

# Résumé & Cover Letter

Session V: Career Exploration



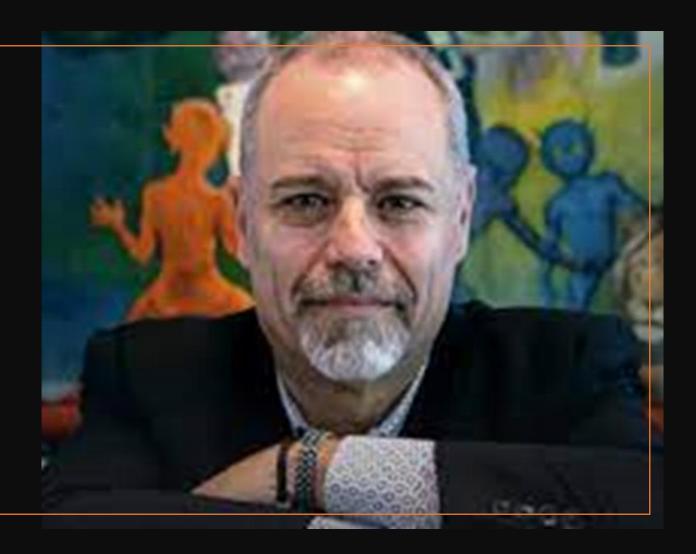


- Define the purpose and contents of a résumé
- Identify characteristics of an effective résumé
- Identify characteristics of an effective cover letter
- Write student résume and cover letter



# The most important tool you have on a résumé is language.

Jay Samit, digital media innovator



# 1. Résumé

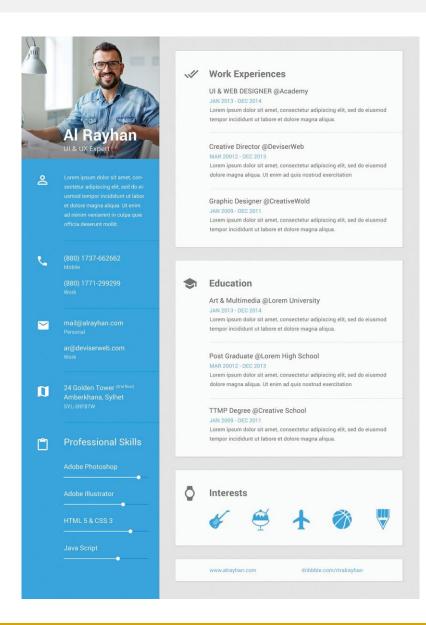
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### What is a résumé

- A résumé is a "selfie" for business purposes.
- ❖ It is a written picture of who you are—it's a marketing tool, a selling tool, and a promotion of you as an ideal candidate for any job you may be interested in.
- The word résumé comes from the French word résumé, which means "a summary."



# Your Résumé: Purpose and Contents

- **❖** Education
- **❖**Work experience
- **❖** Job-related skills
- Accomplishments
- Volunteer history
- Internships
- Residencies, and/or more.

### Elements of Your Successful Résumé

- Reverse chronological résumé
- Functional résumé
- + Hybrid résumé
- Video, infographic, and Web-site résumé

# Elements of Your Successful Résumé



### **Opening**

- Heading
- Career objective
- Summary of qualifications

### **Education**

- Most recent information first
- Name and location of each school
- Dates of attendance
- Degrees
- Major
- Achievements

# Elements of Your Successful Résumé

### **Experience**

- Dates of employment
- Job title
- Employer
- Employer's location
- Job responsibilities stated using action words and keywords

### Activities/Honors/ Special Skills

- Special skills
- Computer competence
- Community service
- Published works
- Public presentations
- Military service
- Organization memberships
- Special interests

### References

Characteristics

**Positive** 

Related to prospective job and its requirements

Complete and easy-to-use contact information on a separate sheet of paper

• Who

Previous employers
Instructors (college or high school)

### Avoid

- Typos –spelling mistake
- Discrimination religion, politics, gender, marital status, color, race
- Too much for the eyes
- Sensitive/non job-related photos
- Abbreviations.

# Refining Your Résumé

- Print on light-colored paper with a laser printer.
- Arrange information simply but attractively.
- Use action verbs and strong phrases.
- Show a clear match between qualifications and job requirements.
- Ask for a peer review.
- Proofread carefully.
- Use a Summary of Qualifications to highlight accomplishments.

## Résumé Contents and Structure

- **1. Your contact information**: name, address, phone number, professional email address
- **2. A summary of your skills**: 5–10 skills you have gained in your field; you can list hard skills as well as soft skills (refer to the Professional Skill Building topic in this course)
- **3. Work experience**: depending on the résumé format you choose, you may list your most recent job first; include the title of the position, employer's name, location, employment dates (beginning, ending)
- 4. Volunteer experience
- **5. Education and training**: formal and informal experiences matter; include academic degrees, professional development, certificates, internships, etc.
- **6. References statement** (optional): "References available upon request" is a standard phrase used on résumés, although it is often implied
- **7. Other sections**: may include a job objective, a brief profile, a branding statement, a summary statement, additional accomplishments, and any other related experiences

## Top Ten Tips for a Successful Résumé

- 1. Aim to make a résumé that's 1–2 pages long on letter-size paper.
- 2. Make it visually appealing.
- 3. Use action verbs and phrases. See Action Words and Phrases for Résumé Development.
- 4. Proofread carefully to eliminate any spelling, grammar, punctuation, and typographical errors.
- 5. Include highlights of your qualifications or skills to attract an employer's attention.
- 6. Craft your letter as a pitch to people in the profession you plan to work in.
- 7. Stand out as different, courageous.
- 8. Be positive and reflect only the truth.
- 9. Be excited and optimistic about your job prospects!
- 10. Keep refining and reworking your résumé; it's an ongoing project.

# Caution

- ❖ Do not mention your age, gender, height or weight.
- ❖ Do not include your social security number.
- ❖ Do not mention religious beliefs or political affiliations, unless they are relevant to the position.
- ❖ Do not include a photograph of yourself or a physical description.
- ❖ Do not mention health issues.
- ❖ Do not use first-person references. (I, me).
- ❖ Do not include wage/salary expectations.
- ❖ Do not use abbreviations.
- ❖ Proofread carefully—absolutely no spelling mistakes are acceptable.



# Your Résumé: It's Like Online Dating

**ACTIVITY: CREATE YOUR RÉSUMÉ** 

#### **Objectives:**

- Compile data reflecting your professional and educational skills and accomplishments.
- Assess the main résumé formats and select one that meets your needs.
- Create a first draft of your professional résumé.

#### **Directions:**

- Compile all needed information for your résumé, including your contact information, a summary of your skills, your work experience and volunteer experience, education and training (including your intended degree, professional development activities, certificates, internships, etc.). Optionally you may wish to include job objective, a brief profile, a branding statement, additional accomplishments, and any other related experiences.
- Select one of the résumé builder tools listed above in the Résumé Writing Resources table.
- Create your résumé, following instructions at your selected site.
- Save your document as a PDF file.
- Follow instructions from your instructor on how to submit your work.

### 2. Cover Letter

Mauroof Ibrahim Cyberia Smart Homes A1-7-2 Cyberjaya, 6300 Selangor September 30, 2010

Mr. Kenny Khoo Owner (Broadcast Media Industry) PIXELPOST SDN BHD, D-5-01 Block D2, Jalan PJU 8/2, Ritze Perdana, Damansara Perdana, 47820, Petaling Jaya, Selangor D.E. Malaysia

#### Dear Mr. Kenny Khoo:

Your ad for an entry-level Animator caught my attention as I prepare to begin my professional career upon graduation this spring from Limkokwing University of Creative Technology, Malaysia.

I say "professional" because I have worked steadily throughout college, gaining valuable experience that equips me to present your firm with advantages others may not offer.

As animator and concept artist or illustrator or designer for variety of events and entertainment done on commission, I acquired strong media appreciation and interpersonal skills. With this experience I am able to understand client needs and what makes a good impact on the viewers. This also aided me to make creative decisions everyone can easily understand and develop. I attained education to operate almost all well-known production softwares to kick-start any production in 2D or 3D. Dealing with the diverse concerns of students, faculty, and free-lance clientele, I have become adept at operating with the proper mix of authority, diplomacy, and tact.

While working free-lance during my studies gave me opportunities to horn my skills even further, I achieved a 3.75 cumulative grade-point average. My major, BA in Animation, provided me with a thorough foundation in principles that affect animation, production and creative media industry every day.

I would welcome the chance to discuss openings at your firm. If you will contact me at 017 383 4699, we can schedule a meeting.

Thank you for your consideration.

#### Sincerely,

#### Mauroof Ibrahim

**Enclosures:** 

- 1. Resume
- 2. Portfolio
- 3. Showreel (DVD)

Cover letters matter. When you have to go through a pile of them, they are probably more important than the résumé itself.

woodleywonderworks



# A cover letter is...

- Cover letter is to introduce yourself to an employer and explaining why you are suited for a position.
- A marketing tool that highlights your most attractive qualifications as a potential employee



# Characteristics of an Effective Cover Letter

- Get the attention of the prospective employer
- Set you apart from any possible competition
- Identify the position you are interested in
- Specify how you learned about the position or company
- Present highlights of your skills and accomplishments



# Characteristics of an Effective Cover Letter (cont.)

- Reflect your genuine interest
- Please the eye and ear
- Complete information for comparison to skills required for the position
- Integrity (accuracy) of the information
- Legibility of the application

#### Lucy Applicant

123 Main Street, Anytown, CA 12345 · 555-555-5555 · lucy.applicant@email.com

September 1, 2018

Eric Lee Media Director Kansai Collaborative Arts 123 Business Rd. Business City, NY 54321

Dear Mr. Lee:

I am writing to you to express interest in the graphic design position as advertised on Indeed.com. As a recent graduate with experience in 3-D animation software and the Adobe suite of software, I believe I am a strong candidate for a position at Kansai Collaborative Arts.

During my time at the University of Northern State, I was awarded the top prize in the student design competition for my version of an app that would allow students to learn Japanese characters on their own time.

In addition to graduating with a 3.75 GPA, I spent a semester at a university in Japan, and I have strong conversational skills in the Japanese language. I believe this would be an asset, as I know your studio does a lot of collaborations with major design studios in Japan.

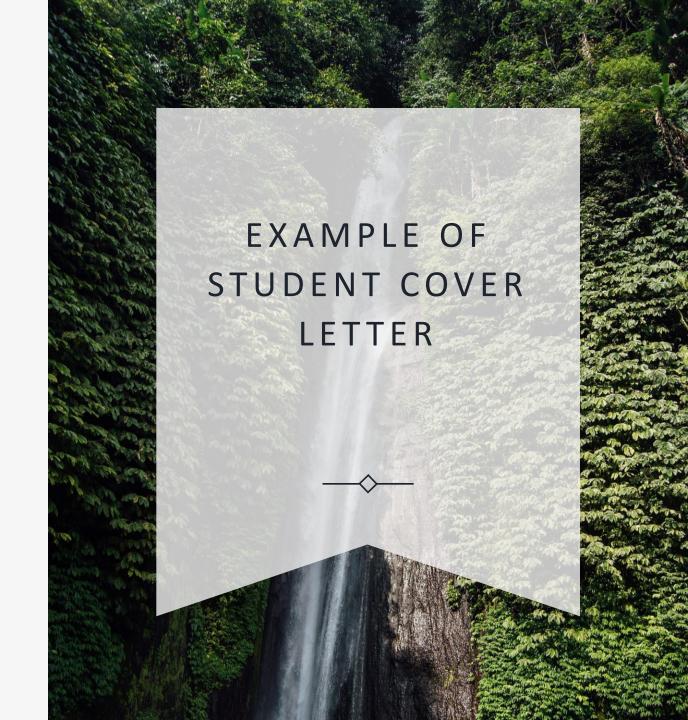
Although I am a recent college graduate, my maturity, artistic skills, ability to work with others, and knowledge of the Japanese language and culture will make me an asset for your studio.

I have enclosed my resume and will email you within the next week to see if we can arrange a time to speak further. Thank you for your time and consideration.

Sincerely,

Lucy Applicant (signature hard copy letter)

**Lucy Applicant** 



Your Name Your Address Your City, State Zip Code Your Phone Number Your Email

Date

Contact Name Title Company Name Address City, State Zip Code

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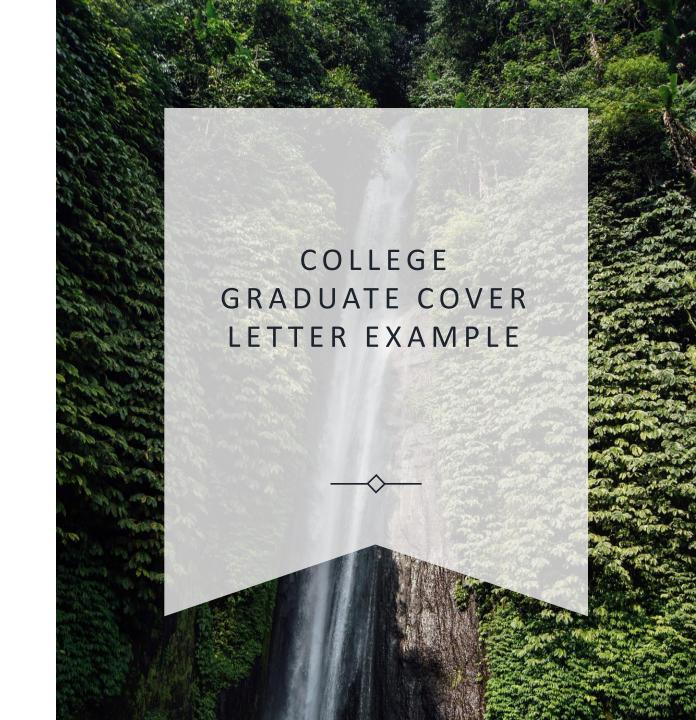
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Sincerely,

Your Signature (hard copy letter)

Typed Name

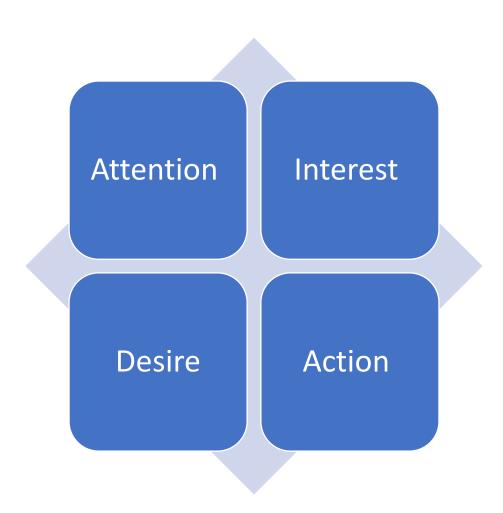


### LinkedIn Cover Letter

This site contains articles, experts, jobs, and more: get all the professional insights you need on LinkedIn:

https://www.linkedin.com/

# An Application Letter Achieves:



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### **Attention**

- Gain favorable attention.
- Express interest in the position.
- Motivate the receiver to read the entire application letter.

### Interest

- Market your qualifications
- Identify special strengths and attributes and relate how they meet job requirements.

# An Application Letter Achieves:

### Desire

- Describe selected accomplishments that show how you can benefit the company.
- Motivate the receiver to look closely at your résumé.

### Action

- Request an interview or propose a future meeting.
- Provide easy-to-use contact information.
- Suggest scheduling alternatives.

# Anatomy of a Cover Letter

#### A basic formula for cover letters is as follows:

- Standard business letter address format—prospect name, title, company, address—top left
- Salutation (yes, it should be to a real person—take time to know your target)
- First paragraph—why you are writing? To meet that company's specific need(s)!
- Second paragraph—briefly state two or three top skills (from the Summary section of your resume), then immediately follow with the benefits these features (and you as a person) will provide to the company.
- **Third paragraph**—close! Not just the ending of the letter, but the "sales closer" to the letter. Close the sale. Give your target contact a specific action to take and a backup action you will take if you do not get a response.

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### Activity

- Write a cover letter, think about where you want to work, the job you really enjoy and are capable of.
- Draft and finalize your cover letter and share it with your classmates.



