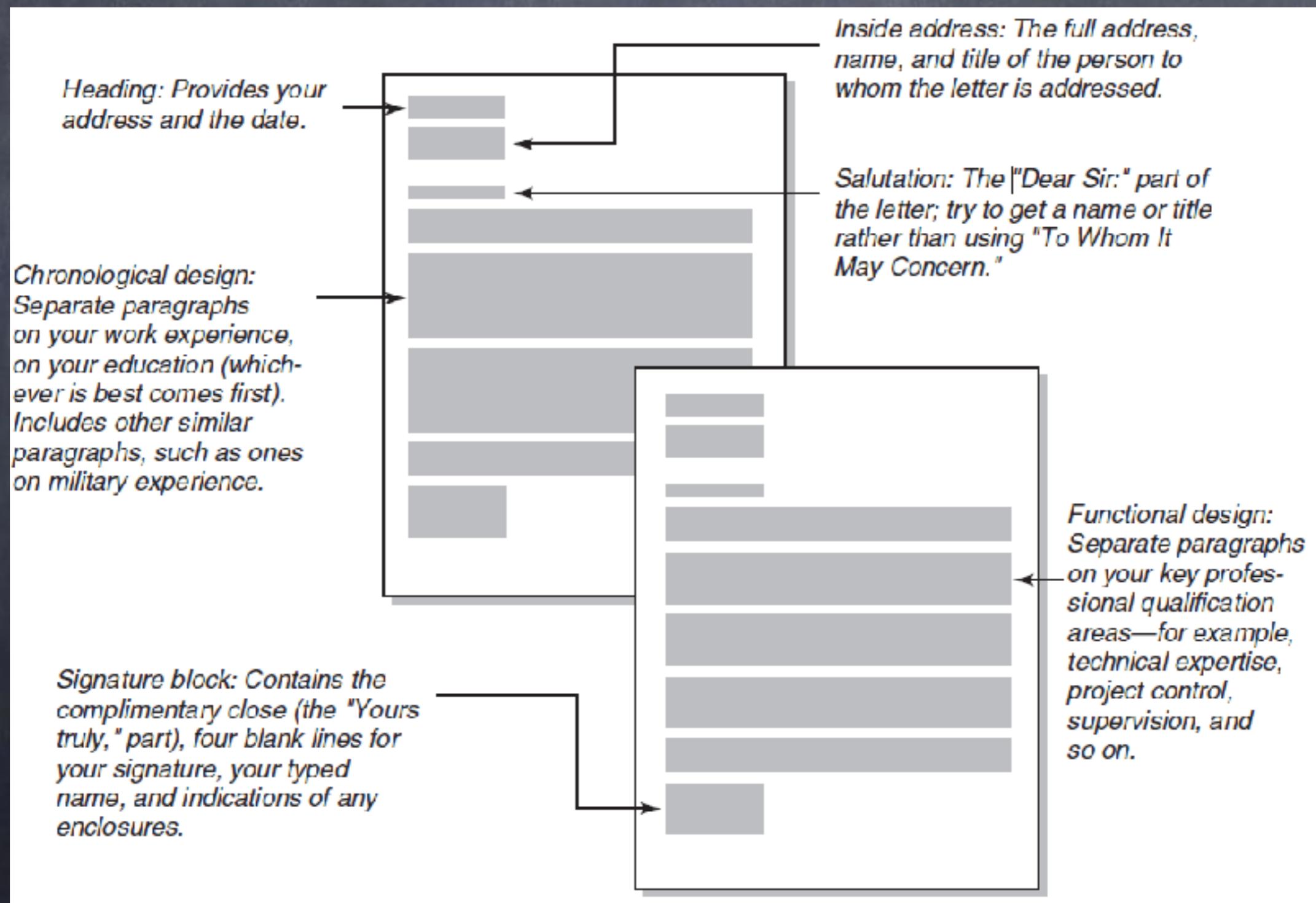
Cover Letters

- Document to accompany a resume
- Method to further promote your skills in reference to the job ad
- Purpose to get your resume read

Cover Letters

- **Structure**
 - Intro
 - Highlight of qualifications
 - Thanks and note of follow-up

Cover Letters





**Dear Hiring
Manager,**

**I so want to read your
resume now**

Cover Letters

- Addressed to person **by name**, if possible
- If a name isn't listed show extra effort by calling to find out who will be reviewing the resumes



Addressing

-  If in doubt on the gender of the hiring manager, call and find out. Best not to address Mr. Jane Doe or Ms. Pat Smith
 - ☛ Note what job you are applying for and who you are

Addressing

123 Star Pass Blvd
Tucson, AZ 85710

ABC Civil Engineering
105 N Church Ave
Tucson, AZ 85710

October 10, 2014

Dear Mr. Smith,

I am writing regarding your open junior engineer position.

Addressing

Dear Mr. Smith

My name is Jane Doe and I am applying for the junior engineer position at Smith & Star Engineering.

My name is Justin Coleman and I am a junior at U of A. I am interested in internship opportunities at Smith & Star Engineering.

Lack of Effort

- Think of the cover letter as your first interview. Make a good impression.
- Demonstrate your communication and writing skills



A Stack



B Stack

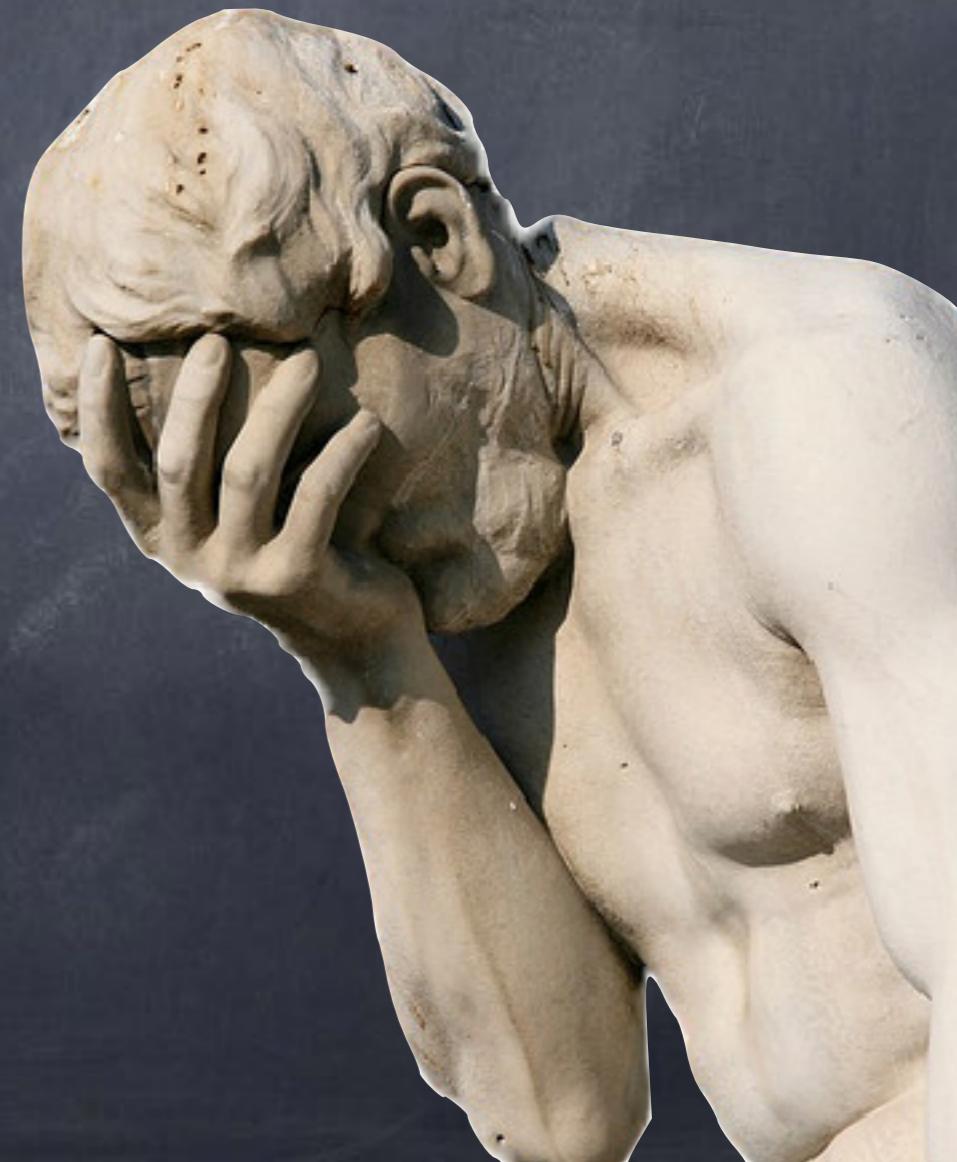


C Stack

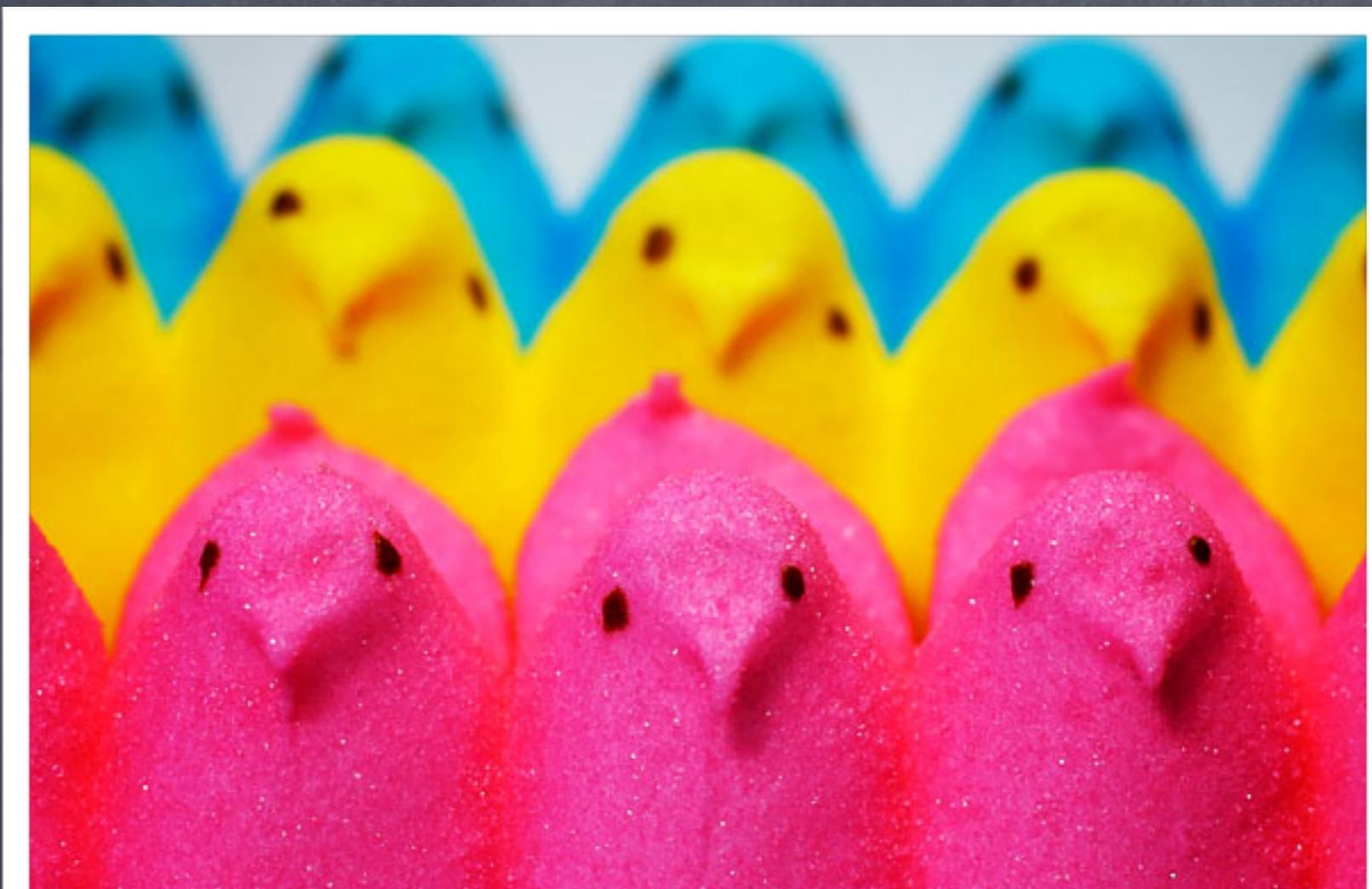
Number 2

Cover Letter Mistake by Engineers

Inappropriate
tone



Inappropriate tone



Highlight qualifications

- ⦿ Direct reader to **relevant** details on your resume
- ⦿ Show your **communication** skills
- ⦿ Highlight specifics abilities/skills from the job posting that you possess
- ⦿ Action verbs and keywords

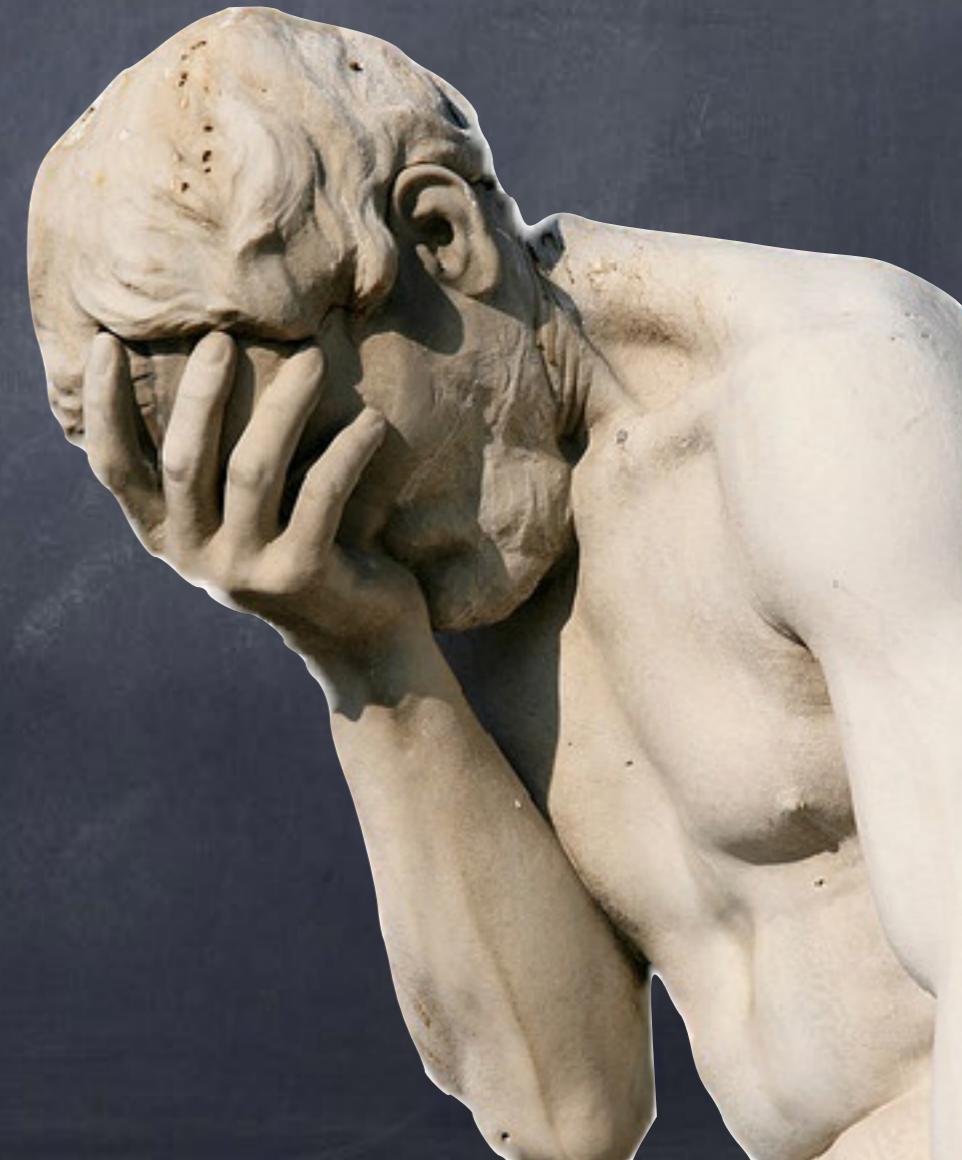
Closing

- Mention resume is enclosed
- Thank them for their consideration and you look forward to hearing from them about the position and interviewing

Number 3

Cover Letter Mistake by Engineers

Sounding:
Desperate
Arrogant
Too humble



Good Cover Letters

- Be **tailored** to items in the job ad
- Promote yourself as the **perfect** candidate for the position based on your experience
- Show you have **researched** the firm and aren't just applying for every job
- Give the reader a **reason** to review your resume in more depth



Poor Cover Letters

- Extremely short (less than 3-4) sentences
- Poorly written (bad grammar and spelling)
- Show lack of time and effort by the applicant
- No mention of position beyond title

[https://www.youtube.com/watch?
v=aCnB9lgaCd0](https://www.youtube.com/watch?v=aCnB9lgaCd0)

Some words of wisdom