

RESUMES AND COVER LETTERS

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VISION

LOOKING FORWARD TO LIFE
BEYOND GRADUATION



What's the...

pur·pose

/ˈpərpəs/

Noun

The reason for which something is done or created or for which something exists.

To Get An Interview!

- Market your best skills
- Show employers that you're a good match

How long do you think employers take to review?

*A **commercial**...not a **documentary**!*

Header / Contact Information

Sam Van Meter

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Education

Goucher College, Baltimore, MD
Bachelor of Arts in French and History
Minor: Creative Writing

May 2018
GPA 3.0

Study Abroad: Goucher Paris Program, Paris, France

Spring 2017

- Completed part-time internship with French Theatre Company
- Courses completed: Intense language at Sorbonne; immersion study about Paris culture, society and history; two advanced phonetics

Relevant Course/Project Work

- Provides connection between knowledge and application
- Showcases functional interests
- Outline specific projects /case studies completed in course
- Do not list all courses taken – only relevant, advanced, or specialized courses

Experience

Structure

- Brainstorm **LOTS** of different types of experiences: volunteer, jobs, internships, leadership in student clubs, class projects
- Section titles could be: Experience, Organizational Experience, Leadership Experience, or any other that reflects your strengths and talents
- Could separate into multiple experience sections
- Use reverse chronological order – most recent experience (within section) first
- Include title, organization name, location and dates

Descriptions = Accomplishment Statements

- Use bullet points to be easy to scan
- Use varied action verbs to describe work
- Match verb tenses (past or present)
- Qualify and quantify your statements
 - Lead a team of 30 students
 - Increased attendance by 30% with creative marketing strategy

Strong Action Verb
describing the **WHAT (task) +**
SO WHAT (Result, How, Why)

What Do Employers Want?

CORE SKILLS

Recruiters consistently report on surveys that they seek applicants with a strong set of core skills. These skills will apply to a variety of industries and will be necessary to thrive in future workplaces.

You are honing these in the classroom, in campus-jobs, internships, club leadership roles and on sports teams.

- Critical Thinking/Problem Solving
- Oral/Written Communication
- Teamwork/Collaboration
- Digital Technology
- Professionalism/work ethic
- Leadership
- Global/Intercultural Fluency



Where can you show these on your resume?



Target Resume

If you don't know what you're looking for, chances are the employer won't know either!

- Target your resume to EACH potential opportunity/organization
- It's OK to not have specific industry experience, but you need to connect the experience you do have to the skills for which the organization is looking
- Utilize the JOB DESCRIPTION- touch upon each job task/requirement and highlight your experiences/skills
- You may need DIFFERENT VERSIONS of your resume for DIFFERENT INDUSTRIES

Ways to Target: Specialized Sections

Communications Experience

Marketing Intern, AFLAC, Towson, MD, January-February 2005

- Worked closely with District Sales Manager, promoting the benefits of the company and meeting with prospective clients throughout the region.
- Attended sales classes and obtained insurance certification.

Public Relations Intern, Canaan Public Relations, White Plains, NY, Summer 2004

- Engaged with clients to promote and plan events for media personnel, including media weeks at two spas. Developed media lists and created print placements to be used in press kits.

Volunteer, Hope Lodge of the American Cancer Society, Baltimore, MD, Fall 2003

- Acted as a Public Relations representative and created a campaign including a brochure, internal speech, newsletter, Public Service Announcement and print advertisement focused on the need for volunteers.



- Focuses the reader's attention
- Organized by industry or skills, rather than type of experience (internship, extracurricular)

Ways to Target: Order of Statements

Canned Food Drive

Nov. 2015-2017

- Served as an organizing food drive member for 3 Thanksgiving seasons
- Created flyers and digital marketing for school's social media sites to advertise the event
- Volunteered 2 hours every week in November to organize and sort donations
- Collected enough donations each season to serve over 30 local families in need

A little reorder to focus on marketing experience:

Canned Food Drive

Nov. 2015, 2016, 2017

- Created flyers and digital marketing for school's social media site to advertise food drive
- Organized and sorted donations in 2 hour shifts each week in November
- Served as an organizing food drive member which collected enough donations to support over 30 families in need each season



Another reorder and a bit of rework to focus on organization skills:

Canned Food Drive

Nov. 2015, 2016, 2017

- Organized and sorted hundreds of food donations in 2 hour shifts each week in November
- Coordinated food drive as part of a team of 3 students, which collected enough donations to support over 30 families in need each season
- Created flyers and digital marketing for school's social media site to advertise food drive

Ways to Target: Use the Job Description

- Exceptional interpersonal, communication, analytical and problem-solving skills
- Excellent organizational skills and ability to multitask
- Genuine interest in financial markets and macro-level economic trends
- Ability to thrive in a fast-paced, collaborative environment
- Highly inquisitive, focused and pro-active
- Good judgment and discretion when working with confidential information

Team Member, Chick-Fil-A, Baltimore MD

- Maintained composure and professional communication and offered solutions to resolve customer complaints
- **Demonstrated flexibility by playing multiple roles including cashier, drive-thru and runner**
- Managed approximately \$2000 in transactions during the fast-paced lunch shift
- **Cross-trained new team members and lead by example**
- Secured cash registers at the end of the day and assisted with preparing confidential bank deposit



Formatting Tips

- One page – balance white space
- Margins at 1 inch (no lower than .5 inch) all around
- Font size 12 point (no lower than 10 point)
- Use **bold**, *italics*, ALL CAPS, small caps, underline, to emphasize information. Use strategically
- Punctuation
- Avoid graphics, color and fancy fonts



“DETAILS MATTER, IT’S WORTH
WAITING TO GET IT RIGHT.”

Steve Jobs

Standard Cover Letters: Internships & Jobs

pur·pose

/ˈpɜrpəs/

Noun

The reason for which something is done or created
or for which something exists.

- Introduce yourself & your resume
- Pique the employer's interest
- Identify position you're applying for
- Highlight strongest skills & experience
- Showcase writing style & skills

Cover Letters – What you need to know...

Key Tips

- Are read in less than a minute
- Individualize for specific position and organization
- Showcase your personality
- Mention referrals and contacts
- Should always accompany resume, never on their own



1

**Salutation &
Opening
Paragraph**

2

**Body
Paragraph(s)**

3

**Closing Paragraph
& Signature**

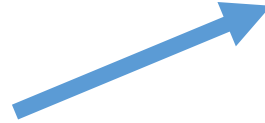
1

Layout & Format

- Follow standard business letter format
- Match design of resume
- Keep to one page
- Error free – grammar & spelling

Address & Salutation

- Personalize when possible
 - Avoid “Dear Sir/Madam” or “To Whom It May Concern”
 - Call for hiring manager’s name and pronouns
- Keep formal or call for clarification
 - “Dear Ms. Smith:”
 - If unsure of pronouns, use first and last name “Dear Sam Smith:”
- Include full name, title, organization address
- Verify spelling of names and organizations



1021 Dulaney Valley Road
Baltimore, MD 21204
ggraduate@xxxxx.edu
410-337-xxxx

Today’s date

Ms. Mary Jones
Managing Editor
Baltimore Sun
Xxxxxx Street
Baltimore, MD 21204

Dear Ms. Jones:

Opening Paragraph



- Get reader's attention – creative & appropriate
- State position applying for and why you are interested
- Highlight why this particular company
- Mention referral
- Showcase how your combined experiences are a perfect fit! (if applicable)

Dear Ms. Jones:

My morning is not complete without a cup of coffee and the Baltimore Sun. I'm particularly drawn to the concise writing style of City Hall reporter Julie Scharper and Baltimore County schools reporter [Liz Bowie](#) and would enjoy working on the newsroom floor alongside them. In addition to my love for all things Baltimore, my strong writing and editing background make me an asset to my hometown paper. Please accept this letter as my application for the reporter position at the Baltimore Sun, which was recently advertised on www.monster.com.

Body Paragraph(s)



- 1-2 paragraphs of strongest qualifications
- Match skills to what the employer wants/needs – demonstrate good ‘fit’
- Provide evidence to back-up – use specific examples
- Connect with your resume, but do not repeat or simply list experiences
- Can address education
- Sell soft skills and personality
- “I” Statements – limit use, be strategic

My writing and editing experience has been developed and honed in a variety of settings. While working as a staff writer for the Goucher newspaper, I wrote feature articles on campus events and issues and assisted with editing for freelance writers. As a staff assistant for the Baltimore City Paper, I wrote articles on local events and assisted with editing and layout. Finally, as an editor for the campus yearbook, I coordinated the production of a 50-page yearbook. My positions gave me the opportunity to develop strong reporting skills, which include providing clear information to the reader, meeting deadlines, and checking facts.

Strong organizational, computer, and leadership are other skills I can bring to the Sun. As a resident assistant at Goucher, I provided supervision to a floor of 20 students, and as Sophomore Class President, I organized fund raising activities. I am proficient with MS Word, Excel, Access, and Publisher.

Closing Paragraph

- Thank reader for their time and consideration
- A chance to restate interest and fit



The combination of my skills and experiences, as well as my knowledge of the area, make me a definite asset to the Baltimore Sun. I look forward to speaking to you soon to discuss this position further and will be contacting you in two weeks to follow up on my application. Thank you in advance for considering my application.

Sincerely,

Goucher Q. Graduate

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Baltimore, MD 21204
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410-337-xxxx

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Managing Editor
Baltimore Sun
Xxxxxx Street
Baltimore, MD 21204

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Goucher Q. Graduate

Example & Resources

Find an example and additional resources at the CEO:

[https://www.goucher.edu/
career-education-
office/document-library](https://www.goucher.edu/career-education-office/document-library)