COVER LETTER ---THE SET UP

Your Header and contact info (Match your Resume)

[handwritten: Bian Kieley]

[handwritten: ask for Information Interview]

Date

Receivers Name
Receivers Job Title
Company Address
Company Contact Information

[handwritten: Blair Kieley]

RE: Job Title and Reference Number

Dear **Receivers Name**, (i.e. *D. Anderson*)

Paragraph 1
Show interest and share basic information about yourself
Refer to where you saw the posting or how you heard about the position
If you have a contact name in the company, or of someone who is known to the Receiver, include the name

- o Example: *Your recent advertisement in the Toronto Star for an Account Manager interests me as my experience matches your requirements. IT Manager, Lisa Wong, suggested that I forward my resume to you.*

Paragraph 2
- • Give a brief list of your key skills for the position, do not repeat resume word for word
  - o State how position connects to your background, education or interest
  - o Mention specific qualifications for position (Bullet for emphasis and easy read)
  - o Relevant items in to connect you to the position, match skills with requirements
  - o Example: (4-5 statements)
    A summary of my strengths include:
    - ▪ *Two years experience implementing and monitoring a corporation's health and safety program*
    - ▪ *Promoted and supported health and safety issues for IBM*

Paragraph 3
- • Mention something unique to you that would be a benefit to the Receiver/Company
- • Thank the Receiver
- • State your Phone number and that you look forward to hearing from them
  - o Example: *Additionally I have been on the Board of the local Community Health Clinic and can see my experience in this capacity as a benefit in this position. I welcome the opportunity to meet with you and to discuss my background and credentials.*
    Please contact me at 905-432-5678 to arrange an interview.
    Thank you for your time and I look forward to hearing from you soon.

Best Regards,

Jane Smith

Jane Smith

Combination Resume Template -

YOUR NAME

Apt # - Street Address
Toronto, ON   MXX XXX
xxx-xxx-xxxx
email@address.com

Name of Position

HIGHLIGHTS OF QUALIFICATIONS (or profile)
- Number of years experience in the field or line of work
- Relevant credentials, education, training or certifications
- An accomplishment that directly relates to the job objective
- Qualities or characteristics that support the job objective
- Other qualifications including relevant computer/technical skills, professional affiliations, and additional languages

RELEVANT SKILLS AND ACCOMPLISHMENTS

(Special Knowledge or Technical Skill)
- An accomplishment that illustrates this skill
- An accomplishment that illustrates this skill
- (generally, no more than 4-5 bullet points per skill)

(Transferable Skill, such as Management or Administration)
- An accomplishment that illustrates this skill
- An accomplishment that illustrates this skill
- (generally, no more than 4-5 bullet points per skill)

(Interpersonal Skill, such as Training or Counselling)
- An accomplishment that illustrates this skill
- An accomplishment that illustrates this skill
- (generally, no more than 4-5 bullet points per skill)

EMPLOYMENT HISTORY

Job Title	COMPANY NAME, City or Country	XXXX-XXXX
Job Title	COMPANY NAME, City or Country	XXXX-XXXX
Job Title	COMPANY NAME, City or Country	XXXX-XXXX

EDUCATION

Name of Degree, Diploma, Certificate or Credential
INSTITUTION NAME, City or Country   XXXX

Features of a Combination Resume
- A combination of the chronological and functional resume formats
- Summarizes experiences, skills, qualifications and personal attributes that are most relevant to the job
- Emphasises many years of experience in a particular field, or several years in various fields.

The Combination Resume Focuses on Transferable Skills and Results

The best indicator of your future work performance is your past performance.
Sell yourself with your transferable skills, previous accomplishments and achievements!
Lists of skills, duties and responsibilities do not grasp the attention of potential employers, **results do!**

Include specific examples of achievements when detailing your skills. Think about:

- Did you make or save money for your last employers?
- Did you create, design or initiate a project, or improve a work procedure or service?
- Did you receive recognition for your efforts or work?
- Did you successfully handle numerous work tasks or customers all at once?

Try to **use numbers and statistics to quantify and strengthen your results**, including:

- Dollar amounts
- Percentages
- Numbers of staff, students, clients, calls, projects, and accounts

- Volume of sales, profits, cost reductions
- Time savings
- Exceeded quotas

- Increased productivity with staff or equipment
- Sizes of projects and budgets

Begin each point with an action word to identify skills and support your accomplishments.

Action Words to Use in Your Resume

Management Skills	Research Skills	Clerical Skills	Teaching/Training Skills
Administrated	Analyzed	Approved	Adapted
Chaired	Assessed	Arranged	Advised
Contracted	Calculated	Catalogued	Clarified
Consolidated	Clarified	Classified	Coached
Coordinated	Collected	Collected	Counselled
Developed	Compiled	Compiled	Communicated
Directed	Consolidated	Coordinated	Coordinated
Executed	Critiqued	Executed	Designed
Improved	Documented	Implemented	Developed
Increased	Evaluated	Inspected	Enabled
Initiated	Examined	Maintained	Encouraged
Organized	Filed	Monitored	Evaluated
Oversaw	Identified	Operated	Explained
Planned	Interviewed	Organized	Facilitated
Prioritized	Investigated	Prepared	Guided
Produced	Organized	Processed	Instructed
Reviewed	Recorded	Recorded	Persuaded
Scheduled	Reported	Reported	Set Goals
Strengthened	Reviewed	Responded	Supported
Supervised	Systematized	Retrieved	Trained

Optimizing Resumes for Applicant Tracking Systems (ATS)

Applicant tracking systems are the computer systems used by organizations to manage the flood of applications they receive. The ATS will read your resume, and then rank and score your qualifications vs. the job descriptions. Only those applicants who receive high scores will get a call for an interview. If you follow these formatting tips you will greatly increase the likelihood that your resume will rise to the top of the list.

Top 5 Tips:

1. **Do not use templates!** Use a standard Word document, and save in **.doc** format: File/Save As/Word 97-2003. Not all ATS systems can read .docx, PDF, RTF, and JPG formats.
2. **Use simple formatting.** Do not use headers (including for contact information), footers, templates, borders, lines, symbols (bullet points are fine) or shading.
3. **Customize each resume** for the specific position being sought using language from the job description. "One-size-fits-all" does not work with applicant tracking systems. Incorporate relevant, targeted keywords and phrases for the position being sought. Be specific -- i.e., "Adobe Photoshop" instead of "image-editing software")
4. **Use keywords and phrases *in context*.** Incorporate them into descriptive achievement-oriented bullet points; do not just include them as a list of skills or competencies
5. **Edit carefully:** The ATS will not recognize misspelled words. And, if your resume survives the ATS screen, it will next be reviewed by human beings so it must be ~~Eror~~ error-free

Make sure your optimized resume also:

☐ Does not include any special characters or accented words
☐ Includes no punctuation in your name, such as ( ) , / -
☐ Is in a single column format (no tables, multiple columns, or text boxes)
☐ Uses simply formatted text of a reasonable size (11 point font or above)
☐ Contains only your name on the top line, with no degrees or certifications after it
☐ Includes standard fonts (Arial, Georgia, Tahoma, Calibri, and Verdana are safe choices)
☐ Includes months when listing dates (e.g., 06/2010 – 08/2012). Dates should be on the right
☐ Does not contain complex formatting (condensed or expanded text) -- that is, don't use extra spaces between letters, because the ATS can't "read" it
☐ Contains proper capitalization and punctuation. Both of these can affect how information is parsed and assigned within the ATS database
☐ Uses the full, spelled-out version terms in addition to abbreviations and acronyms [i.e., Certified Public Accountant (CPA)]

DO

- **Do** remember that even if you have a personal connection through your network, your resume will typically need to be submitted to the company's ATS.
- When applying for a specific position, **do** use that exact job title on the resume.
- When listing dates for employment or education, **do** list dates to the right of the information.
- If you wish to include a context statement describing the organization you worked with, **do** include that statement after the organization name, your title, and employment dates.
- **Do** consider including section headers in ALL CAPS to make it easy for the applicant tracking system to categorize the information.
- If you are working towards a certification that is a requirement for the position, **do** include it on the resume -- but make sure you include a phrase such as "Pursuing (name of credential)"
- **Do** check your email after applying for a position online. Some applicant tracking systems acknowledge submissions, but these automated responses may be diverted to your spam folder.
- If given the choice, **do** upload your resume rather than cutting pasting sections into text boxes. When it is eventually forwarded to a human, it will look much more attractive.
- **Do** be mindful of special characters and accents you use on your resume. Some words and phrases can be misinterpreted by an applicant tracking system -- for example, accented words. The word "résumé" itself is not ATS-friendly. The ATS does not recognize the accented letters. Instead, it reads it as "r?sum?."
- **Do** feel free to make your resume as long as you want to. The ATS won't penalize you for length. However, since it may also be read by a person, keeping it to two pages is smart. However, if you have a 2-page resume, put your name and Page 2 in a header so the ATS can't "see" it

DON'T

- **Don't** list your credentials (MBA, CPA, etc.) next to your name. Include that information on a separate line
- **Don't** include skills you don't possess on the resume as an attempt to "trick" the applicant tracking system into selecting you. Anything on your resume needs to be substantiated in an interview, or increasingly in a skills-based test before you interview.
- **Don't** mix different fonts and sizes in your resume
- **Don't** feel the need to create a completely stripped down document. In the old days we would save documents in .txt format with absolutely no formatting before submitting online. Because your resume will eventually be seen by a human being, keeping some simple formatting such as bold, caps and bullet points will help to keep your resume attractive.