

Writing cover letters and résumé

TRẦN THỊ TUYẾT - 2023

How to write a resume?

Job search and resume in digital age



Analyze Yourself

- Identify your interests and goals.
- Assess your qualifications.
- Explore career opportunities.



Develop a Job-Search Strategy

- Search the open job market.
- Pursue the hidden job market.
- Cultivate your online presence.
- Build your personal brand.
- Network, network, network!



Create a Customized Résumé

- Choose a résumé style.
- Organize your info concisely.
- Tailor your résumé to each position.
- Optimize for digital technology.



Know the Hiring Process

- Submit a résumé, application, or e-portfolio.
- Undergo screening and hiring interviews.
- Accept an offer or reevaluate your progress.

What kind of résumé?

Skills résumé

- also called a functional résumé
- emphasizes the skills you've used
- Suitable for those who changed job frequently, want to enter new fields, have

Chronological résumé

- summarizes what you did in a time line
- emphasizes degrees, job titles, and dates
- works well for candidates who have experience in their field of

When to use skills resume?

- Your education and experience are not the usual route to the position for which you're applying.
- You're changing fields.
- You want to combine experience from paid jobs, activities, volunteer work, and courses to show the extent of your experience in administration, finance, public speaking, and so on.



Functional Résumé: Recent College Graduate With Unrelated Part-Time Experience

Uses functional headings that emphasize necessary skills for sales and e-marketing position

Employs action verbs and bullet points to describe skills

Highlights recent education and contemporary training while de-emphasizing employment

Cooper M. Jackson 2109 Parkview Avenue Harrisburg, PA 17109 Phone: 717.329.2208 Cell: 717.850.3902 E-mail: coopermjackson@aol.com	
OBJECTIVE	Position in sales, marketing, or e-marketing in which my marketing, communication, and technology skills can help an organization achieve its goals.
SALES AND MARKETING SKILLS	<ul style="list-style-type: none">• Developed people and sales skills by demonstrating lawn-care equipment in central and western Pennsylvania• Achieved sales at 120 percent of forecast in competitive field• Generated over \$30,000 in telephone subscriptions as part of the President's Task Force for the Northeastern University Foundation• Conducted telephone survey of selected businesses in two counties to discover potential users of farm equipment and to promote company services• Successfully served 40 or more retail customers daily as clerk in electrical appliance department of national home hardware store
COMMUNICATION AND COMPUTER SKILLS	<ul style="list-style-type: none">• Conducted research, analyzed findings, drew conclusions, and helped write 20-page report contending that responsible e-marketing is not spam• Learned teamwork skills such as cooperation and compromise in team projects• Delivered PowerPoint talks before selected campus classes and organizations encouraging students to participate in campus voter registration drive• Developed Word, Outlook, Excel, PowerPoint, and Internet Explorer skills
ORGANIZATIONAL AND MANAGEMENT SKILLS	<ul style="list-style-type: none">• Helped conceptualize, organize, and conduct highly effective campus campaign to register student voters• Trained and supervised two counter employees at Pizza Planet• Organized courses, extracurricular activities, and part-time employment to graduate in seven semesters
EDUCATION	<p>Bachelor of Business Administration, Northeast University, June 2014 Major: Business Administration with e-marketing emphasis GPA: Major, 3.7; overall 3.3 (A=4.0) Related Courses: Marketing Research; Internet Advertising, Sales, and Promotion; and Strategies for the Information Age</p> <p>Associate of Arts, Community College of Allegheny County, 2012 Major: Business Administration with marketing emphasis GPA: 3.7</p>
EMPLOYMENT	<p>September 2012–May 2014, Pizza Planet, Harrisburg Summer 2012, Bellefonte Manufacturers Representatives, Harrisburg Summers 2010–2012, Home Depot, Inc., Harrisburg</p>

Includes objective that focuses on employer's needs

Quantifies achievements with specifics instead of generalities

Calls attention to computer skills

Avoids dense look and improves readability by "chunking" information

Chronological Résumé: Student Seeking Internship

Uses larger
type to
enhance
appearance

Haley Tranquillo

916-340-9820 haley.tranquillo@pacifica.com

Includes
professional-
sounding
address

OBJECTIVE

To obtain a clinical psychology internship position with Sacramento County Child Protective Services.

Responds to
specific job
advertisement

EDUCATION

Sacramento State University

Bachelor of Arts, Psychology

Expected graduation, May 2016

Overall GPA 3.6; Psychology GPA 3.8

Highlights
skills named in
advertisement

RELATED COURSEWORK

Educational Psychology

Ethnic Identity Development

Assessment and Treatment of Behavior Problems

Developmental Psychology

Advanced Applied Behavioral Analysis

Health Psychology

INTERNSHIP EXPERIENCE

Family Preservation and Support Services

Sacramento, CA

Case Management Support Intern

June 2012 - Present

- Help families understand whether they are eligible for the Housing Choice Voucher Program
- Assure completion of documentation to comply with program specifications
- Liaison for the Housing Choice Voucher Program within Family Preservation and Support Services

Improves
readability
with bulleted
lists

WORK EXPERIENCE

Career Center, SAC State

Sacramento, CA

Customer Service Assistant

August 2013 - August 2015

- Worked 10-15 hours per week while in college and maintained a 3.6 GPA
- Developed customer service skills assisting guests visiting the Career Center
- Assisted students, campus staff, and employees with a variety of inquiries, answered incoming telephone calls, and greeted walk-in traffic
- Collaborated with small diverse groups to plan large-scale events such as campus-wide Career Center Open House for 1500+ visitors
- Worked independently to research best career websites for college students concluding with a five-page report to director

Describes
experience
specifically

CAMPUS ACTIVITIES

Phi Chi Honor Society

SKILLS

Microsoft Office including Word, Excel, PowerPoint, and Outlook

Skilled Internet researcher

AWARD

Recipient of Applied Behavior Consultants Scholarship awarded on the basis of outstanding scholarship and departmental service

Spring 2016

What to include in a resume?

- ☐ Name and contact information
- ☐ Career objectives
- ☐ Summary of Qualifications
- ☐ Education
- ☐ Honors and Awards
- ☐ Experience
- ☐ Skills
- ☐ Activities
- ☐ Reference



Name and contact information

- Full name
- Address
- Phone number (include code area)
- Web page
- E-mail address: professional (not sexy, childish, illicit)
- LinkedIn



Career Objectives

Poor	Improved
To obtain a position with a well-established organization that will lead to a lasting relationship in the field of marketing. (Sounds vague and self-serving.)	To obtain a marketing position in which I use my recent training in writing and computer skills to increase customer contacts and expand brand penetration using social media. (Names specific skills and includes many nouns that might snag an applicant tracking system)
To offer a company my excellent academic foundation in hospital technology and my outstanding skills in oral and written communication .	Hospital and medical sales for Rand Medical requiring experience with state-of-the-art equipment.

Summary of Qualifications

A summary of qualifications (also called a *career profile*, a *job summary*, or *professional highlights*) should include three to eight bulleted statements that prove that you are the ideal candidate for the position

Weak	Better
Staff accountant	Experience with accounts payable, accounts receivable, audits, and month end closings. Prepared monthly financial reports.
Presentation skills	Gave 20 individual and 7 team presentations to groups ranging from 5 to 100 people.

Education

- In this section you should include the name and location of schools, dates of attendance, major /fields of study, and degrees received.
- Use the same format for all schools.
- GPA: under 3.0 on a 4.0 scale => use words rather than numbers: “B– average; Calculate it in your major courses only (for example, *3.6/4.0 in major*)
- Refer to courses only if you can relate them to the position sought. When relevant, include certificates earned, seminars attended, workshops completed, scholarships awarded, and honors earned

Education - Examples

Bachelor of Science in Management, May 2012, Illinois State University, Normal, IL
GPA: 3.8/4.0

Courses Related to Management:

Personnel Administration

Finance

Management I and II

Accounting I and II

Business Report Writing

Business Decision Making

International Business

Marketing

Legal Environment of Business

Business Speaking

BS in Marketing, May 2012, California State University at Northridge

30 hours in marketing

15 hours in Spanish

9 hours in Chicano studies

Honors and Awards

- Include awards, scholarships (financial and other), fellowships, dean's list, honors, recognition, commendations, and certificates.
- Be sure to identify items clearly

Poor	Better
Recipient of Star award	Recipient of Star award given by Pepperdine University to outstanding graduates who combine academic excellence and extracurricular activities
Treasurer of business club	Collected dues, kept financial records, and paid bills while serving as treasurer of 35-member business management club

Experience

For each position show the following:

- Employer's name, city, and state
- Dates of employment (month and year)
- Most important job title
- Significant duties, activities, accomplishments, and promotions

Experience

Engineering Assistant, Sohio Chemical Company, Lima, Ohio, Summers 2011 and 2012.

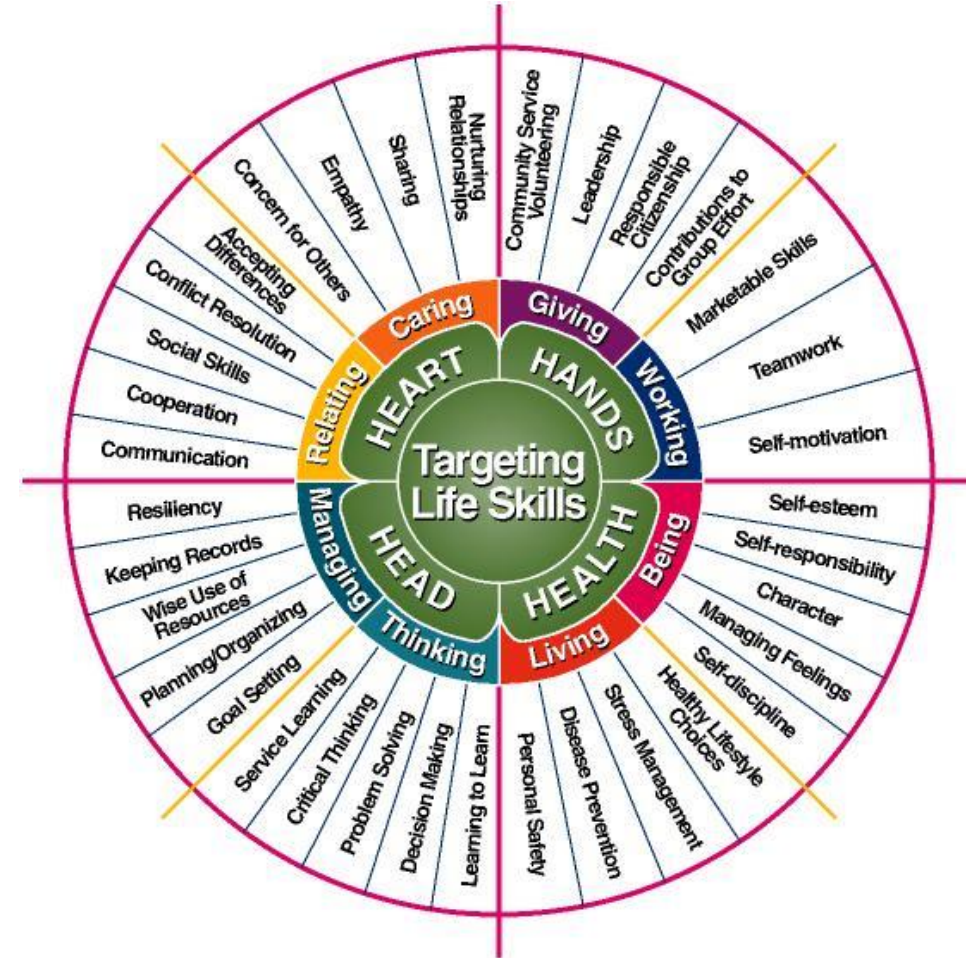
- Tested wastewater effluents for compliance with Federal EPA standards
- Helped chemists design a test to analyze groundwater quality and seepage around landfills
- Presented weekly oral and written progress reports to Director of Research and Development

Animal Caretaker, Animalcare, Worthington, Ohio, Summers 2008–2010.

Poor	Better
Worked with customers	Developed customer service skills by successfully interacting with 40+ customers daily
Did equipment study and report	Conducted research and wrote final study analyzing equipment needs of 100 small businesses in Houston
Was successful in sales	Personally generated orders for sales of \$90,000 annually
Worked effectively in teams	Collaborated with five-member interdepartmental team in developing ten-page handbook for temporary workers
Joined in team effort on campus	Headed 16-member student government team that conducted most successful voter registration in campus history

Skills & Capacities

- list your special skills
- Include your ability to use the Web, software programs, social media, office equipment, and communication technology tools
- Use expressions such as *proficient in*, *competent in*, *experienced in*, and *ability to*



Examples

Poor	Better
Have payroll experience	Proficient in preparing federal, state, and local payroll tax returns as well as franchise and personal property tax returns
Trained in computer graphics	Certified in graphic design including infographics through an intensive 350-hour classroom program
Have writing skills	Competent in writing, editing, and proofreading reports, tables, letters, memos, e-mails, manuscripts, and business forms

Action
verbs for
powerful
résumé

analyzed	directed	led	reviewed
budgeted	earned	managed	revised
built	edited	motivated	saved
chaired	established	negotiated	scheduled
coached	evaluated	observed	simplified
collected	examined	organized	sold
conducted	helped	persuaded	solved
coordinated	hired	planned	spoke
counseled	improved	presented	started
created	increased	produced	supervised
demonstrated	interviewed	recruited	trained
designed	introduced	reported	translated
developed	investigated	researched	wrote

Activities

- Employers may be interested in your activities if you're a new college graduate because they can demonstrate leadership roles, management abilities, and social skills as well as the ability to juggle a schedule. Include:
 - Volunteer work. Include important committees, leadership roles, communication activities, and financial and personnel responsibilities.
 - Membership in organized student activities.
 - Membership in professional associations.
 - Participation in varsity, intramural, or independent athletics.
 - Social clubs, if you held a major leadership role or if social skills are important for the job for which you're applying.

Reference

- Need at least three, usually no more than five.
- Include at least one professor and at least one employer or adviser.
- Include your current superior if changing jobs.
- For a skills résumé, choose references who can testify to your abilities in the most important skills areas.
- Don't use relatives, friends, or roommates, even if you've worked for them.

References
Bryanna A. Engstrom
1103 Wood Road
Boscobel, WI 53805

Home: (608) 375-1926

Cell: (608) 778-5195

E-mail: bengstrom@tds.net

Mr. Jeff Schmitz

Loan Supervisor
Community First Bank
925 Wisconsin Avenue
Boscobel, WI 53805
(608) 375-4116
jschmitz@commfirstbank.com

Ms. Sue Winder

Work Study Supervisor
Southwest Wisconsin Technical College
1800 Bronson Boulevard
Fennimore, WI 53809
(608) 822-3611, Ext 1200
swinder@swtc.edu

Ms. Sondra Ostheimer

Business/Communication Instructor
Southwest Wisconsin Technical College
1800 Bronson Boulevard
Fennimore, WI 53809
(608) 822-3622 Ext. 1266
sostheimer@swtc.edu

Provides
reference list
to be left at
interview

Lists
professional,
not personal,
references

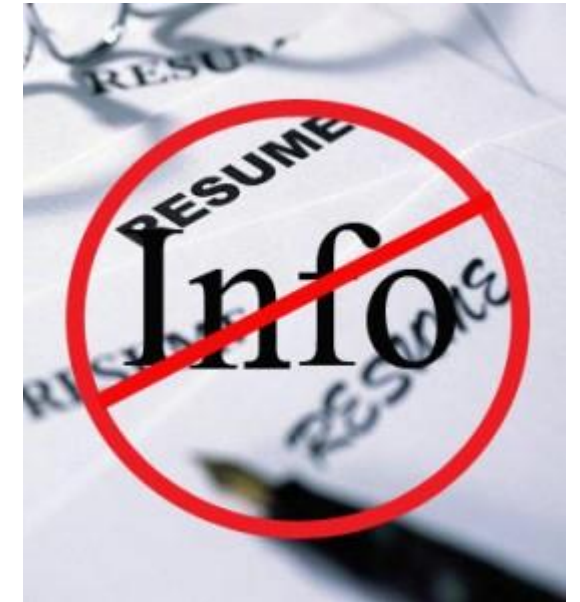
Uses parallel
form for all
entries

Prints reference
list with heading
that matches
heading on
résumé

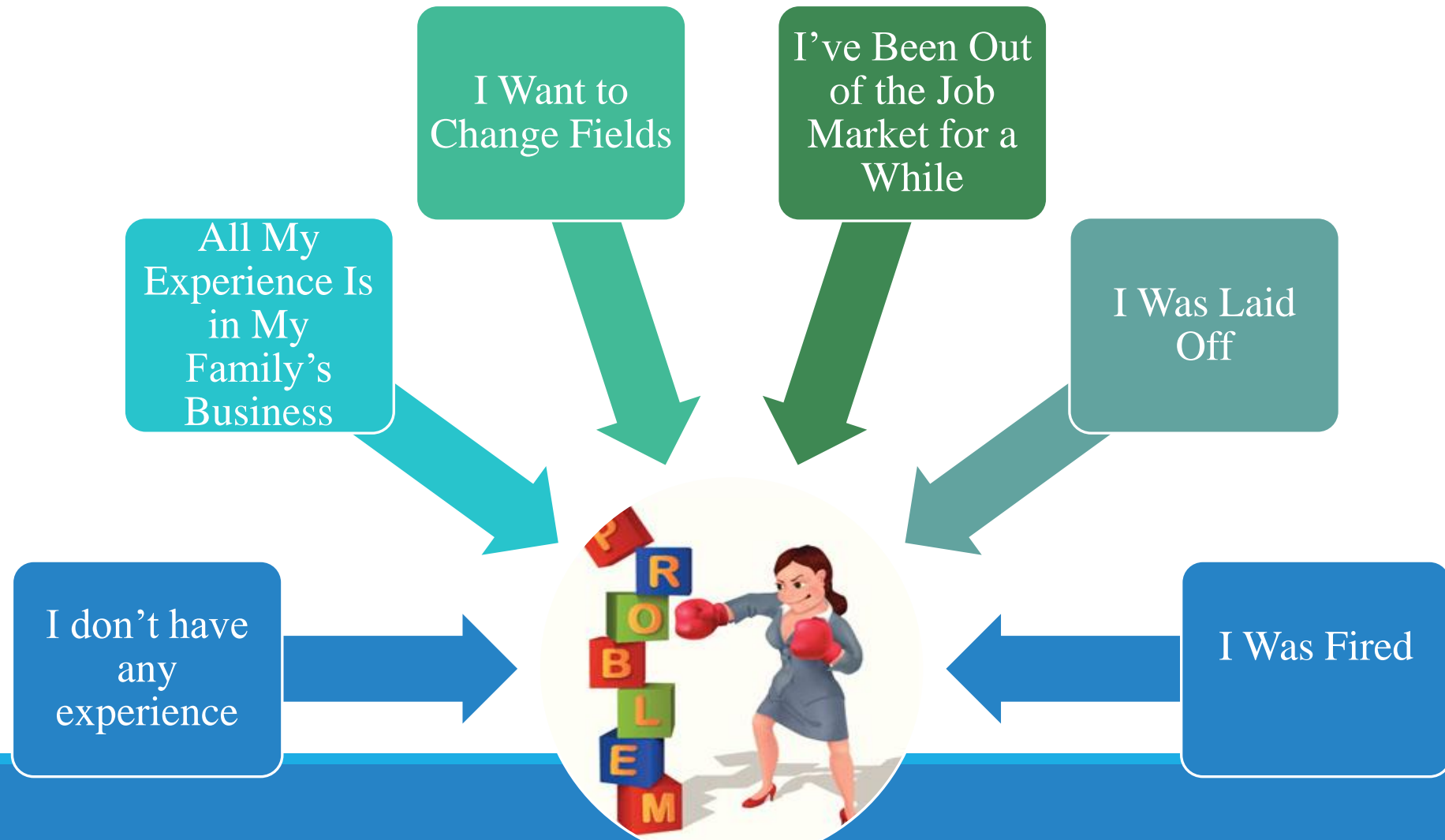
Lists only
people who
have given
permission

What not to include in a resume?

- Age, ethnicity, marital status, number of children, and health
- Photographs
- Social Security number
- Controversial activities or associations
- High school facts
- Trivial items



How to deal with difficulties?



Resume checklist

- ☐ Does the resume have good, easy-to-read layout?
- ☐ Does it include your name, address, phone number, email address at the top of the page?
- ☐ Does it use bullets or bold to highlight key elements?
- ☐ Does it list information in order of relevance to the position?
- ☐ Does it give specifics, not generalities about your experience?
- ☐ Did you double check the spelling, grammar, punctuation?
- ☐ Does it use action verb to describe your job duties?
- ☐ Is your resume truthful?
- ☐ Is it tailored to a specific employer?
- ☐ Does a 10-second reading reveal the basics about you/
- ☐ Does the resume warrant an interview, if you were an employer?
- ☐ How does your resume rate?

Writing a cover letter

Cover letter sample

Uses personally designed letterhead

• **Shenice M. Williams**

1770 Hawthorne Place, Boulder, CO 80304
(303) 492-1244, smwilliams@yahoo.com

May 23, 2016

Mr. Frank L. Lovelace •
Director, Human Resources
Del Rio Enterprises
4839 Mountain View Avenue
Denver, CO 82511

Addresses proper person by name and title

Dear Mr. Lovelace:

Identifies job and exactly where ad appeared

• Your advertisement for an assistant product manager, appearing May 22 in the employment section of your company web site, immediately caught my attention because my education and training closely parallel your needs.

According to your advertisement, the job includes "assisting in the coordination of a wide range of marketing programs as well as analyzing sales results and tracking marketing budgets." A recent internship at Ventana Corporation introduced me to similar tasks. Assisting the marketing manager enabled me to analyze the promotion, budget, and overall sales success of two products Ventana was evaluating. My ten-page report examined the nature of the current market, the products' life cycles, and their sales/profit return. In addition to this research, I helped formulate a product merchandising plan and answered consumers' questions at a local trade show.

Relates writer's experience to job requirements

Discusses schooling

• Intensive course work in marketing and management, as well as proficiency in computer spreadsheets and databases, has given me the kind of marketing and computer training that Del Rio probably demands in a product manager. Moreover,

Discusses experience

• my recent retail sales experience and participation in campus organizations have helped me develop the kind of customer service and interpersonal skills necessary for an effective product manager.

Asks for interview and repeats main qualifications

• After you have examined the enclosed résumé for details of my qualifications, I would be happy to answer questions. Please call me at (303) 492-1244 to arrange an interview at your convenience so that we may discuss how my marketing experience, computer training, and interpersonal skills could contribute to Del Rio Enterprises.

Refers reader to résumé

Sincerely

Shenice M. Williams
Shenice M. Williams

Enclosure

What to include in a cover letter?

- Your qualifications to meet major requirements of the job.
- Points that separate you from other applicants.
- Points that show your knowledge of the organization.
- Qualities that every employer is likely to value: the ability to write and speak effectively, to solve problems, to work well with people.



Should do?

- Address the letter to a specific person (a must for a prospecting letter).
- Indicate the specific position for which you're applying.
- Be specific about your qualifications.
- Show what separates you from other applicants.
- Show a knowledge of the company and the position.
- Refer to your résumé (which you would enclose with the letter).
- Ask for an interview.

How to organize a cover letter?

1. State that you're applying for the job (phrase the job title as your source phrased it). Tell where you learned about the job (ad, referral, etc.). Include any reference number mentioned in the ad. Briefly show that you have the major qualifications required by the ad: a college degree, professional certification, job experience, etc. Summarize your other qualifications briefly in the same order in which you plan to discuss them in the letter.
2. Develop your major qualifications in detail. Be specific about what you've done; relate your achievements to the work you'd be doing in this new job.
3. Develop your other qualifications, even if the ad doesn't ask for them. Show what separates you from the other applicants who will also answer the ad. Demonstrate your knowledge of the organization.
4. Ask for an interview; tell when you'll be available to be interviewed and to begin work. Thank them for considering your application. End on a positive, forward-looking note.

How to organize?



How to gain attention?

- Refer to the name of an employee in the company.
- Refer to the source of your information precisely
- Refer to the job title, and describe how your qualifications for the requirements.



Examples

Brendan Borello, a member of your Customer Service Department, told me that Alliance Resources is seeking an experienced customer service representative. The enclosed summary of my qualifications demonstrates my preparation for this position.

My talent for interacting with people, coupled with more than five years of customer service experience, make me an ideal candidate for the director of customer relations position you advertised on the CareerJournal website on August 3.

Ceradyne Company's marketing assistant opening is an excellent match with my qualifications. As a recent graduate of Western University with a major in marketing, I offer solid academic credentials as well as industry experience gained from an internship at Flotek Industries.

How to promote your strengths

- Explain how your preparation and experience fulfil the stated requirements
- Describe your strong points in relation to the needs of the employer
- Choose your strongest qualifications and show how they fit the targeted job
- Choose to discuss relevant personal traits



Poor	Better
I have completed courses in business communication, report writing, and technical writing.	Courses in business communication, report writing, and technical writing have helped me develop the research and writing skills required of your technical writers.
I have taken classes that prepare me to be an administrative assistant.	Composing e-mail messages, business letters, memos, and reports in my business communication and office technology courses helped me develop the writing, language, proofreading, and computer skills mentioned in your ad for an administrative assistant.

How to motivate action?

Poor	Better
I hope to hear from you soon.	This brief description of my qualifications and the additional information on my résumé demonstrate my readiness to put my accounting skills to work for McLellan and Associates. Please call me at (405) 488-2291 before 10 a.m. or after 3 p.m. to arrange an interview.
I look forward to a call from you.	To add to your staff an industrious, well-trained administrative assistant with proven Internet and communication skills, call me at (350) 492-1433 to arrange an interview. I look forward to meeting with you to discuss further my qualifications.
Thanks for looking over my qualifications.	I look forward to the opportunity to discuss my qualifications for the financial analyst position more fully in an interview. I can be reached at (213) 458-4030.

Avoid “I” domination!

Poor	Better
I took classes in business communication and computer applications.	Classes in business communication and computer applications prepared me to. . . . (Make activities the subject.)
I enjoyed helping customers, which taught me to. . . .	Helping customers was a real pleasure and taught me to. . . . (Make outcomes the subject.)
I am a hardworking team player who. . . .	You are looking for a hardworking team player who. . . . (Use the “you” view.)
I worked to support myself all through college, thus building. . . .	All through college, I worked to support myself, thus building. . . . (Move phrases to the beginning.)