

# RESUME WRITING & COVER LETTERS



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## INTRODUCTION

1. Resume writing is a skill that can be taught and learned. The purpose of this handout is to empower the student or user to be able to write interview winning resumes. The **goal** of writing an effective resume is to obtain an interview in order to become employed.
2. The civilian job market in the United States is evolving. Part of this evolution has resulted in down sizing and other job dislocating factors. These factors make it very important for employees to establish and maintain current resumes. Resumes are a useful tool for employees who may be eligible to take advantage of new promotion opportunities within their changing organizations, as a good resume can help concentrate the mind for internal interview opportunities.
3. Employer's are frequently inundated with job applicants. In some instances an employer may have hundreds of applicants to choose from with only a very few positions to fill. Larger corporations use computer driven scanning devices to read resumes, and then they select interviewees from those resumes that have phrases that best match job requirements.

4. In today's job market, it is very important to target resumes to the precise job being advertised. Use of computers and email can help you adjust your resume to the position you are applying for while leaving open opportunities for further job growth.

# The Purpose of a Resume

## Why you need a resume

### **The basic purpose of a resume is to secure an employment interview**

It has become standard practice among employment agencies to require job applicants to submit resumes. In fact, agencies specializing in top-level jobs will not consider a job applicant without a resume.

You'll need a resume to enclose in your letters of application to prospective employers. It serves as an introduction and opens your door for a personal interview.

You'll need a resume when you use the cold call techniques of job hunting. This is, when you make the rounds of business firms on the chance you may be lucky enough to be granted an interview without an appointment. Even if this approach does not lead to an immediate job offer, the resume you leave the employer serves as a reminder of your qualifications for a possible job offer in the future.

A resume will be needed when you write a letter in response to a help wanted ad. The ad may or may not specifically request a resume, but it is generally good practice to enclose a resume with your letter of application.

In today's job market, it is very important to target resumes to the precise job being advertised. In order to do this in this age of digital technology, you may wish to write a master resume that can be quite lengthy. Then extract from it those areas that most precisely reflect the needs of the employer and present them. This can be done with simple cutting and pasting.

A resume is needed to publicize your job qualifications among friends and acquaintances. Networking constitutes one of the major sources of job leads. Don't hesitate to let your friends and acquaintances know the kind of job you are looking for and what your qualifications are.

The resume, as you can see, is important from all angles. It can be a passport to the job you are looking for.

## A 30 to 60 second Image Management Activity

Resume writing is first and foremost a 30 to 60 second image management activity. In the first 10 seconds the employer forms a strong first impression. It takes employers no more than 30 to 60 seconds to read and respond to your resume. Therefore, you must quickly **motivate** the reader to take action.

Your resume must communicate your best professional image in writing **before** you can expect to be invited to a job interview. How and what you write as well as which methods you choose to disseminate and follow-up your message, will largely determine how effective you are in moving the employer to take action in reference to your qualifications.



## You are what you write

When writing and sending resumes to strangers, you are in their minds, essentially what you write. Your one or two page resume succinctly says a great deal about your professionalism, competence, and personality that goes beyond just documenting your work history, education and experience. Your resume must have sufficient impact to move employers to contact you, interview you over the telephone, and hopefully invite you to a job interview that leads to a job offer and renewed career success. If you fail to properly write, produce, market, and follow-up your resume, you will most likely conduct an ineffective job search campaign.

## Types of Resumes

### RESUME STYLES

There are *five major* types of resume styles used. They are the chronological, functional, combination (performance) resumes, technical and targeted. Each of these has strengths and weaknesses. Each is discussed below.

A *Chronological Resume* lists and describes each position you have held in chronological order, starting with your most recent job and working back. It also lists information about your education and other activities.

### CHRONOLOGICAL

#### ADVANTAGES

- Emphasizes career growth
- Emphasizes growth in responsibilities
- Emphasizes loyalty to job
- Emphasizes impressive job titles

#### DISADVANTAGES

- Highlights spotty work history
- Works less well if changing careers

A *Functional Resume* groups your skills and responsibilities under headings that describe job duties, like: **Technical, Mechanical Maintenance, Management/Supervisory, and Administrative.**

### FUNCTIONAL RESUME

#### ADVANTAGES

- Emphasizes skills
- Incorporates wide variety of experience (helps overcome the generalist problem)
- Masks spotty work history

#### DISADVANTAGES

- De-emphasizes career growth
- De-emphasizes managerial/supervisory skills
- Disliked in some business, such as engineering & professional fields

A *Combination or Performance Resume* combines elements of both the functional and the chronological resume into a single product.

## **COMBINATION RESUME**

### **ADVANTAGES**

- Highlights achievements & experience

### **DISADVANTAGES**

- Uses space which could be devoted either to skills or to work experience

A *Technical Resume* identifies skills areas pertinent to a range of areas that may be of use to a company. Many companies looking for IT professionals are very interested in the languages and or platforms they have their experience with. As such these resumes may “bust” the normal two page limits of resumes.

## **THE TECHNICAL RESUME**

### **ADVANTAGES**

- Helps folks with extensive background using tools
- Is a resume of choice for programmers and other IT professionals.

### **DISADVANTAGES**

- May be lengthy
- May hide job changes

A *Targeted Resume* focuses solely on the job being advertised. Sample headings might include *Professional Skills* or *Technical Expertise*.

## **TARGETED RESUME**

### **ADVANTAGES**

- Uses all areas to highlight applicant qualifications for that specific position.
- Shows the breadth & depth of the applicant's skills.

### **DISADVANTAGES**

- It is time consuming to write targeted resumes for different positions
- Hard to effectively write unless the writer has specific skills related to the position.



## TWENTY EIGHT RESUME RULES TO CONSIDER

1. Write your resume to show employers three things:

- a) The amount and kind of **responsibility** you have handled.
- b) The **results** you have achieved.
- c) The **relevancy** of your past responsibilities and accomplishments to their needs.

**Note:** It is helpful to think about your responsibilities in terms of problems you dealt with, actions you took to overcome the problems and what resulted from the action. The you can develop **Problem-Action-Results** (P-A-R) statements for each job and use them to write your resume.

2. List your **achievements** and **how you solve problems**, not simply your responsibilities. In other words, explain how you increased operational efficiency, the amount of money you saved or raised, the number of people who used the service or product, the action that came as a result of your efforts, etc. Write these items in phrases that identify the problem, note the solution, and describe the result.

3. Use **action words (performance verbs)** to describe duties and accomplishments (designed, coordinated, initiated, produced, supervised, etc. Write these items in phrases that identify the problem, note the solution, and describe the result.

4. Use **statistics or numbers** when you can, to show the results of what you did (i.e., size of organization, number of people supervised, length of report, time involved, size of budget, amount of money raised, etc.) Identify types of people, services, products, programs with which you worked.

5. Use the correct language-use the **words and phrases the potential employer uses** in the ads and organizational literature. Make your resume show that you're acquainted with the field. **If you are in the military, do not describe** your present job in military language.

6. **For military members:** emphasize the advantages you bring by having a military background. These advantages include:

- leadership training;
- ability to conform to rules and structure;
- ability to learn with advanced training;
- ability to work as a team member and team leader;
- ability to work with all types of people;
- ability to work under pressure and meet deadlines;

- security clearances
- systematic planning experiences
- ability to give and follow directions
- flexibility resulting from many adaptations

7. **Be specific** about your job and accomplishments; leaving nothing to the imagination.

8. **Be selective** in the information you provide with your resume. Choose only information that relates to the jobs you seek.

9. Include **volunteer** experience **relevant** to the position sought. Also, include data on travel, languages, hobbies, certificates, if relevant to the target job.

10. Avoid using abbreviations, "i.e.," and parentheses. **Spell out everything**, especially **military terms (if applicable)**.

11. **Do not include unnecessary data** about your age, height, weight, marital status, children, spouse, race, religious and political affiliations, hobbies, or personal photographs.

12. Select the **format** (i.e., Chronological, Functional, Combination or Technical) that will best **relate your experience** to your job target. There is no "standard" resume format to follow.

13. **Write your own resume.** Seek all the advice you can, but since you'll be the one at the interview, you'll make the best author. If you decide to use a resume writing service, work closely with the writer to make sure that the resume reflects *your* experience and personality.

14. Keep your resume **brief, clean** and **easy to read** with lots of white space on the page. Use the minimum number of words to convey what you wish to say. Be able to *defend every word*.

15. Match the "style" of your resume to the organization to which it is sent. Avoid the "slick look" that many resume-writing services offer. Print resume and cover letter on matching bond paper-white, bone, ivory, or light gray. Use **black print** and use a standard type face, unless you are applying to be a graphic artist.

16. Avoid gimmicks, and curtsy resume write-ups. **Be creative, but always professional.**

17. **If possible**, you want your resume on a computer hard drive, or disk so you can easily make changes.

18. Be impressive in describing your experiences, but always be **100% honest**. Never exaggerate or misrepresent yourself. Research data indicates 80% of

employers check with past employers, and 80% verify at least some information on the resume.

19. Make several **drafts** of your resume--boil it down to essential information and have it critiqued before it is copied. Recognize that you may need to write several different resumes in order to customize it for specific jobs.

20. **Always** send a *cover letter* to accompany your resume.

21. **Do not include names of references** on your resume. You may include the statement "References available upon request" at the bottom of the resume. However, make copies of a typewritten list of references, including their names, titles, place of work, work address and work phone number. You may offer this list at an interview or have it handy for requests.

22. **Don't mention your salary** on your resume. It is best discussed in person or in your cover letter if you are required to do so.

23. **Be positive** in what you say about yourself--stress your strengths, not your weaknesses.

24. Keep a **list** of all resumes sent to employers, including dates sent, to whom, and action taken.

25. **Use "feedback"** from friends, relatives, and interviewers as to how your resume is coming across and modify where necessary.

26. Your resume should not be longer than two pages. Often one page is enough, especially if you have limited work experience. Exception to this would be a technical resume where the employer may be interested in the software or platforms you have experience in.

27. **Pay particular attention** to how your resume looks. Make sure there are no stray marks from the copy machine; make clear headings; leave some blank space on the page. If it *looks easy to read, it becomes easy to read*.

28. Include a **Special Skills** section when you can, to note languages you speak, computer hardware and software that you can use, and machinery or equipment that you can operate, build or repair.

## **Chronological Resume**

**SUSAN MEADOWS**  
3158 Tangle Wood Dr.  
Coraopolis, PA 15108  
(915) 655-4433  
E-mail: meadows@land.net

**OBJECTIVE:** List ALL positions you are applying for in the area you're targeting.

### **CAREER SUMMARY**

Over 8 years of progressive experience in bank management and loan processing. Known by others as a positive, personable manager with a good reputation for customer service. Selected to represent my bank for the State of Pennsylvania in a national conference of loan officers.

### **PROFESSIONAL EXPERIENCE**

**Loan Officer** **1996 to present**  
**PNC Bank**  
**Moon Township, PA**

Reported directly to the Manager of the most active Western Pennsylvania branch bank and supervised four clerical staff. Assisted qualified loan candidates with developing business plans and loan proposals in amounts exceeding \$1 million. Maintained 25 personnel and payroll records on employees. Conducted interviews with prospective bank clients.

- Processed over 200 loans over a 12 month period – accomplished background checks and processed with such thoroughness that to date no loans have been defaulted on.
- Developed a new loan processing form which has speeded up the loan processing time by 25% and provided for more accuracy of client information. The form is being adopted by all branches.

**Head Teller** **1993-1996**  
**Bank of Hawaii**  
**Honolulu, Hawaii**

Reported to the Manager of a branch bank. Handled amounts of over \$80,000 thousand daily in processing deposits for checking, savings, merchant's and money market accounts. Cashed checks, sold travelers' checks, savings bonds and cashier's checks. Balanced daily cash on hand. Opened new accounts.

# Susan Meadows

- Worked with the marketing department to develop a new plan to reach out to an untapped market of prospective customers, military members.
- Within the first month of the new marketing plan's inception 25 new accounts were opened by military members.
- Recognized with an employee of the year award for problem solving skills and conflict resolution in dealing with customers.

**Teller** **1991-1993**  
**1<sup>st</sup> National Bank of Florida**  
**Miami, Florida**

Reported to the Head Teller of a branch bank. Processed deposits for checking, savings and money market accounts in amounts over \$40,000 daily. Cashed checks. Sold travelers' checks, money orders, savings bonds and cashiers' checks. Answered customer inquiries about checking, savings and other accounts. Balanced daily cash on hand.

- Received award for having the highest accuracy rate in balancing daily cash.

## EDUCATION & TRAINING

**B.B.A.** **Florida International University, Miami, FL** **1990**  
**Major** **Finance**

**Supervisory Course, 40 hrs** **1996**

**The Art of Customer Service, 24 hrs** **1993**

## SKILLS/TECHNICAL EXPERTISE

Well versed in Microsoft Office, Word Perfect and Lotus 123. Type 55 wpm. Fluent in Spanish.

## AWARDS

**Employee of the Year** **1995**

## PROFESSIONAL MEMBERSHIPS

Member of the National Association of Financial Consultants since 1996.

# **Combination Resume**

**JANET MORSE**  
300 Mocking Bird Lane  
Newton Square, PA, 19073  
(610) 775-5757  
E-mail: morsecode@land.net

**CAREER OBJECTIVE:** Management, Human Resource, or Training and Development position.

## **KEY QUALIFICATIONS**

- **Innovative and dedicated Human Resource manager with 9 years of experience in the full range of human resource functions for organizations of up to 5,000.**
- **Major skill areas: human resource planning, training and development, management, budget, program design and implementation, employee productivity, and staffing.**
- **Awarded Outstanding Human Resource Manager for "work that exemplifies the relationship between good human resource management and profitability."**

## **CAREER HIGHLIGHTS**

### **HUMAN RESOURCE PLANNING**

- **Designed and installed the organization's first human resource information system resulting in an estimated annual savings of 50% in time and productivity.**
- **Designed and implemented a human resource computer model providing a first-time link between human resource planning and organizational planning.**
- **Strong reputation for "innovative programs designed to maximize human productivity and overall organization effectiveness."**

### **EMPLOYEE PRODUCTIVITY**

- **Developed and implemented a bold new management incentive system which increased morale and management productivity 25%.**

## **JANET MORSE**

- **Designed and installed a professional exempt employee internal posting system ~ recognized as a key factor in improving the overall morale and productivity of professional employees.**

### **EMPLOYEE STAFFING**

- **Successfully directed a major hiring campaign resulting in the employment of 90 engineers in five months to meet a stringent deadline in support of a major expansion project.**
- **Saved \$150K per year in recruiting costs through the implementation of effective prescreening and recruiting techniques.**
- **Implemented a unique candidate assessment process credited with improving the quality of employee assessment and selection 50%.**
- **Developed, implemented, and trained key hiring management personnel in the use of "focused selection" interview techniques credited with substantial improvement and increased reliability of the selection process.**

### **MANAGEMENT**

- **Managed a Corporate Human Resource Department of 52 employees and an annual budget of \$3.2 million.**
- **Managed a Corporate Staffing Department of eight employees and an annual budget of \$2.1 million.**
  - **Known as a "strong positive mentor who promotes collaboration and energizes work teams."**

### **PROFESSIONAL EMPLOYMENT**

<b>Director of Human Resources, XYZ Company, Chicago, IL</b>	<b>1998 to present</b>
<b>Human Resources Assistant Manager, C. Brewer &amp; Co, Honolulu, HI</b>	<b>1992 to 1997</b>
<b>Human Resources Technician, C. Brewer &amp; Co, Honolulu, HI</b>	<b>1990 to 1992</b>
<b>Staffing Specialist, Carson Manufacturing Co., Boise, ID</b>	<b>1988 to 1990</b>

## **JANET MORSE**

### **EDUCATION**

**M.B.A. University of Illinois E.D.G. 1997**  
**Major: Human Resource Management**

**B.A. University of Hawaii, 1994**  
**Major: Human Resource Management**

### **PROFESSIONAL TRAINING**

<b>Facilitating Strategic Planning</b>	<b>40 hours, 2004</b>
<b>Managing and Planning Tools</b>	<b>40 hours, 2002</b>
<b>Covey Seven Habits of Highly Effective People</b>	<b>36 hours, 1996</b>
<b>Personnel Management</b>	<b>80 hours, 1995</b>
<b>Team Facilitation</b>	<b>40 hours, 1994</b>

### **CERTIFICATIONS**

**Certified in Human Resource Development, 1996.**  
**Certified in Training and Development, 1996.**

### **TECHNICAL SKILLS**

**Novell Netware, Microsoft Word, Microsoft Exchange, Excel, Power Point, Access.**

### **AWARDS**

**Received annual Superior Performance Award, 2003.**

### **PROFESSIONAL AFFILIATIONS**

**American Society for Training and Development.**

### **LANGUAGE**

**Working knowledge of Spanish.**



## **Technical Resume**

**CLIFF WHITTAKER**  
4705 Beaver Grade Road  
Moon Township, PA 15108  
(412) 262-4400  
Cell (724) 928-1119

**CAREER OBJECTIVE:** List ALL positions you are applying for in the area you are targeting

### **TECHNICAL EXPERTISE (or) KEY QUALIFICATIONS**

- Programming: Pascal, Assembly, Basic
- LAN Systems Manager
- Cisco Systems Administrator
- Systems Procurement
- VAX VMS Operating Systems
- Conversational Spanish
- Technology Acquisition
- Total Quality Management
- Microsoft Professional Suite
- Unisys 4400/6600 Main Frame
- Department of Defense Top Secret Clearance

**(List the skills you must have in order to qualify for the position, i.e. List hardware, software, operating systems, networking skills, languages, required certification, machinery or equipment you must operate; list all certifications)**

### **PROFESSIONAL EXPERIENCE**

**Telecommunications Technician**  
**United States Air Force**

**1998 to present**

Report directly to the Superintendent of a telecommunications center consisting of a 15 person staff and \$187 million in computer assets. Supervised and trained staff in network, traffic and technical control of a communications-computer system servicing 2200 users. Performed trouble shooting, maintained equipment and technical records.

- Migrated 2200 computers to a new server with no working down time for users.

- Developed a new customer service plan, decreasing response time to customers by 25%.

**[Continue with other headings similar to those under the Combination Resume example.]**

## **EXAMPLES OF OCCUPATIONS AND MAJOR SKILLS**

### **Office Manager**

**Office Management      Scheduling      Records Management**

### **Bank Management**

**Account Management      Customer Service/ Relations      Data Processing**

### **Instructor/Trainer**

**Analysis and Evaluation      Instruction      Coordination      Quality Control**

### **System Trainer/Evaluator**

**Training      Evaluation      Management      Testing**

### **Mechanic**

**Mechanical      Supervision/Training      Customer Service**

### **Communication Technician**

**Mechanical/Technical      Systems Analysis      Troubleshooting  
Records Management      Data Collection      Customer Service**

### **Technical Coordinator**

**Coordination      Production      Analysis & Evaluation      Communication**

### **Customer Service Representative**

**Telecommunications      Customer Service      Production      Sales**

### **Systems Administrator**

**Computer Programming      Analysis & Evaluation      Customer Service  
Product Development**

### **Human Resources Advisor**

**Staffing      Training      Organizational Development      Compensation  
Benefits      Labor relations**

### **Financial Manager**

**Financial Planning      Domestic Finance      Investor Relations      Money &  
Banking**

### **Legal Assistant**

**Office Management      Computer Usage      Research      Legal Knowledge**

### **Quality Control Inspector**

**Inspection      Evaluation      Trend Analysis      Deficiency Reporting**

### **Telecommunications Technician**

**Technical Skills      Testing & Fault Isolation      Quality Control/Monitoring**

## MAJOR SKILL AREAS

Account Management	Equipment maintenance
Acquisition	Evaluation
Advising	Expense reduction
Advocacy	Field Research
Analysis and evaluation	Film and video
Audio-visual presentation	Financial planning
Bookkeeping	Food preparation
Business management	Forecasting
Career development	Fundraising
Classroom teaching	Graphic design and layout
Clerical	Group benefits
Client services	Human services
Communications	Inspection and maintenance
Community organizing	Instruction
Community relations	Interviewing
Computer programming	Inventory control
Computer usage	Investigation
Construction	Labor relations
Consultation	Language Interpreting
Contracts and agreements	Legal
Coordination	Management Analysis
Corporate administration	Market research
Cost analysis	Marketing
Counseling	Media
Curriculum development	Mediation
Customer relations	Merchandising
Customer service	Negotiation
Data processing	Nursing
Decorating	Office Management
Design	Outreach
Directing	Performing arts
Display	Personal administration training
Drafting	Photography
Editing	Planning
Education	Policy making
Electronics engineering	Presentation
Employee relations	Printing
Environmental planning	Product development
Production	Sales
Professional development	Scheduling
Program design/development	Secretarial
Promotion and publicity	Social Work
Public relations	Special education
Public speaking	Staffing
Publishing	Supervision
Purchasing	Systems analysis
Quality control	Teaching
Real estate	Technical writing
Records management	Telecommunications
Recruiting	Testing
Reporting	Training
Research	Visual arts
Resource management	Volunteer management
Restaurant management	Word processing

## SKILLS FOUND IN A CROSS SECTION OF CAREERS

administering programs  
advising people  
analyzing data  
appraising services  
arranging social functions  
assembling apparatus  
auditing financial records  
budgeting expenses  
calculating numerical data  
checking for accuracy  
classifying records  
coaching individuals  
collecting money  
compiling statistics  
confronting other people  
constructing buildings  
coordinating events  
corresponding with others  
counseling people  
creating new ideas  
deciding uses of money  
delegating authority  
designing data systems  
dispensing information  
displaying artistic ideas  
distributing products  
dramatizing ideas or problems  
editing publications  
enduring long hours  
entertaining people  
estimating physical space  
exhibiting plans  
expressing feelings  
finding information  
handling complaints  
handling detail work  
imagining new solutions  
initiating with strangers  
inspecting physical objects  
interpreting languages  
interviewing people  
inventing new ideas  
investigating problems  
listening to others  
locating missing information  
managing and organization  
measuring boundaries  
mediating between people  
meeting the public  
monitoring the progress of others  
motivating others  
negotiating contracts  
operating equipment  
organizing people and tasks  
persuading others  
planning agendas  
planning organizational needs  
politicking with others  
preparing materials  
predicting futures  
printing by hand  
processing human interactions  
programming computers  
promoting events  
protecting property  
questioning others  
raising funds  
reading volumes of material  
recording scientific data  
recruiting people for hire  
rehabilitating people  
remembering information  
repairing mechanical devices  
repeating the same procedures  
researching in library  
reviewing programs  
selling products  
serving individuals  
setting up demonstrations  
sketching charts or diagrams  
speaking in public  
supervising others  
teaching classes  
tolerating interruptions  
updating files  
visualizing new formats  
working with precision  
writing clear reports  
writing for publication

## **MODEL FOR DEVELOPING SENTENCES FOR RESUMES AND APPLICATION FORMS**

Job hunters often fail to adequately communicate their past work experiences. When you use this model as a tool, it may enable you to describe your work duties better. The ***best writers*** use action verbs to describe their fictional or dramatic action scenes. Advertisers use action words to get their product's message across. The **model** listed below may not be applicable to every sentence, but parts of the model might be used in every sentence.

<b><u>ACTION:</u></b>	Verb
<b><u>OBJECT:</u></b>	What Quantity or size Subject, type, or kind
<b><u>OUTCOME:</u></b>	For whom Purpose Final Results

The next step is to put together the elements listed above to describe an accomplishment: (Use numbers and amounts whenever possible)

Filed medical records for large hospital surgical department to simplify billing procedures.

Wrote 16-page booklet, "How to Conduct Leadership Training Programs," for coordinators of volunteers in order to promote staff development in the agency. Earned an award from Headquarters Personnel for superior writing quality.

Organized 20-member youth group to canvass suburban community to increase support and collect funds for political candidates. Efforts resulted in campaign pledges of \$5,000 after only three days of canvassing.

## **JOB DESCRIPTIONS**

### **1. Reporting Level**

### **2. Scope of Responsibility**

### **3. Duties**

#### **Customer Service Supervisor**

Reported to the Branch Manager of an international bank. Supervised 15 customer service representatives serving a community of 6,000. Reconciled accounts, analyzed account records, conducted research, corrected discrepancies, collected on overdrawn accounts.

#### **Office Manager**

Reported to the Director of a Clinic serving over 1,000 patients on a weekly basis. Supervised two clerks who schedule appointments. Processed all bills for customer services. Posted information to medical and accounts receivable records. Inventoried and ordered office and medical supplies.

#### **Department Head of Satellite Supply**

Report to Director of \$54 million division. Supervise 9 staff providing support to factory , and overall support for 460 personnel. Manage purchasing, receiving, inventory, shipping, and budget.

#### **Human Resources Manager**

Report to Division Director of human resources division serving 3,500 personnel. Supervise twenty staff and manage all facets of job placement, counseling performance appraisals, career development, retention, and management training.

#### **Telecommunications Technician**

Report to the Superintendent of a 48 staff, \$150 million telecommunications center. Provide operational management for 198 personnel and 32 communications facilities. Train 8 technicians and provide troubleshooting, maintenance, and quality control of 1,200 circuits ranging from analog telephone circuits ranging from analog telephone circuits to 26.122 MBS trunks.

#### **Relocation Manager**

Report to the Director of the Family Support Center serving a community of 4,000. Managing the relocation Department, supervise a Relocation Specialist and train and supervise 88 volunteers. Design, implement, manage a full range of relocation programs with as many as 17 programs running concurrently, organize community agencies to provide cooperative programs and manage all promotions.

## **ACCOMPLISHMENT STATEMENTS**

**Action verb - object quantified outcome.**

Accomplishment statements are used to prove, by quantifying, what you did that exceeded minimum requirements; to highlight a prestigious job or an award; to highlight work-relation skills; or to expand on a skill or job description.

(Quantifying examples: Increased operational efficiency, people receiving service, productivity, sales volume, profits. Decreased: layoffs, down time, dollars, service time, turnaround time).

- Received the annual Employee of the Year award for sustained superior performance.
- Selected to teach new loan procedures to staff due to outstanding job performance.
- Consistently received 80% or more "excellent" and "exceeded expectations" ratings from students on classroom training techniques and knowledge of subject matter.
- Strong reputation for "treating employees well so that they provide the best care to customers.
- Known as a "strong positive mentor who promotes collaboration and energizes work teams."
- Strong positive reputation for "team building and coaching others."
- Strong reputation for "forming cohesive work teams and rewarding innovative ideas."
- Designed aggressive marketing strategies that increased client utilization of services by 500%.
- Generated 16 service projects running concurrently which doubled the number of services offered customers.
- Instilled a sense of teamwork among subordinates, resulting in a 30% increase in the number of client problems resolved successfully.
- Planned and executed an extensive maintenance and upgrade plan, covering 200 heating systems and mechanical rooms, reducing service calls by 37% and increasing system reliability by 20%.
- Reduced claim adjudication time from 10 days to 5 days.
- Streamlined disability benefit payment system resulting in a 50% decrease in amount of time to process payments.
- Designed new template for gathering data on customer accounts decreasing the time to enter information by 25% and increasing the accuracy of information by 50%.
- Redesigned filing plan decreasing time spent looking for files by 30%.



## CAREER SUMMARIES

1. **Dynamo describers.**
2. **Occupation & total years of experience.**
3. **Scope of responsibility.**
4. **General duties or Major Skill Areas\*.**
5. **Reputation statement.**
6. **Special accomplishment!**
7. **Special award.**

### **Production Manager**

High-energy Production Manager with 10 years experience as production controller for up to 600 tasks in 19 separate work areas. Directed and coordinated 150 personnel while scheduling and documenting all segments of each task, ensuring 100% on-time delivery schedule! Known for, "taking care of people so they get the job done".

### **Human Resources Manager**

Awarded Outstanding Human Resources Manager in the Far East Division! Over 5 years of progressive experience in the field of Human Resources Management with a strong emphasis in job placement, counseling, career development, retention, and management training. Reorganized Human Resources department of 2,000 employee organization, resulting in 30% increase in response time and range of services offered customers!

### **Marketing and Sales Manager**

Energetic Marketing and Sales Manager with 15 years experience. Developed entire \$2 million operation, and managed budget, sales, shipping, marketing and inventory. Proven track record in marketing, sales, public relations, staff development, and international production and distribution. Known as, "a team-player with great ideas". Designed telemarketing program resulting in 25% sales increase overall!

### **Communications and Information Manager**

Extremely skilled Communications and Information Systems Manager with 15 years experience in systems engineering, management, systems development, and analysis, with state-of-the-art telecommunications systems. Installed, operated, maintained, and merged \$3 million communication and information systems for 1,000 person organization. Designed and implemented systems analysis project saving \$10,000 annually!

### **Logistician**

Highly motivated Logistician with 15 years of progressive experience and documented success in the fields of Government contracting and procurement, personnel management, financial management, and resource conservation. Developed and implemented innovative operating plans for corporate wide warehousing and transportation functions for \$1.4 billion corporation saving 20% annual costs!

### **Relocation Assistance Manager**

Certified Social Worker with 5 years experience related to Relocation. Designed, implemented, and managed full range of relocation services for a community of 4,000. Doubled services available to clients within 6 month period! Dynamic strengths in community organization, marketing, public relations, management, and innovative program development.

## ACTION VERBS SKILL VERBS

### CREATIVE

authored  
conceived  
created  
designed  
developed  
devised  
directed  
enhanced  
established  
formulated  
illustrated  
improved  
initiated  
introduced  
invented  
launched  
marketed  
originated  
planned  
prepared  
produced  
proposed  
set up  
structured  
wrote  
assisted  
clarified

### CLERICAL & RESEARCH

Arranged  
automated  
budgeted  
calculated  
catalogued  
classified  
collected  
compared  
compiled  
completed  
computed  
critiqued  
decreased  
diagnosed  
dispatched  
distributed  
evaluated  
examined  
executed  
generated  
identified  
implemented  
inspected

interpreted  
interviewed  
investigated  
monitored  
operated  
organized  
prepared  
processed  
purchased  
recorded  
retrieved  
reviewed  
scheduled  
screened  
summarized  
surveyed  
systematized  
tabulated  
validated  
verified  
expanded  
guided

### HUMAN RESOURCES

advised  
assessed  
increased  
initiated  
coached  
collaborated  
consulted  
counseled  
diagnosed  
educated  
employed  
grouped  
guided  
handed  
hired  
integrated  
mediated  
monitored  
motivated  
negotiated  
recruited  
represented  
sponsored  
strengthened  
trained  
revised  
sorted  
strengthened  
supervised

### MANAGEMENT & LEADERSHIP

administered  
analyzed  
assigned  
attained  
authorized  
chaired  
consolidated  
contracted  
controlled  
coordinated  
delegated  
developed  
directed  
evaluated  
enacted  
established  
exceeded  
executed  
audited  
balanced  
headed  
implemented  
improved  
incorporated  
managed  
marketed  
instituted  
investigated  
launched  
led  
maintained  
managed  
mediated  
negotiated  
organized  
oversaw  
performed  
planned  
prioritized  
produced  
proposed  
recommended  
reduced  
repositioned  
retained  
reviewed  
scheduled  
trained  
turned around

### TECHNICAL

assembled  
built  
calculated  
computed  
designed  
engineered  
operated  
overhauled  
programmed  
remodeled  
repaired  
solved  
upgraded  
interpreted  
interviewed

### FINANCIAL

allocated  
analyzed  
appraised  
persuaded  
presented  
budgeted  
calculated  
computed  
forecasted  
represented  
sold  
planned  
projected  
tabulated

### TEACHING

advised  
clarified  
coached  
communicated  
encouraged  
evaluated  
explained  
guided  
influenced  
informed  
instructed  
interpreted  
lectured  
persuade  
stimulated  
surpassed

### COMMUNICATION

addressed  
arbitrated  
arranged  
authored  
convinced  
corresponded  
developed  
drafted  
edited  
enlisted  
formulated  
influenced

lectured  
moderated  
negotiated  
participated

presided  
promoted  
publicized  
recruited

spoke  
translated  
wrote

### SUCCESS WORDS

accomplished  
awarded  
corrected  
diverted  
eliminated  
expanded  
generated  
identified  
improved  
masterminded  
pioneered  
rectified  
single-handedly  
solved  
strengthened

was promoted to  
was responsible for

## ADJECTIVES AND ADVERBS

academically  
accurate (ly)  
active (ly)  
aggressive (ly)  
alert (ly)  
ambitious (ly)  
analytical (ly)  
artistic (ally)  
assertive (ly)  
bold (ly)  
bottom-line  
broad-minded (ly)  
businesslike  
capable (ably)  
careful (ly)  
challenging  
competent (ly)  
competitive (ly)  
confident (ly)  
conscientious (ly)  
conservative (ly)  
considerate (ly)  
consistent (ly)  
cooperative (ly)  
creative (ly)  
deliberate (ly)  
demonstrated ability  
demonstrated  
excellence  
determined  
dignified  
diversified  
dynamic  
eager (ly)  
efficient (ly)  
energetic (ly)  
excellent record  
achievement  
excellent  
reputation for  
extremely skilled  
fair-minded (ly)  
farsighted  
firm (ly)  
flexible (ibly)  
forceful (ly)  
formal (ly)  
hard-working  
helpful (ly)  
high (ly)  
highly knowledgeable  
highly motivated

high-energy  
imaginative (ly)  
imposing  
independent (ly)  
individualistic  
industrious (ly)  
informal (ly)  
intellectual (ly)  
intelligent (ly)  
inventive  
liberal (ly)  
logical (ly)  
loyal (ly)  
mature (ly)  
methodical (ly)  
meticulous (ly)  
moderate (ly)  
motivated  
on-time  
opportunistic  
optimistic (ly)  
organized  
original  
outgoing  
painstaking (ly)  
patient (ly)  
persevering  
polite (ly)  
powerful strengths  
practical (ly)  
precise (ly)  
progressive (ly)  
proven track record  
prudent (ly)  
purposeful (ly)  
quick (ly)  
rational (ly)  
realistic (ally)  
reliable (ably)  
resourceful (ly)  
responsible (ibly)  
results oriented  
self-confident  
self-controlled  
sensible (ibly)  
serious (ly)  
significant (ly)  
sincere (ly)  
solid strengths  
spontaneous (ly)  
stable  
strong-minded (ly)

strong (ly)  
successful (ly)  
supportive  
sustained  
excellence  
tactful (ly)  
tenacious (ly)  
thorough (ly)  
thoughtful (ly)  
tolerant (ly)  
tough  
trustworthy  
understanding  
unexcitable (ably)  
verbal (ly)  
versatile  
well documented  
track record  
wise (ly)

## RESUME CHECKLIST

### CONTENT

#### Order of Information

- Does the most important category come first?
- Is the organization logical and clear?
- If you did not have a job title did you create one?

#### Completeness

- Are all major topics-especially the characteristics of the ideal candidate emphasized by the employers-covered?
- Is each area concise yet complete?
- Are duties *and* achievements described in specific terms?

#### Relevance

- Is there a clear reason for each piece of information?
- Has the information been tailored to targeted field and job?

#### Layout

- Is the resume appealing and easy to scan?
- Does it use headings effectively?
- Does it use white space, indentation, underlining, capitals, and spacing effectively?
- Does it have professional look?

#### Consistency

- Are layout features-headings, spacing, type, ink-handled consistently throughout?
- Is the wording consistent throughout (*parallel structure or noun or verb beginnings*)?

#### Word Choice

- Are action verbs used?
- Are inappropriate jargon and military abbreviations avoided?
- Is the language clear and straightforward?
- Do you avoid the use of the word "I"?
- Civilianize, avoid military jargon

## **Mechanics**

Are there any errors in spelling, grammar or punctuation?  
Are there any typographical errors?  
No weird fonts, 10 to 12 pitch fonts should be used  
No italics, some resumes are scanned  
Fold the resume', do not send flat as it may get crumpled in the mail box  
Use 20 pound bond paper, be sure it is off white or light colored  
Resume' paper typically has a water mark and some cotton content  
Do not express mail unless time runs out

## **Education**

Omit high school if you have higher  
Put the most recent education achieved at the top  
If grade point average is 3.5 or higher then mention the GPA  
If academic honors were earned then include those

## **References**

You may state references available upon request but this is often wasted space  
Have 3 personal and five professional references on tap.  
Be sure you have contacted them about type of work you are seeking, and be certain they will vouch for you  
Do not include all references each time you present, rotate them  
Have a reference sheet available using same paper as on resume

## COVER LETTER/LETTER OF APPLICATION

Resumes tend to be cold, formal documents. For this reason, receiving one without additional information can be like receiving a limp handshake or a cold fish in the hand.

The cover letter is like personal notes that will allow you to target your resume to a particular person in the company and to expand on or highlight certain skills or abilities you think are particularly important to the employer.

If you have researched the employer, you should have some sense of what department could use your skills, whether or not there are openings becoming or already available, and who may do the interviewing or supervising in those sections of the company. You obtained most of the information by calling over the phone or setting up an appointment to talk to someone in the company. Alternatively, you may have discovered this information on the Internet?

When possible, your cover letter should be addressed to a particular person in the company – preferably someone you may have spoken to over the phone or visited in person. Where it is not possible to single out a particular reader for your correspondence, you can address the letter to “Dear Sir/Ma’am” or “Gentlemen” at a small company, or to the Personnel of HR Director at a larger company. However, remember this is a personal letter, and the letter begins to be de-personalized immediately if it is not directed to a specific individual.

### **This letter has three major parts:**

1. an opening that explains why you are writing;
2. the main body which links your accomplishments to the company’s needs;  
and
3. the closing which states that you will be making contact with the company

### **Information you will want to be sure to include in the letter will be:**

- the kind of job you are seeking
- a brief summary (not the same information on your resume) of your qualifications;
- special abilities;

- other information which makes you particularly suited to the company; reference to the accompanying resume, and;
- when you will contact the company.

Remember, unless you have special skills this company cannot otherwise obtain, the company probably has a lot of resumes and applications from people applying for the same job you are. If you wait for them to contact you, you may be disappointed. Being assertive but not aggressive, makes you stand out as someone they should take an interest in hiring.

Just like the resume, the employer is not going to spend a lot of time on your cover letter. In fact, on the average, you are likely to get about 8 seconds of their time. To make good use of every second, you must immediately capture the interest of the reader by showing you have some knowledge of the company, and point out how much you have to offer the company. Keep it brief.

The letter should explain why the employer is getting the resume. For example, the letter may point out a referral by a person who is well known to the company, may refer to an ad in the paper, or may use the name of an employee who is a reference. If you use someone else's name, make certain you have cleared it with that person beforehand.

The cover letter can also provide additional information not addressed on the resume. For example, if it can be explained briefly you may want to touch on employment gaps, erratic job patterns, and removals, from employment. This is also an opportunity to point out personal qualities, abilities and goals which will support or add additional information to the resume.

While a good basic cover letter can be amended and used for several companies, you must avoid a cover letter which appears to have been reproduced for mailing to a lot of different companies. The most well-received cover letters and resumes are tailored to an individual company and job. The cover letter, just like a resume, must be original or a quality reproduction using black carbon typewriter ribbon, computer or word processor and a quality printer, preferably laser.

Just like a resume, you will want to use quality water marked bond paper, 20 lb or heavier, 8 ½" X 11" in size. The envelope should be business size and match the paper. While it is not critical that the resume paper color and the cover letter match, it is certainly more impressive. Once again, you have a choice of paper colors – preferably white or off-white, light gray, light blue, or cream.

## CHECKLIST FOR COVER LETTERS

1. Employer will read for about 8 seconds. Make each second count.
2. First paragraph is vital – introduce resume package, catch interest of employer.
3. Do not duplicate resume information – summarize, expand on, add additional information
4. A separate letter for each employer and position
5. Use simple, natural, direct language. No cliché
6. Error free – no typos, misspellings, or grammatical errors. Have someone else read it for you.
7. Be specific – generalities bore, make you boring and appear off target.
8. Refer to sources – John Jones, your employee, referred me.” “ Your ad in the Tribune of Dec 1 2006, indicated ....
9. Direct the letter to a person or office
10. Show knowledge of company – everyone is more interested if you take an interest in them. (Requires you to have done employer research ahead of time).

**If local, tell them you will follow-up with a call for an interview. Remember if you say you will call – DO IT! It’s another indication to an employer whether you follow through with what you say you are going to do.**



## COVER LETTER - Response to Advertisement

YOUR NAME  
Address  
Telephone  
Fax & E-Mail

Date:

Employer's Name & Title  
Or, Manager, XYZ Department  
Address

Dear Mr.\Mrs. Name (or Sir\Madam),

As the October Relocation Journal stated, "Pitney Bowes leads the industry with their Employee Relocation program which increased employee relocation efficiency by 20%", I was excited to see your ad for a Relocation position in the Sunday Times. I have worked in very challenging and high-visibility Relocation Assistance positions for the last 10 years and would bring a broad range of experience, energy, and innovative foresight to your Relocation Department. Here are just a few examples of my accomplishments that meet your requirements for experience in: Program Design and Management, Community Organization, Marketing and Public Relations:

- \* Single-handedly designed and managed a full range of Relocation programs for a community of 4,000.

- \* Expertise in community organization resulted in a 200% increase in cooperative programs.

- \* Instituted aggressive marketing and public relations strategies that achieved up to 500% increase in program utilization.

Please consider my resume which expands on my qualifications in these areas. I would welcome an opportunity to meet with you and further discuss your needs for this position. I can be reached during the day at (123) 456-7891. I will call you the first week of December to see if we can arrange a meeting at your convenience. Thank you for your consideration.

Sincerely,

Jan R. Jobless

Enclosure

## COVER LETTER - Sent to Employer Blind

YOUR NAME  
Address  
Telephone  
Fax & E-Mail

Employer's Name & Title

Date:

OR, Manager, XYZ Department:

Address

Dear Mr./Mrs. Name (or Sir/Madam),

As the October Relocation Journal stated, "Pitney Bowes leads the industry with their Employee Relocation program which increased employee relocation efficiency by 20%!" The more I hear about Pitney Bowes Relocation Program, the more I want to become a member of your team. I have worked in very challenging and high-visibility Relocation Assistance positions for the last 10 years and would bring a broad range of experience, as well as energy, and innovative foresight to your Relocation Department. Here are just a few examples of my accomplishments in the areas of Program Design and Management, Community Organization, Marketing and Public Relations:

- \* Single-handedly designed and managed a full range of Relocation programs for a community of 4,000.
- \* Expertise in community organization resulted in a 200% increase in cooperative programs.
- \* Instituted aggressive marketing and public relations strategies that achieved up to 500% increase in program utilization.

Please consider my resume which expands on my qualifications. I can be reached during the day at (123) 456-7891. Though you may not currently have a position open, I would welcome an opportunity to meet with you and discuss your Relocation Department. I will call you the first week of December to see if we can arrange a meeting at your convenience. Thank you for your consideration.

Sincerely,

Jan R. Jobless

Enclosure

## COVER LETTER - Sent to Employer with Mutual Contact

YOUR NAME  
Address  
Telephone  
Fax & E-Mail

Employer's Name & Title  
Date: OR Manager, XYZ Department:  
Address

Dear Mr./Mrs. Name (or Sir\Madam),:

I happened to meet a dear friend of mine, Joe Richards, at a conference last week. He spoke enthusiastically of his job and the senior management at Pitney Bowes and encouraged me to pursue employment there. We talked about the fact that Pitney Bowes leads the industry with their Employee Relocation program and boasts a 20% increase in employee relocation efficiency. I have worked in very challenging and high-visibility Relocation Assistance positions for the last 10 years and could bring a broad range of experience, as well as energy, and innovative foresight to your Relocation Department. Here are just a few examples of my accomplishments in the areas of Program Design and Management, Community Organization, Marketing and Public Relations:

- \* Single-handedly designed and managed a full range of Relocation programs for a community of 4,000.
- \* Expertise in community organization resulted in a 200% increase in cooperative programs.
- \* Instituted aggressive marketing and public relations strategies that achieved up to 500% increase in program utilization.

Please consider my resume which expands on my qualifications. I can be reached during the day at (123) 456-7891. Though you may not currently have a position open, I would welcome an opportunity to meet with you and discuss your Relocation Department. I will call you the first week of December to see if we can arrange a meeting at your convenience. Thank you for your consideration.

Sincerely,

Jan R. Jobless

Enclosure

## THANK YOU LETTER

- Following each interview, it is appropriate to send a brief thank-you letter to the employer. Express appreciation for the employer's time. Provide the date and name of the organization. Restate your interest in the position and mention that you are available and can provide additional information if requested.
- A thank-you letter is a routine aspect of the interview process; whether or not you continue to be interested in the position, it is a professional courtesy which leaves a positive impression with the employer.



**JAN R. JOBLESS**  
**Address**  
**Phone Number**

**Ms. Employer**  
**Title**  
**Address**

**Date:**

**Dear Ms. Employer,**

**Thank you so much for meeting with me last Thursday to discuss the Relocation Program in your company. I enjoyed discussing the various facets of service provided by the program. After hearing about the position, I want to work for your company now even more than I did before!**

**You mentioned the house purchasing issue during our conversation. During my relocation work in Germany I organized the Home Buying Seminar for the base population and I am currently attending real estate seminars here to make myself knowledgeable of those resources in this area. I have lots of ideas for expanding your program!**

**I know that my 10 years of experience in the field and strengths in marketing, counseling, program development, public relations, and management, would enhance the services of your Relocation Program. I look forward to hearing from you regarding selection.**

**Sincerely,**

**Jan R. Jobless**

**RESUME WRITING WORKSHEET**

Write the job you are applying for:

---

Write at least 4 major skill areas (examples on page 17) the employer would want.

---

---

Pick 5 past jobs you've had, that required similar skills, and target the job you're applying for. Write in chronologically reverse order, starting with most recent job. Write job title, employer, and dates of experience.

1. \_\_\_\_\_

---

2. \_\_\_\_\_

---

3. \_\_\_\_\_

---

4. \_\_\_\_\_

---

5. \_\_\_\_\_

---

**1<sup>st</sup> Job:**

Write a job description: (2-3 sentences including a. Reporting level b. Quantified scope of responsibility and c. Duties and responsibilities.)

**Examples on page 20.**

- a. Reporting level = Level of who you report to. Level of those you supervised & how many.

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---

b. Scope of responsibility = How big the organization was and how much of it you were responsible for. (i.e. Dollars worth of the organization, how much equipment, how many people in the organization, how large an area served, customers served)

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---

c. Responsibilities & duties of the job:

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---

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---

Combine reporting level, scope, and duties, and write your 3-sentence job description in good literary style:

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---

**2nd Job:**

Write a job description: (2-3 sentences including a. Reporting level b. Quantified scope of responsibility and c. Duties and responsibilities.)

a. Reporting level = Level of who you report to. Level of those you supervised & how many.

---

---

b. Scope of responsibility = How big the organization was and how much of it you were responsible for. (i.e. Dollars worth of the organization, how much equipment, how many people in the organization, how large an area served, customers served)

---

---

---

---

c. Responsibilities & duties of the job:

---

---

---

---

---

---

Combine reporting level, scope, and duties, and write your 3-sentence job description in good literary style:

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Write 2 or 3 accomplishment bullets. Target your accomplishments to the employer's major skill areas. (Accomplishments = Action word – object – quantified outcome.)

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

### **CAREER SUMMARY**

Write your summary after you have written your job descriptions as it will summarize your entire work experience history. Include items 1-4. Items 5-7 are different options – use all, some or one. **Examples on page 22.**

- |  |                           |
|--|---------------------------|
| 1. Dynamo describers                             | 5. Reputation statement   |
| 2. Occupation & total years of experience        | 6. Special accomplishment |
| 3. Scope of responsibility                       | 7. Special award          |
| 4. General duties or Major Skill areas (page 17) |                           |

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