



# RESUME & COVER LETTER GUIDE

*Career Services  
Center for Experiential Learning  
Keuka College  
Phone: (315) 279-5274  
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# *Creating a Résumé*

Think of your résumé as a marketing tool. It is essential to obtain exciting internships, volunteer positions, and employment opportunities. A résumé provides employers with an introduction to you, especially your skills and experience. Your résumé should provide the employer with a brief overview of your educational and career experiences in a concise and easy to read manner. Presentation and the type of information included can often determine whether or not you will be offered an interview. An employer will use your résumé to determine if your education, experience, and skills match their job specifications.

## **Types of Résumés**

The most traditional format is the Chronological Résumé which is structured according to experience; positions and activities are listed starting from most recent and moving backward in time. Chronological résumés are most often used by individuals seeking employment in their current field, or in one that is similar. Traditional recent college graduates typically use this format.

The Functional Résumé emphasizes a person's skills and abilities rather than work history. A functional resume is particularly useful for people who:

- Have gaps in their work history.
- Have a “mixed bag” work history; no clear thread unites positions held.
- Are reentering the workforce.
- Have frequently changed jobs.
- Are looking to transition into new careers.
- Have job titles that do not clearly reflect the level of skills you used.
- Don't exactly fit the mold of what recruiters are looking for in the positions they are filling.

## ***The Basic Ingredients:***

- Use the worksheet provided in this guide to get your education, experience, and skills in order. Use action verbs to explain your skills and jobs. These sentences can then be incorporated into the body of the actual résumé as brief bulleted descriptions.
- Organize your résumé so that your key experiences and accomplishments will be presented early and effectively. Use headings to put your achievements into categories.

## **Curriculum Vitae**

A curriculum vitae- often called a CV or vita- is similar to a résumé, but is longer and provides a more comprehensive portrayal of your skills, experiences, and education. Vitas are used primarily by students seeking academic opportunities such as positions in teaching or research, and fellowships or grants. There is no set format for a CV. To view samples, visit the Quintessential Careers website:

[www.quintcareers.com/curriculum\\_vitae.html](http://www.quintcareers.com/curriculum_vitae.html). Vitas may include all or some of the following:

- |   |                                     |
|---|-------------------------------------|
| ▪ Personal/contact information            | ▪ Professional development          |
| ▪ Academic background                     | ▪ Research interests and activities |
| ▪ Professional licenses or certifications | ▪ Service positions held            |
| ▪ Teaching experience                     | ▪ Affiliations/memberships          |
| ▪ Technical skills                        | ▪ Foreign languages                 |
| ▪ Related experience                      | ▪ References                        |
| ▪ Professional or academic honors         |                                     |

## ***Résumé Writing Tips***

- Use standard resume paper (preferably white and avoid flashy colors). Good resumes also have a combination of text and white space.
- Make your resume easy to read and present the most relevant information early.
- Your name needs to stand out so use a large font size (usually 20+ depending on the font). Also, you can use a font different from the text of your resume for your name to make it more noticeable.
- Include both your home and college address on your resume. You want an employer to be able to contact you no matter where you are.
- Remember to use appropriate e-mail addresses (like your school e-mail or your\_name@hotmail.com).
- Begin with an objective that states what you are aiming for (short phrase, not a complete sentence).
- All section headings should stand out (bolded, larger font, underlined, etc.) to make the resume easy to navigate.
- Consistency is very important! Make sure your headings, bullets, margins, spacing, font, etc. are constant throughout your resume.
- Remember that wording is important. Use action verbs and focus on your accomplishments. There is an action verb list on page four.
- For current positions use verbs in the present tense. For former positions, use past tense verbs.
- Usually do not include your GPA if it is below 3.0.
- You can be creative with your section headings. Here are some examples: Career-Related Experience, Volunteer Experience, Leadership and Involvement, Clubs and Organizations, Computer Skills, Honors and Scholarships, etc. Make them fit what you want to portray to the employer.
- Each heading should have at least three (and no more than six or seven) bullets.
- Do not use sentences on a resume. You want it to be short and sweet – easy for the employer to read. Explain what it was that you actually did briefly using bullets and precise wording.
- Do not include high school information (jobs, awards, sports, education, etc.) unless an award, a job, or your actual high school relates to the position to which you are applying.
- An employer might not know what certain clubs or organizations are, so be sure to clarify. Do not use abbreviations unless you define them.
- Relevant Coursework is an optional listing – use it only if the courses really are relevant to the job you are applying for and you have a few to list (three to six), not just one or two.
- “References available upon request”. Including this statement is a matter of preference. Many people include it, but it is not necessary since most employers assume that references are available upon request.
- Proofread! Proofread! Proofread! Have at least two other people review your resume.
- Never send a resume without a cover letter, even if the employer does not request a cover letter. You can also include your list of references as well. Make sure you use the same header you used on your resume for your references list.
- If you need two pages to fit in all of your information, use all or part of your heading on the second page, do not print on the back side, be sure to fill the entire second page, and use a paperclip instead of stapling the pages.
- If an employer requests that you send your resume electronically, save it as a PDF so that no formatting issues occur when the employer opens your resume on his or her computer.
- Remember that there is no prescribed set of categories, order of information, or rigid framework into which your background must fit. Create your own résumé; don’t use someone else’s generic format. Make your résumé a reflection of the individual you.

# *Sample Chronological Résumé Format*

## **NAME**

Present address:

City, State, Zip

Phone (include area code)

E-mail

Permanent address:

City, State, Zip

Phone (include area code)

## **OBJECTIVE**

An objective is optional, but when well written can help focus your interests, experiences, and goals. Be specific when applying for a particular job, and general when posting your resume on a job-posting Web site.

## **EDUCATION**

List your degree, major(s), institution (including its city and state), and date of graduation or expected graduation, as well as any minors and/or concentrations. You may also want to include your GPA (if above a 3.0) if appropriate. Point out areas of specialization in academic work and international education to compliment your experience.

*To get the maximum mileage out of your education you can describe honors, awards, special projects, and coursework, or to highlight these areas more, you can put them under separate headings. You can also choose your own section headings; just make sure they are simple and concise.*

## **EXPERIENCE**

Include your experience from the last four years; you can go back further if the experience is very relevant. For each entry, include your position title, name of the organization, the city and state, and a bulleted description of your duties – be specific about your skills. Start each of these “bullet” statements with an action verb (see Action Verb List below). Include the variety of assignments, amount of responsibility, number of people supervised, special accomplishments, and dates of affiliation. Employers are seeking people who are creative, take responsibility, and can adapt quickly to new situations.

*Experience includes paid work, unpaid work, Field Periods, volunteer work, community service, part-time and temporary positions, internships, unstructured work, self employment, odd jobs, and tutoring.*

## **ACTIVITIES/LEADERSHIP**

Position title, name of organization, brief description of what you did (optional), and dates.

*Includes sports, clubs, community service, leadership, and other involvement in campus clubs/organizations, in the Penn Yan Community, or at home.*

## **SKILLS**

The skills section is optional, but can be useful to balance your résumé or articulate something special about you. Skills can be broken don into sub-sections, and typically include language and/or computer skills.

## **TRAVEL**

This section is optional, however, if your travel experience is extensive or it is applicable to the job/internship you are applying to, it can be useful in rounding out your résumé.

## **REFERENCES**

State that these are “Available upon request” if you have extra room on your résumé, otherwise, you may omit this section.

# *Sample Functional Résumé Format*

## **Name**

Street Address ♦ City, State Zip Code

Phone ♦ E-mail address

### **OBJECTIVE**

Very concisely state the job in which you are interested.

### **EDUCATION**

*Degree, Major, Month 20XX*

**College**, City, State

### **QUALIFICATION SUMMARY**

- Write three or four bullet statements that summarize why you would be good at your objective. Each statement should be no longer than two lines.
- Your statements should highlight your relevant strengths such as experience, skills, community service, and personality traits.
- Prioritize the statements in the section so the most relevant one comes first.

### **PERSONAL ACCOMPLISHMENTS OR EXPERIENCE HIGHLIGHTS**

#### **Key Skill**

- Write two or more bullet statements about employment or volunteer activities in which you used this skill.
- Quantify results of your accomplishments when possible and appropriate; refer to how you positively affected the organization, the bottom line, your boss, co-workers, or customers.
- Mention awards or commendations you received that required this skill.
- If you used this skill to solve problems, briefly describe the problems and results.

#### **Key Skill**

- Write two or more bullet statements, following the tips mentioned under the first Key Skill section.
- Prioritize the statements under each Key Skill section so the most relevant one comes first.

### **WORK HISTORY**

**Organization**, City, State

Month 20XX – Present

**Organization**, City, State

Month 20XX – Month 20XX

**Organization**, City, State

Month 20XX – Month 20XX

### **COMMUNITY SERVICE**

Position Held, Organization, City, State

Month 20XX – Present

Position Held, Organization, City, State

Month 20XX – Month 20XX

# *Action Verb List*

## **Communicative**

• addressed • convinced • encouraged • marketed • reconciled  
• arbitrated • corresponded • enlisted • mediated • recruited  
• arranged • delivered • explained • moderated • reported  
• authored • described • expressed • motivated • spoke  
• briefed • developed • formulated • narrated • stressed  
• communicated • directed • influenced • negotiated • summarized  
• composed • documented • informed • persuaded • translated  
• conferred • drafted • interpreted • presented • wrote  
• confronted • dramatized • interviewed • promoted •  
• contacted • edited • lectured • publicized

## **Financial**

• accounted for • audited • doubled • halved • purchased  
• added • balanced • earned • managed • reconciled  
• adjusted • budgeted • eliminated • marketed • researched  
• administered • calculated • estimated • monitored • sold  
• allocated • computed • financed • planned •  
• analyzed • controlled • forecasted • procured •  
• appraised • developed • gained • projected

## **Research**

• acquired • critiqued • examined • located • retrieved  
• analyzed • diagnosed • extracted • measured • reviewed  
• broadened • designed • formulated • modified • summarized  
• calculated • determined • identified • organized • surveyed  
• clarified • distinguished • inspected • pinpointed • systematized  
• collected • diversified • interpreted • predicted • uncovered  
• compared • estimated • interviewed • processed • verified  
• conducted • evaluated • investigated • researched

## **Teaching**

• accepted • confronted • excited • investigated • set  
• adapted • considered • explained • judged • simplified  
• advised • cooperated • explored • led • solicited  
• analyzed • coordinated • facilitated • linked • speculated  
• applied • corrects • focused • listened • stated  
• appraised • defined • generated • mentored • stimulated  
• aroused • demonstrated • guided • modeled • structured  
• asked • designated • hypothesized • modified • synthesized  
• assessed • developed • identified • motivated • systematized  
• assigned • directed • implemented • observed • taught  
• attended • disciplined • incorporated • organized • told  
• calmed • displayed • indicated • persuaded • thanked  
• categorized • doubted • indoctrinated • pondered • told  
• challenged • effected • inferred • postulated • thanked  
• chose • elaborated • informed • praised • theorized  
• clarified • elicited • initiated • provoked • trained  
• coached • emphasized • inquired • questioned • tutored  
• commanded • enabled • instructed • reinforced •  
• communicated • encouraged • evaluated • integrated •

## **Management**

• administered • changed • determined • led • recruited  
• administrated • chaired • developed • managed • regulated  
• advanced • conferred • directed • organized • reviewed  
• analyzed • confronted • dispensed • oversaw • scheduled  
• appointed • consolidated • evaluated • planned • staffed  
• approved • consulted • executed • prioritized • supervised  
• assigned • contracted • exhibited • produced • unified  
• assumed • delegated • formulated • proposed • utilized  
• attained • designated • handled • recommended •

## **Creative**

• acted • designed • imagined • participated • sparked  
• composed • developed • improvised • performed • started  
• conceived • directed • innovated • planned • strategized  
• conceptualized • drafted • instituted • proposed • transformed  
• conducted • established • integrated • redesigned • visualized  
• constructed • fashioned • introduced • revitalized  
• created • founded • invented • shaped  
• derived • illustrated • originated • sketched

## **Helping**

• advised • coached • enabled • familiarized • rehabilitated  
• advocated • counseled • encouraged • fostered • represented  
• assessed • demonstrated • ensured • guided • served  
• assisted • diagnosed • evaluated • observed • serviced  
• changed • educated • expedited • provided • strengthened  
• clarified • effected • facilitated • referred • supported

## **Results**

• achieved • changed • expanded • pioneered • solidified  
• accelerated • completed • gained • raised • strengthened  
• accomplished • contributed • halved • realized • succeeded  
• added • decreased • improved • recognized as • trimmed  
• advanced • doubled • increased • reduced • widened  
• attained • eliminated • initiated • resolved • won  
• awarded • enlarged • introduced • reversed  
• broadened • established • launched • selected as

## **Technical**

• analyzed • converted • fabricated • programmed • stretched  
• assembled • designed • identified • remodeled • tested  
• audited • devised • implemented • repaired • trained  
• automated • documented • installed • researched • upgraded  
• built • edited • maintained • restored •  
• calculated • enabled • measured • serviced  
• computed • engineered • operated • standardized •  
• constructed • enhanced • overhauled • streamlined •

## **Organizational**

• administrated • decided • generated • purchased • specified  
• approved • delivered • implemented • recorded • staffed  
• arranged • dispatched • inspected • reorganized • streamlined  
• catalogued • distributed • monitored • restructured • systematized  
• changed • edited • operated • revamped • tabulated  
• classified • eliminated • organized • revised • transferred  
• collected • enlisted • pinpointed • retrieved • trimmed  
• compiled • executed • prepared • scheduled • updated  
• consolidated • expedited • processed • screened • validated

## ***Scannable and E-Résumés***

In today's versatile job market, job postings often ask for résumés in electronic (e-mail) format. Although they are becoming outdated, some employers may also request a scannable résumé. On either type, your qualifications must be conveyed with special vocabulary and formatting or your résumé will either not match certain database criteria or won't scan in correctly. Both errors could keep you from a potential job! Follow the tips below for writing a scannable or e-résumé.

### ***Scannable Résumé Writing Tips***

#### **Use plain text**

- Scanners can only read plain text. Avoid italics, script, underlines, columns, boxes around text, bullets, symbols, or pictures.
- Use a 10 to 14 point font size; anything smaller won't scan. Use fonts that a scanner can easily read such as: Times, Times New Roman, Helvetica, Courier, Arial or Verdana.
- Leave enough white space between sections. Computers use white space to differentiate between topics.
- Avoid using graphics, shadings, vertical and horizontal lines, and boxes around your text. Do not condense spacing between letters.

#### **Presentation**

- Print your résumé on 8.5" X 11" white paper, on one side only, using a laser or other high quality printer.
- Avoid folding or stapling your résumé, which can cause the scanner to read the result marks on the paper. If you must fold your résumé, do not fold it on a line of text.
- Smudges should be avoided – computers do not like them, and neither do employers!
- When faxing, set the fax machine on "fine mode" instead of "standard mode."

#### **Focus on nouns, not verbs**

- Unlike your hard copy résumé, in which action verbs are used to make a positive impression, recruiters use nouns when searching scanned résumés.
- For instance, say, "project manager" instead of "implemented project."
- Your résumé should still include action verbs for sentence flow and ease of readability.
- Use common section headings such as Education, Experience, Employment, Positions Held, Activities, and Skills.

#### **Use Keywords**

The computer searches résumés for the "key words" it has been programmed to find; these are the words that define the requisite of a particular job. To determine which key words to use, learn as much as you can about the position for which you are applying. Review Career Services job postings, classified ads for similar jobs, an employer's job description, or the *Directory of Occupational Titles*, published by the U.S. Department of Labor. Industry trade magazines, pertinent websites, and informational interviews are also great resources.

## ***E-Résumé Writing Tips***

An e- résumé is any digital form of a résumé; in other words it is not a hard copy. It can be an attachment (.doc, .pdf, or a text version), a resume posted to a job board, a Web resume/portfolio, or a CD-ROM resume/portfolio.

- **Create an E-Résumé.** Instead of cutting and pasting your traditional résumé into an e-mail message, create an “Internet” résumé in plain text format, sometimes called ASCII or DOS text. This is useful if the employer does not accept attachments, or you cannot save, send, or upload documents in PDF form.
- **Use plain text.** An e-résumé has no bold or italicized lettering, bullets, tabs, graphics, or symbols. If you want to spruce it up, try asterisks (\*) or (+) signs instead of bullets, and CAPITAL LETTERS instead of boldface.
- **Always align text with the left margin.** All text should be left justified.
- **Use buzzwords.** Especially if you are posting your résumé on a job board, make sure you incorporate common words associated with the industry, profession, or job to which you are applying. Many employers will conduct a mass scanning of résumés using a program which locates specific buzzwords.
- **Select a commonly used font.** Your e-résumé will print out in whatever font is set on your recipient’s computer (unless it is in .pdf form). Times New Roman and Arial are usually safe fonts to use.
- **Limit each line in your résumé to 65 characters.** Most e-mail programs wrap around at 65 characters; any text beyond that will be dropped down to the next line. So if you are going to send your e- résumé in the body of an e-mail, make sure you limit the length of each line to avoid this issue.
- **Use your name when saving your résumé document.** For example, use “JohnSmithResume.doc” instead of “Resume.doc” to distinguish your résumé from other candidates’.
- **Include your name in e-mail subject lines.** For example, write “John Smith Resume” or “John Smith application for XYZ position” instead of just “Resume”.
- **Save it as a .PDF.** If you are asked to send your résumé as an attachment to an employer, sending it in PDF form assures that margins, fonts, spacing, etc. will not be altered when opened on another computer, nor can your résumé’s information be tampered with. Keuka College has software to convert documents to .pdf if you do not. NOTE: Some job boards may require your résumé in .doc form, so be sure to check with each site.
- **Send your résumé in the body of the e-mail and as an attachment.** Many recruiters do not read attached résumés because they can be infected with a virus, so you should also include your e-résumé in the body of your e-mail.
- **Don’t forget your cover letter!** Never submit your résumé without a cover letter, even if the employer does not ask for one.
- **Test your résumé out.** E-mail your résumé to yourself so you can catch any technical problems and errors before the recruiter does. Make sure the text looks right on the screen and prints out correctly.

## ***Warnings***

- Some employers who post online do not accept résumés via e-mail. Pay attention to each position’s application instructions.
- Remember that it takes only a few keystrokes to delete a message that was not sent properly. Be sure to proceed carefully as you send your information.
- Once you have posted your résumé, it is made public. You may want to check the confidentiality and forwarding procedures of the database or service where you are posting your résumés ahead of time. You may also choose to omit your home address for security reasons, although a P.O. Box is usually a safe address to share.



# *Sample Résumés*

# *Bea Hired*

12457 Mucho Money Dr.  
DaPlace, CA 95877  
(123) 456-7890

P.O. Box 123  
Keuka Park, NY 14478  
315-279-5555

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[bhired@jobs.com](mailto:bhired@jobs.com)

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**Objective:** To obtain the Interpreter position available at Rochester Institute of Technology.

**Education:** **Keuka College**, Keuka Park, NY May 2006  
Bachelor of Arts in American Sign Language, Minor in Sociology

## **Relevant**

**Experience:** **BOCES**, Binghamton, NY January 2005  
*Assistant Teacher of the Deaf (Internship)*

- Assisted students with homework
- Communicated with students about their future goals and plans

**NTID**, Rochester, NY January 2005  
*Assistant Drama Club Director (Internship)*

- Aided in production of "Fiddler on the Roof"
- Supervised of crew of 15 college students
- Communicated with students, faculty, and staff using ASL

**Penn Yan Elementary Central School**, Penn Yan, NY January 2004  
*Interpreter Assistant*

- Worked closely with interpreter in daily interactions with young children
- Interpreted a science lesson

**Unadilla Valley Central School**, New Berlin, NY December 2001- June 2005  
*Substitute Teacher*

- Taught prepared lessons in all subjects
- Enforced classroom behavior management techniques
- Assumed full responsibility of the classroom and attendance records

## **Additional**

**Experience:** **Center for Experiential Learning**, Keuka College, NY Fall 2004 - Spring 2005  
*Office Assistant*

- Provided support for office staff including answering phones and filing
- Guided students to the resources they needed
- Produced and distributed marketing flyers around campus

**Adult Learning Center**, Keuka Park, NY Fall 2001- Spring 2005  
*Marketing Associate Assistant*

- Marketed upcoming events to the student population
- Participated in recruitment activities and prepared packets for prospective students
- Processed and recorded information that enters office

**Skills:** **Computer:** Proficient in Microsoft Office, PageMaker, Photoshop, and Webpage development  
**Language:** Fluent in American Sign Language

## ***Alotta Possibilities***

4567 Work Drive, Upstate, NY 12345

(123) 456-7890

[alotpossible@jobs.com](mailto:alotpossible@jobs.com)

### **OBJECTIVE:**

To obtain a teaching position in an elementary classroom where I can employ my skills in creating a fun and productive learning experience for students.

### **EDUCATION:**

#### **Keuka College, Keuka Park, NY**

*May 2005*

*Bachelor of Science in Unified Elementary/Special Education*

*Concentration in Family and Child Studies*

- Graduated Cum Laude/GPA: 3.6
- Dean's List: Fall 2001-Spring 2005
- George H. Ball Scholarship for Community Service

### **FIELD EXPERIENCE:**

#### **Student Teaching-2<sup>nd</sup> Grade Special Education, Finger Lakes BOCES Elementary**

Gorham, NY (259 hours)

*April 2005-May 2005*

- Taught in a 6:1:1 classroom with emotionally disabled students
- Employed reinforcement-based behavior modification program
- Collaborated with staff to provide needed services to students
- Created and taught lessons with appropriate modifications
- Taught lessons to students of different academic levels within one classroom
- Developed strategies for handling disruptive behaviors
- Observed process of relocation of students

#### **Student Teaching- 4<sup>th</sup> Grade Regular Education, Dana Lyons Elementary**

Bath, NY (215 hrs.)

*February-March 2005*

- Created and conducted lesson plans
- Created social studies, science, math, and Spanish unit plans
- Prepared and administered exams and assessments
- Maintained proper classroom conduct and behavior
- Developed projects for use in student electronic portfolios

#### **Special Education Teacher Assistant-9<sup>th</sup> &10<sup>th</sup> grade, Owego Free Academy**

Owego, NY (100 hrs.)

*January 2005*

- Observed self-contained and inclusion classrooms at the secondary level
- Created and taught lesson plans in English and mathematics
- Aided students with homework assignments
- Assisted in testing situations
- Attended faculty and IEP meetings

## ***Alotta Possibilities***

4567 Work Drive, Upstate, NY 12345

Cellular/Home phone: (123)-456-7890

E-Mail: [alotpossible@jobs.com](mailto:alotpossible@jobs.com)

### **Page II**

#### **FIELD EXPERIENCE CONTINUED:**

##### **Special Education Teacher Assistant-4<sup>th</sup> grade, Homer Brink Elementary**

Maine-Endwell, NY (140 hrs.)

*January 2003*

- Assisted in a push-in/pull-out setting
- Observed special education testing
- Worked one on one with students on assignments

##### **House Management Aide, Children's Home of Wyoming Conference**

Binghamton, NY (90 hrs.)

*January-May 2002*

- Assisted with supervision of children with emotional and behavioral disabilities
- Participated in planning activities for the children

#### **WORK EXPERIENCE:**

##### **Substitute Teacher/Teacher Aide, Abide In the Vine Childcare Center**

Owego, NY

*June 2003-Present*

- Supervised children ages 1-12 years old
- Assisted teachers during activities
- Created and planned activities and games to do with the children
- Supervised outdoor and indoor play
- 1:1 aide for child with emotional disabilities

##### **Substitute Aide, Owego Apalachin School District**

Owego, NY

*May 2003-Present*

- Supervised recess and lunchtime
- Assisted teacher in classroom activities
- Helped students with classroom assignments

##### **Program Facilitator, 21<sup>st</sup> Century After School Program**

Rushville, NY

*September 2004- December 2004*

- Collaborated with other facilitators in planning activity schedule
- Created educational and recreational activities for students
- Supervised and assisted with science and craft activities
- Tutored and aided students on homework assignments

#### **CERTIFICATIONS:**

Currently seeking Virginia State Teaching Certification  
American Red Cross Certification in CPR

*Pending exam  
September 2005*

# Brittany Philips

Current: P.O. Box 123, Keuka Park, NY 14478  
Permanent: 555 Maple Brook Road, Bellingham, MA 02019  
[bphilips@mail.keuka.edu](mailto:bphilips@mail.keuka.edu)  
(555) 123-4567

## Objective

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Highly motivated, strong communicating individual looking to gain practical experience at an internship

## Education

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*Bachelor of Arts in Sociology & Bachelor of Science in Criminal Justice Double Major*  
College, Elmira, NY

Anticipated June 2008 Elmira  
GPA 3.51/4.00

## Work Experience

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### Overnight Coordinator

October – December 2006

Office of Admissions, Elmira College, Elmira, New York

- Coordinated more than 200 overnight visits for prospective high school seniors based on academic interests and extracurricular activities
- Maintained extensive Microsoft Excel Database to be used by all admissions staff
- Organized comprehensive filing system to include contracts, visit requests, prospective student information and coordinator action plans

### Aquatics Team Member

September 2001- Present

Hockomock Area YMCA, Franklin, Massachusetts

- Designed progressive lesson plans for infants, pre-school, school-age and adult programs
- Participated in monthly trainings to fortify and maintain all certifications
- Certified in Red Cross Lifeguard Training and Community First Aid and Safety, CPR for the Professional Rescuer, YMCA Pre-school Swimming Instructor, Youth and Adult Swimming Instructor

### Camp Counselor

June-August, 2000-Present

Hockomock Area YMCA, Franklin, Massachusetts

- Coordinated daily activities, allowing for the positive development of a healthy mind and body
- Guided children in the discovery of arts, music, drama, outdoor activities, aquatics and athletics
- Collaborated with co-counselors to develop 11 one-week long themed programs (i.e., WiggiOlympics, Wild West Week, American History Week)

## Extracurricular Activities

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- |   |                        |
|---|------------------------|
| ▪ <b>Red Cross Club</b> , <i>Senator</i> , Keuka College                                  | Fall 2004- Spring 2008 |
| ▪ <b>Students in Free Enterprise</b> , <i>Regional Competition Winner</i> , Keuka College | Fall 2004- Spring 2006 |
| ▪ <b>Campus Activities Board</b> , <i>Public Relations Chair Person</i> , Keuka College   | Fall 2004- Spring 2005 |

## Foreign Language and Cultural Experience

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- **American Sign Language** *Conversationally competent*
- **French** *Elementary conversational skills with five years academic training*
- **Paris, France** *Three week living experience to study art, architecture, and Parisian History*

## Rachel A. Franklin

999 Huntington Road  
Wilmington, NY 12345  
Home: (123) 456-7890  
Work: (555) 555-1234  
rfrankli@mail.keuka.edu

### OBJECTIVE

Director of marketing position allowing for utilization of communication, customer service, and marketing skills proven by 8 years of successful experience.

### EDUCATION

*Bachelor of Science in Marketing*      **Keuka College**, Keuka Park, NY      Anticipated May 2010

### QUALIFICATION SUMMARY

- Motivated, personable business professional with 8 years experience in communications and marketing.
- Ability to multitask, manage others, and effectively communicate while maintaining high quality of work.
- Design marketing plans which includes creatively engaging target audiences.
- Demonstrated history of meeting sales goals and producing accurate, timely reports.

### EXPERIENCE HIGHLIGHTS

#### COMMUNICATION & REPORTING

- Designed and implemented training workshops on successful marketing strategies
  - Sales increased 25% and employee satisfaction increased 15%
- Communicate with various constituents including newspapers, radio stations, and colleges
- Prepare complex summary and assessment reports; present findings to colleagues to determine future goals and objectives

#### MARKETING

- Developed and implemented strategic marketing plan for MPO Advertising
  - Increased revenue from \$42K to \$95K over two years with minimal overhead
- Design promotional materials including outdoor advertisements, brochures, and radio broadcasts
  - Increased clientele outreach to include 11 more counties in NY as well as 2 bordering states

### EMPLOYMENT

<i>Market Researcher</i>	<b>MPO Advertising</b> , Fairport, NY	2000-Present
<i>Payroll Associate</i>	<b>Paychex</b> , Rochester, NY	1992-1998
<i>Teller</i>	<b>East Side Bank</b> , Victor, NY	1990-1992

### SKILLS SUMMARY

- |                        |                          |                           |
|------------------------|--------------------------|---------------------------|
| ▪ Market Research      | ▪ Marketing & Sales      | ▪ Interpersonal Relations |
| ▪ Report Preparation   | ▪ Accounting             | ▪ Office Operations       |
| ▪ Public Presentations | ▪ Payroll Operations     | ▪ Organization            |
| ▪ Customer Service     | ▪ Written Correspondence | ▪ Computer Skills         |

## *References*

A reference sheet is a document created to supplement your résumé. It should contain people that you have worked with/for or who have known you throughout your lifetime.

### **Reference Guidelines**

- You must ask each person for permission to use him/her as a reference.
- You should have at least three professional references.
- Your reference sheet should be consistent with other job search documents; use the same paper, heading, font, style, etc.
- References should not be family members, or friends your own age. Choose people who are above your job status level and older than you.
- Prepare your references! Let them know when you have applications out and that they might be hearing from employers. If you know, you can tell them who will be calling, what job(s) you are applying for, and some strengths you would like them to discuss.

### ***John D. Doe***

P.O. Box 123  
Keuka Park, NY 14478  
(315) 279-4567

567 Happy Drive  
Balton, NH 01234  
(987) 654-3210

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### **References:**

**Name**  
Title  
Company/Organization  
Street Address  
City, State Zip  
Phone Number  
E-mail

**Name**  
Title  
Company/Organization  
Street Address  
City, State Zip  
Phone Number  
E-mail

**Name**  
Title  
Company/Organization  
Street Address  
City, State Zip  
Phone Number  
E-mail

## ***Job Search Correspondence***

### **Letter of Inquiry:**

The focus of this type of letter is information gathering to learn more about an organization and the potential opportunities that may exist. You are encouraged to send a résumé along with your letter.

### **Cover Letter:**

Otherwise known as a “letter of application,” this type of correspondence is written when you are applying for a specific job or internship opening. This letter provides the opportunity for you to call attention to your education, or experiences that are appropriate to the position. Always send a résumé with your cover letter.

### **Networking Letter:**

The focus of this letter is career exploration, gaining advice, acquiring informational interviews and ultimately acquiring referrals to job/internship leads and the people who actually make hiring decisions. Always send a résumé with your letter.

### **Thank You Letter:**

This is a follow-up letter to an interview or meeting (job, internship, or informational). Express your gratitude for the opportunity to speak with them, and reaffirm your interest in the position, career field, referral to additional leads, etc.

### **Reaffirming Interest Letter:**

The goal is to remind prospective employers of your interest in their organization and whatever opportunities exist. This type of letter is a good idea when you are waiting for a response concerning their decision to pursue you as a candidate or offer you a position.

### **Confirmation Letter:**

Designed to confirm arrangements of interviews, meetings or agreement of terms (i.e. length of internship, starting date of employment, compensation, etc.).

### **Letter of Acceptance:**

Because you should always accept a job offer in writing after a verbal agreement has been made, a letter of acceptance is common. Be clear and concise and reiterate both your acceptance and the terms of the agreement.

## **What is Standard Business Letter Format?**

In order to present yourself as a talented young professional, proper business structure of your letter is essential. The key to effective letter writing involves using proper style while developing a concise and straightforward message.

- Your return address should be placed in either the top left corner, left justified or the upper right hand corner.
- The date should go directly below your return address.
- Contact name, title, department, company name, and complete address should be placed, left justified, two spaces below your return address.
- Salutation follows, two spaces below the employer’s address. Salutation should include “Dear Mr., or Ms.” and the contact person’s **last name only**.
- Body of the letter should be three to four paragraphs in length including your introduction and closing paragraph.
- Single-space the sentences in the body of each paragraph and double space between paragraphs.
- Complete your closing by putting “Sincerely,” two spaces down, then return four lines before typing your full name. (this allows you room for your signature, which will go between sincerely and your typed full name.)  
**Always sign your name in blue or black ink!**



# *Cover Letters*

## **Why use a cover letter?**

The cover letter gives you the opportunity to draw an employers attention to the skills and experience outlined in your résumé, expand upon information which particularly matches you to the position for which you wish to be considered, and highlight special achievements which might otherwise be overlooked.

## **What should a cover letter accomplish?**

Your résumé is a summary of your qualifications, but your cover letter is your sales pitch to the employer. If you have done your homework and written your cover letter well, it should do the following:

- Properly introduce yourself
- Show that you have researched the company
- Clearly state your interest in the organization and position
- Highlight your qualifications
- Demonstrate your written communication skills
- Convince the employer to grant you an interview

## **When should you use a cover letter?**

Whether you see an ad in the newspaper, online or hear something by word-of-mouth, a cover letter should always accompany your résumé should you choose to apply.

## **A successful cover letter should be specific and personal.**

It should be a neat, laser copy, but not mass generated. Your cover letter should be both well written and concise. Each letter should refer to a specific person at a specific company. Your letter should be employer focused, emphasize what you can bring to the employer, rather than what you hope to gain from the opportunity. If you state a definitive next step that you will be taking, make sure you follow through!

## **Your cover letter should speak of what you have done and what you can do for the company.**

If you are not sure what differentiates you from the rest of the market, find out! Think about your past experiences and make note of the areas where you excelled, then make these areas your number one focus in writing your cover letter. Use active, not passive voice and direct, powerful language.

## **Do your research.**

- ***Research and understand the type of career fields you are targeting***
  1. Utilize resources in Career Services to research employers, locate job descriptions, and read periodicals.
  2. Use the Web and search engines to locate employer information, contact data, e-mail addresses, etc.
- ***Network with friends, family, alumni and alumnae who might have an inside track with an organization/career field.***
  1. Know the “buzz” words and understand what they mean.

## **Keep copies of all correspondence.**

Keep track of which positions you applied for and when, follow-up dates, and any correspondence. You may need to refer to this information in the future.

## ***Cover Letter Checklist***

- ✓ Use conventional business letter format on standard size (8.5 X 11) bond paper that matches your résumé paper. Write using standard business structure: *your address and phone number, date line, inside address, salutation, body, closing, and signature line.*
- ✓ Keep your cover letter to one page of three to four paragraphs.
- ✓ Always direct your cover letter to a specific person, most preferable an individual with hiring authority. If you do not know to whom you should write, call the company/agency/school operator for the name of the contact person. Be sure to spell his/her name correctly and use the proper title. A colon, not a comma, should always follow your salutation.
- ✓ Tailor your letter to the specific job and organization. Avoid using a non-personalized form letter. Demonstrate a clear purpose, a logical flow of thought and proper transitions.
- ✓ Respond to the interests and needs of the employer. Show them not only what you have done, but what you can do for them.
- ✓ Be original in both style and content. Express the “unique you” rather than approximate the language and content of model letters. Used varied sentence structure. Be as concise as possible. Avoid sounding overly aggressive, humorous or too informal. Refrain from using slang and abbreviations. Limit the use of the words “I” and “My” at the beginning of sentences.
- ✓ Do not exaggerate your accomplishments; be positive about your qualifications and talents. Whenever possible, provide specific examples to support and illustrate your qualifications.
- ✓ Make sure there is a direct connection between your background and the job requirements.
- ✓ Express appreciation for the employer considering your application.
- ✓ Have several people proofread your letter for grammar, punctuation, spelling and typographical errors. Your letter must be neat and absolutely error free. Realize the reader will view the cover letter as an example of your written communication skills and write accordingly.
- ✓ Do not mass-produce your cover letter. Each letter should be uniquely tailored to the employer and rewritten for each application you submit. You want to give the employer the impression that his/her organization is the most important one in your search. Make sure to make reference to the qualifications and skills listed in the job announcement, and try to tie them into your experiences.
- ✓ Edit your cover letter carefully. Is it interesting and persuasive? Does it include important aspects of your college experience, your pertinent skills, and a bit of your personality? Re-read it from the employer’s perspective: “Why should I hire you?”
- ✓ Observe margins and spacing and remember to sign your letter! Cover letters should be signed in either blue or black ink. Envelopes should match the professional paper used for your résumé, cover letter and reference sheet.
- ✓ Final step: follow up!!

## *Sample Cover Letter*

Your mailing address  
City, State Zip

Today's date

Contact Name  
Job Title  
Company Name  
Company Address  
City, State Zip

Dear Mr./Ms. (Last Name Only):

***Why are you writing?*** Identify the specific position or type of work for which you are applying. State where you heard of the job opportunity and express your interest in the position. Remember to include the name of a mutual contact, if you have one. Add some relevant information about the company and briefly outline how your qualifications might be a match. This section should grab the reader's attention so that he/she is compelled to continue reading the entire letter. Keep this section relatively brief; it should not be more than 3-5 sentences long.

***What you have to offer.*** The role of a cover letter is to draw a clear connection between the job you are seeking and major accomplishments related to the job. Do not simply reiterate your résumé- make connections between your abilities and their needs. Most importantly, explain why your qualifications and the job requirements are a good match. Work in detailed examples and specifics about related aspects of your education and experience. Remember you are translating your résumé, make sure you substantiate the claims you make about your skills.

***How you will follow up.*** Thank the employer for his/her time and consideration. Indicate that you would like an interview in person or by phone. Say that you look forward to hearing from him/her. You may mention the best time and place for the contact person to reach you, and phone number/e-mail address. You may state that you will follow up, and provide the professional courtesy of indicating when you will call. (One week's time is typical.) You may want to shorten the time between sending out your résumé and follow-up if you fax or e-mail it.

Sincerely,

*Your Signature*

Your Full Typewritten Name

Enclosure(s)