

Resume and Cover Letter Development Guide

Purpose of a Resume

A **resume** is a brief, concise document that presents, and effectively sells, your most relevant and positive credentials for employment, admission to graduate school, consideration for a scholarship or fellowship, or other professional purpose.

Types of Resumes

Chronological Resume

- Consists of a reverse chronological list of:
 - Education
 - Job Experiences
 - Accomplishments
- Most common type of resume
- Recommended for college students, professionals staying in same career field, and for those working in a field where traditional job search methods are utilized

Functional Resume

- Highlights professional skills throughout career
- Presented around skill clusters
- Recommended for professionals with a variety of work experience, individuals interested in a career change, and individuals with gaps in their employment history

Curriculum Vitae

- Used in academic community
- Recommended for graduate students or those pursuing teaching or research positions in a college or university

Resume Checklist

- ✓ Make sure your resume focuses on recent/relevant information
- ✓ Use professional email address
- ✓ Print on high quality bond paper (white or crème)
- ✓ Individually tailor your resume to fit a specific job
- ✓ Avoid using personal pronouns
- ✓ Create resume in a word document
- ✓ Avoid listing salary information
- ✓ Make sure text font size is at least 10 point, no larger than 14
- ✓ BE HONEST!
- ✓ Avoid using acronyms or abbreviations
- ✓ Do not include personal information such as hobbies, age, or social security number
- ✓ Keep to ONE PAGE
- ✓ Keep it current and update often

Required Components of a Chronological Resume

1) Contact Information

- Your most current contact information should be included at the top of your resume. It is important to provide accurate information so that a potential employer can easily reach you.
 - Use full name, address with zip code, telephone with area code and email address
 - Include both your current college address and permanent address

2) Objective Statement

- A simple one sentence summary of the type of position you are seeking.
 - State the objective in third-person, avoid using personal pronouns such as “I” or “me”.

3) Education

- Academic credentials are very important, particularly if you are new to the world of work or if you are pursuing a job that requires specific training
- Only list current institutions or those from which you have received a degree
- In general, avoid listing high school education
- List study abroad experience here
- Write out institution name, city, state, full degree, and graduation date
- List GPA here if 3.0 or higher

4) Experience

- Your opportunity to sell yourself
- Do not limit yourself to paid experiences; include internships, volunteer work, etc.
 - List in reverse chronological order
 - Indicate the company name, city, state, dates of employment (month and year), and title of position held
 - Begin every bullet point with an action verb and be sure to use the correct verb tense
 - Develop bulleted accomplishment statements

5) Skills

- Languages
 - List using words such as Fluent, Proficient, Working Knowledge
 - Do not list English – this is assumed
- Computer Applications

- Companies are interested in the computer skills of their employees; this may range from basic knowledge to programming abilities
 - Be Specific
 - List all relevant software and your competency level with specific programs
 - Indicate Internet Research Abilities

Optional Components of a Chronological Resume

1) Honors

- List any academic honors from your university or outside organization
- Include scholarships and honor societies
- Do not list dates

2) Activities/Leadership Experience

- List any activities you are involved in with the university or outside organizations (volunteer, community service, etc.)
- Indicate offices held such as board member, treasurer, or president
- Do not list dates

3) Professional Affiliation

- Employers like to see how involved you are in your chosen field through professional organizations; these are an excellent way to network and learn about job opportunities in your field

4) Relevant/Significant Courses

- If you have little experience in a chosen career field, list any course work that indicates experience in the desired area
- Students who are just beginning their college career may find this useful when trying to obtain an internship
- Select upper level courses in a specialized area that set you apart from other candidates

6) Licensure/Certification

- If you currently hold a license relevant to your field, it is important for an employer to see this (Example: Accountants, Financial Planners, Teachers, etc.)

Action Verbs

- | | | | |
|----------------|---------------|--------------|----------------|
| • Abstracted | • Allocated | • Assisted | • Cared |
| • Achieved | • Analyzed | • Attained | • Charged |
| • Acquired | • Answered | • Audited | • Chartered |
| • Acted | • Anticipated | • Augmented | • Checked |
| • Adapted | • Applied | • Authored | • Clarified |
| • Addressed | • Appraised | • Bolstered | • Classified |
| • Administered | • Approved | • Briefed | • Coached |
| • Advertised | • Arranged | • Brought | • Collaborated |
| • Advised | • Ascertained | • Budgeted | • Collected |
| • Advocated | • Assembled | • Built | • Comfort |
| • Aided | • Assessed | • Calculated | • Communicated |

- Compared
- Completed
- Complied
- Composed
- Computed
- Conceived
- Conducted
- Conserved
- Consulted
- Contracted
- Contributed
- Converted
- Coordinated
- Copied
- Correlated
- Counseled
- Created
- Critiqued
- Cultivated
- Dealt
- Debated
- Decided
- Defined
- Delegated
- Delivered
- Designed
- Detected
- Determined
- Developed
- Devised
- Diagnosed
- Directed
- Discovered
- Discriminated
- Dispatched
- Displayed
- Diagnosed
- Discovered
- Discriminated
- Dispatched
- Displayed
- Dissected
- Documented
- Drafted
- Drove
- Edited
- Eliminated
- Empathized
- Enabled
- Enforced
- Enlightened
- Enlisted
- Ensured
- Established
- Estimated
- Exceeded
- Excelled
- Expanded
- Expedited
- Experimented
- Explored
- Expressed
- Extracted
- Facilitated
- Fashioned
- Fixed
- Followed
- Formulated
- Fostered
- Founded
- Gained
- Gathered
- Gave
- Generated
- Governed
- Guided
- Handled
- Headed
- Helped
- Identified
- Illustrated
- Imagined
- Implemented
- Improved
- Improvised
- Inaugurated
- Increased
- Indexed
- Indicated
- Influenced
- Initiated
- Inspected
- Instituted
- Integrated
- Interpreted
- Interviewed
- Introduced
- Invented
- Inventoried
- Investigated
- Launched
- Learned
- Lectured
- Led
- Lifted
- Listened
- Located
- Logged
- Made
- Maintained
- Managed
- Manipulated
- Mapped
- Mastered
- Maximized
- Mediated
- Memorized
- Mentored
- Met
- Minimized
- Modeled
- Modified
- Monitored
- Narrated
- Negotiated
- Observed
- Obtained
- Offered
- Operated
- Ordered
- Organized
- Originated
- Overcame
- Participated
- Perceived
- Perfected
- Performed
- Persuaded
- Planned
- Practiced
- Predicted
- Prepared
- Presented
- Prioritized
- Produced
- Programmed
- Projected
- Promoted
- Proposed
- Protected
- Proved
- Provided
- Publicized
- Published
- Purchased
- Queried
- Questioned
- Raised
- Ran
- Ranked
- Rationalized
- Read
- Reasoned
- Recorded
- Received
- Reduced
- Referred
- Related
- Relied
- Reported
- Researched
- Responded
- Restored
- Revamped
- Reviewed
- Scanned
- Scheduled
- Schemed
- Screened
- Set goals
- Shaped
- Skilled
- Solicited
- Solved

- Specialized
- Spoke
- Stimulated
- Strategize
- Streamlined
- Strengthened
- Stressed
- Studies
- Substantiated
- Succeeded
- Summarized
- Synthesized
- Supervised
- Supported
- Surveyed
- Sustained
- Symbolized
- Tabulated
- Talked
- Taught
- Theorized
- Trained
- Translated
- Upgraded
- Utilized
- Validated
- Verified
- Visualized
- Won
- Wrote

Sample Chronological Resume

Buck E. Bird

11300 NE 2nd Avenue ♦ Miami Shores, FL 33161
 305-899-5555 ♦ BBird@mail.barry.edu

OBJECTIVE

To obtain a position in marketing at Fidelity Investments.

EDUCATION

Bachelor of Science in Marketing, May 2005

Barry University, Miami Shores, FL

GPA 3.6

Relevant Courses

- ◆ Managerial Accounting
- ◆ Marketing Management Strategy

Semester at Sea, Fall 2000

Courses in: International Business and Marketing

EXPERIENCE

Event and Promotion Specialist, March 2004 – Present

Makai Events, Miami Beach, FL

- ◆ Manage South Florida marketing campaigns
- ◆ Coordinate promotions at events and concerts
- ◆ Supervise staff during events
- ◆ Educate individuals about the benefits of company products
- ◆ Serve as liaison between Miami office and New York headquarters

Intern, May 2003 – August 2003

Fidelity Investments, Ft. Lauderdale, FL

- ◆ Assisted Financial Representatives with their marketing initiatives
- ◆ Observed client personal asset allocation
- ◆ Developed mock portfolios for clients
- ◆ Formulated charts to increase productivity
- ◆ Charted activities to assist manager in improving productivity

ACTIVITIES

- ◆ Economic and Finance Club
- ◆ American Marketing Association
- ◆ Students in Free Enterprise, Treasurer

SKILLS

- ◆ Microsoft Office
- ◆ Internet Proficiency
- ◆ Fluent in Spanish

Sample Functional Resume

Joe Barry

555 Home St. Miami, FL 33161 (540) 555-2121 barryj@bucmail.barry.edu

OBJECTIVE

To obtain a full-time position in management.

SUMMARY OF QUALIFICATIONS

- Over five years' management experience emphasizing a collaborative style
- Adept at building productive relationships to further the organization's goals
- Persuasive skills, both written and verbal

RELEVANT SKILLS

Marketing / Sales / Promotion

- Cold canvassed community for potential clients
- Created informational brochure for apartment leasing company
- Developed advertising campaign for class project

Management / Training / Organizational Ability

- Arranged client contracts for painting business
- Assisted in organizing talent show and benefit auction for Semester at Sea
- Coordinated sales presentation strategy for fraternity car show and trained others in sales techniques
- Trained new restaurant employees
- Aided in refurbishing and renovating a restaurant
- Performed restaurant duties ranging from busboy to night manager

Communications / Language / Creative Projects

- Created multimedia presentation using slides, music, and narration to brief incoming freshman students during orientation
- Developed sales presentations and assisted with advertising campaigns including radio spots, newspaper ads, billboards, posters, brochures
- Designed and distributed flyers for painting business

WORK HISTORY

Customer Service Representative, Sunrise Painters, Miami, FL, Summer 2001

Waiter, Leonard's, Ft. Lauderdale, FL, Summers 1999, 2000, 2001

EDUCATION

Bachelor of Arts in Communication Studies, Marketing Minor, December 2005

Barry University, Miami Shores, FL

SKILLS

Proficient in Office 2000

Why Write a Cover Letter?

- Whenever you mail an application or drop off a resume to an employer, it should be accompanied by a Cover Letter.
- The Cover Letter is the **FIRST CONTACT** you have with a prospective employer.

- The purpose of a Cover Letter is to create a favorable, professional impression while you introduce your background and interest in employment.
- Entice the employer with your Cover Letter to continue to read your resume.

Cover Letter Structure

- Use a 3 paragraph format (Introduction/Body/Closing)
- Follow professional business letter style
- Align the letter to the left justification setting
- Always use a colon when addressing the person in the letter (i.e. Dear Mr. Jones:)
- Address Cover Letter to a specific individual (NOT “To Whom It May Concern”)
- Always double space between paragraphs
- Typed on ONE PAGE
- Use resume letterhead for cover letter
- Print on high quality bond paper (matching resume paper)
- Include:
 - How you learned of the company
 - What attracts you to this particular job
 - What elements of your education or experience would enable you to do an outstanding job
 - What action would you like the employer to take in response to your letter

Cover Letter Tips

- ✓ When addressing a female, always use the salutation Ms. Or Dr., regardless of marital status
- ✓ Use transitional phrases to help the letter flow (i.e. In addition to, However, etc.)
- ✓ Highlight your strengths and skills (be specific)
- ✓ Personalize to the company and show you’ve done your research
- ✓ Remember to sign the letter
- ✓ Never mention salary in a Cover Letter
- ✓ Be brief and generate interest with the content of the letter
- ✓ Remember, the purpose is to entice the employer and get an interview
- ✓ Emailing your resume and cover letter: send it as an attachment and include a brief message in the body of the text
- ✓ **PROOFREAD!**

Cover Letter Template

Your Street Address
 City, State, ZIP

>

Date

>

>

>

>

Name of Contact

His/her Title

Company/Organization Name

Address

City, State, ZIP

>

Dear Mr., Ms., or Dr. (Contact's Name):

>

State something interesting you learned from your research about the company or make reference to a previous conversation, if you had one. Next, write a statement that defines the purpose of your letter. This can include which position you are seeking and where you learned about it. Demonstrate that you have researched the company will help to sell you as a candidate.

>

In the second paragraph, highlight specific skills that will be useful to the employer. Refer to some additional information that may not be highlighted in your resume such as international, special, technical, or cultural experiences. Connect the point you make with the position requirements. Provide strong examples of your experience that directly support what the employer seeks in skills. Show how you would benefit the company and what you have to offer.

>

To conclude the cover letter, indicate that you are interested in action. Make every effort to maintain control of the process by indicating that you will follow up to set an interview date. Refer to your enclosed resume and thank the reader for his/her time and consideration.

>

Sincerely,

>

>

>

>

Your signature

Sample Cover Letter

Buck E. Bird

11300 NE 2nd Avenue ♦ Miami Shores, FL 33161

305-899-5555 ♦ BBird@mail.barry.edu

September 1, 2004

Mr. Peter Smith
Director
Universal Company
555 Candy Lane
New Brunswick, NJ 08901

Dear Mr. Smith:

Through the course of researching career opportunities in marketing, I have learned about Universal Company and its innovative marketing approach. Please accept this resume and cover letter for the Sales position in your marketing department.

Recently, I completed an independent research project comparing the costs and benefits of internet marketing versus traditional marketing methods. I have a solid educational foundation in marketing practices and principles. I am a strong communicator and manager. I have a consistent record of achievements and honors in academics and community service thus reflecting my strong work ethic and skills.

I look forward to sharing more with you about how I can contribute to the success and growth of Universal Company. Thank you for your consideration.

Sincerely,

Buck E. Bird
