

Cover letters and Resumes

Agenda

- **Cover Letter Basics**
- **Preliminary Research**
- **Header**
- **First Paragraph**
- **Middle**
- **Conclusion**
- **Language**
- **Extra Tips**

Cover Letter Basics

- **A cover letter expresses interest and qualifications for a particular position**
- **Personal but professional**
- **Tailored to position/company**
- **Explains how you fit with organization and how you will help them**
- **Expands main points from your resume**
- **“Sells” qualifications to the prospective employer**

**Ultimate goal:
To get an interview!**

Preliminary Research

- **Make sure you know:**
 - **General job information**
 - **Desired qualifications and skills**
 - **Key values and words**
- **Research helps you tailor your cover letter**
 - **Look for mission statements, organization “vision,” goals, etc.**

Student Address

Stacy Lolkus
222 Harrison Dr
Apartment 5
West Lafayette, IN 47906
765-450-7583
slo@purdue.edu

Date

October 16, 2006

Salutation

Jenny Lock
Uline — HR Recruiting Center
2105 S. Lakeside Drive
Waukegan, IL 60085

Employer Address

Dear Ms. Lockridge:

First Paragraph

After speaking with Emily Richards about her past summer in the internship program, I am very interested in your Human Resources Summer Internship position. I worked with employee benefits this past summer and became very interested in the human resources aspect. I have obtained many leadership opportunities while working as a Business Writing Consultant Assistant Coordinator at Purdue's Writing Lab that would be valuable in a career at Uline.

Middle Paragraph

As Business Writing Consultant Assistant Coordinator at Purdue's Writing Lab, my primary role is to help train new tutors for the Writing Lab. I work directly with the Business Writing Coordinator teaching classes and participating in mock tutorials to allow students to obtain hands-on experience tutoring business documents. I also organize educational workshops to refresh the skills of current Business Writing Consultants. My position as a Boiler Gold Rush Team Leader also challenged me to use my enthusiastic personality to motivate incoming freshmen to be involved in campus activities. As a Human Resources Intern at Uline, I could use all of these leadership skills while learning more about recruiting and hiring practices.

Conclusion

Thank you for considering me for this position. I would love to discuss these and other qualifications with you. If you have any questions, please call me at 765-450-7583 or e-mail me at slo@purdue.edu.

Closing

Sincerely

Stacy Lolkus

,
Stacy Lolkus

Enclosure: Résumé

Header

- **Make sure you address the letter to a specific person if possible (preferably the interviewer)**

Your Name

Your Street Address

City, State, Zip Code

Date

Name of Contact Person

Title

Organization

Street Address

City, State, Zip Code

Dear Ms., Mr., Dr., (etc):

First Paragraph

Purpose:

- **Get the reader's attention**
- **Introduce yourself**
- **Explain purpose of letter**
- **Explain why interested in the position or the company**
 - **Culture?**
 - **Approach?**
- **Explain how you will help the organization**
- **Preview the rest of the letter**

First Paragraph

After speaking with Emily Richards about her past summer in the internship program, I am interested in your Human Resources Summer Internship position. I worked with employee benefits this summer and became interested in the human resources aspect of the position. In addition to the leadership opportunities I obtained while working as a Business Writing Consultant Assistant Coordinator for Purdue's Writing Lab, I have also developed my communication skills during my summer internship. I believe my skills will help your Human Resources department maintain its excellent track record.

Middle Paragraphs

- **Highlight skills and benefits to the company**
- **Emphasize interest in the company**
- **Provide concrete evidence**
 - **Show don't tell (use information from resume)**
 - **Include specific, credible examples of qualifications for the position**
- **Begin paragraphs with topic sentences**

Middle Paragraphs

As a banking representative at Chase, I provided quality customer service while promoting the sale of products to customers. I also handled close to \$20,000 each day and was responsible for balancing the bank's ATM machine. My experience with customer relations and money management can help your accounting firm expand its Middle East division located in Dubai.

Conclusion

- **Conclude with next step**
- **Provide contact information**

I would like to discuss these and other qualifications with you to further explain how I can contribute to your Middle East operations. I look forward to meeting you soon. If you have any questions, please call me at 555-555-5555 or e-mail me at abcd@uwyo.edu.

Closing Formats

Sincerely,

Simon Smith

**Enclosure:
Resume**

Sincerely,

**Simon Smith
5886 Tunbridge Crossing
Laramie, WY 82071
ssmith@uwyo.edu**

Enclosure: Resume

Extra Tips

- **Unprofessional language**
- **Length**
 - **Letter should only be one to two page**
- **Strongest and most relevant qualifications should be highlighted**
 - **Limit to a few qualifications**
- **Easy to read**
 - **Begin with topic sentences**

Extra Tips

- **Appeal to company values, attitudes, goals, projects, etc.**
- **Explain how you will help organization**
- **Elaborate on the information in your resume**
- **Provide evidence of your qualifications**
- **Proofread carefully for grammatical and typographical errors**

Resumes

What is a resume?



- A resume is a personal summary of your professional history and qualifications. It includes information about your career goals, education, work experience, activities, honors, and any special skills you might

Resume

General Guidelines

Preliminary Research

Heading

Objective Statement

Education

**Employment
Experience**

References

Organizational Styles

**Reverse Chronological
Style**

Functional Style

Skills Style

Imaginative Style

General Guidelines

- **Length:** It is best to limit an entry-level resume to one typed page. Be as concise as possible in stating information in each section of your resume.
- **Font:** Avoid fonts smaller than 10 point and larger than 12 point.
- **Paper:** Use 8 1/2" x 11" 20 lb paper. Print your resume with a laser or high quality ink-jet printer.

Preliminary Research

- ***Find out***
 - * **General job information**
 - * **Desired qualifications and skills**
 - * **Key values and words**
- ***Check with***
 - * **Placement office files**
 - * **WWW**
 - * **Trade journals, magazines, and newsletters**
 - * **Directories**
 - * **Professors**
 - * **Company literature**

Identifying Information

KIMBERLY ANN HURST
1305 Palmer Dr. #1276
Laramie, WY
ssmith@uwyo.edu
(555) 555-1706

- **Put your name, permanent and campus addresses, permanent and campus phone numbers, and email address prominently at the top of your resume. Avoid using a nickname to identify yourself. Consider including your URL address or fax number if you have one.**

Objective Statement

- **One to three sentence summary of your area of expertise and career interest.**
- **Write as complete sentences or as descriptive phrases with minimal punctuation.**
- **Relate your existing skills directly to the job you are seeking. Demonstrate what you can do for the company rather than what they can do for you.**

Objective Statement

Make the statement as specific as possible:

Avoid overgeneralized statements:

A position allowing me to utilize my knowledge and expertise in different areas.

Avoid statements that focus only on what a company can do for you:

A position where I gain experience in working on biological

A position which allows me to apply my background in engineering and high performance computing to biological problems.

Summary of Qualifications Statement

- **This statement can replace or be used in addition to the objective statement.**
- **Write one short paragraph or a bulleted list of qualifications.**
- **Use a summary of qualifications statement to emphasize skills you possess that aren't obvious from your past work experiences.**

Summary of Qualifications Statement

Summary of Qualifications

A Junior Mechanical Engineering Major with expertise in the following areas:

- * Using CAD programs to support projects**
- * Communicating with customers in project environments**
- * Developing projects in conjunction with peers**

Education

- **This is an important section for recent college graduates or students seeking internships or summer jobs.**
- **Beginning with the highest level of educational achievement, include information such as university attended, degrees earned, major, minors, grade point average, date of program completion, and so forth.**

Education

University of Wyoming, Laramie, Wyoming
Graduation May 2012

Bachelor of Science in Computer Engineering

GPA: 3.2/4.0

Major GPA: 3.5/4.0

- **You do not have to include your GPA on the resume, but if it isn't included, employers may assume that it is lower than it really is.**
- **Always state the grade point scale your school is using.**

Relevant Courses

- **List relevant courses that:**
 - **Help you stand out from the crowd**
 - **Have provided you with specific skills or knowledge**
- **Consider including this information in the education section of the resume.**

Spanish (4 semesters)

Computer Science

Business Writing

Business Law

Ethics

- **Only include courses taken in addition to your major or minor.**
- **Refer to the course by name rather than by number.**

Employment Experience

- **Include positions you have held which are related, in some way, to the job you are seeking. These might be both paid and volunteer positions.**
- **Be creative with this section of your resume by describing and emphasizing your experiences in the most relevant way possible.**

Employment Experience

***Hospitality Intern
(May 1999-August
1999)***

***Mountain Jacks,
Lafayette, IN***

- * Oversaw the planning, production, preparation and prompt delivery of food**
- * Assisted in training and retaining new and experienced employees**
- * Created a positive and healthy**

- Include information such as company name and location, job title, dates, and duties performed.**
- Make this section easy to read by using spacing and bullets.**
- Use action phrases to highlight the duties you have performed.**

Action Phrases

*Hospitality Intern
(May 1999-August
1999)*

*Mountain Jacks,
Lafayette, IN*

- * **Oversaw the planning, production, preparation and prompt delivery of food**
- * **Assisted in training and retaining new and experienced employees**
- * **Created a positive**

- **Action phrases will help you avoid being too brief and from understating your qualifications.**
- **Think about your qualifications as a professional would.**

Parallel Phrases

***Hospitality Intern
(May 1999-August
1999)***

***Mountain Jacks,
Lafayette, IN***

- * Oversaw the planning, production, preparation and prompt delivery of food**
- * Assisted in training and retaining new and experienced employees**
- * Created a positive and healthy**

- Make your descriptions easy to read through parallel structure.**
- Set up a pattern and stick with it.**
- In the example, all the verbs are parallel:
“oversaw,”
“assisted,” and
“created” are all
past tense verbs.**

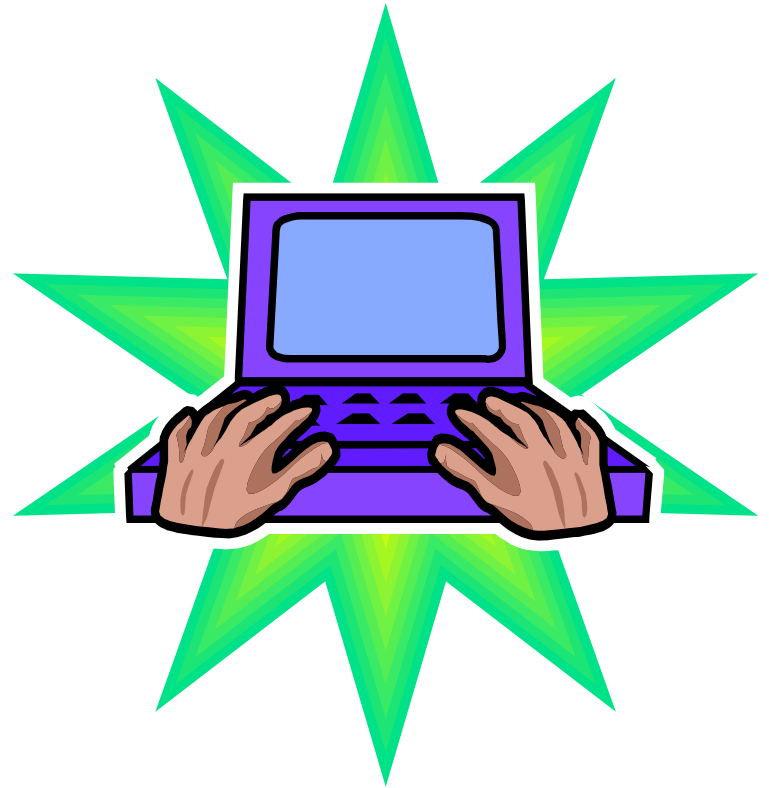
Activities and Honors



- **Include relevant activities and honors that you could discuss with your prospective employer or that have given you valuable experience or skills.**

Specialized Skills

- **Include skills that make you unique, such as computer skills, foreign language skills, or military service.**
- **Be specific in describing your special skills; name computer programs you know, how long you studied a foreign language, or your dates of military service.**



References

- **In general, do not include the names and addresses of your references on your resume.**
- **It is enough to state that references are available upon request.**
- **Choose professional references rather than character references. Employers and professors who know you and**

Organizing Your Resume

- **Organize your resume to highlight your unique skills and strengths.**
- **Use whatever combination of organizational styles you think best highlight your individual qualifications.**

The most common resume styles are:

- **reverse chronological**
- **functional**
- **skills**
- **imaginative**

Reverse Chronological Resume Style

- **Present your education and work experience in chronological order, beginning with your most recent experiences.**
- **This style is best for people whose job experiences closely parallel the positions for which they are applying or for those who have not had periods of unemployment time between jobs.**

Reverse Chronological Resume Style

Work Experience:

1997-Present U.S. Postal Service, Indianapolis. Worked as a Station Manager, delivering mail, overseeing retail sales, planning delivery to new routes.

1994-1997 All Right Parking, Inc., Indianapolis. Worked as a Manager, handling customer relations, overseeing accounts, supervising twenty-five employees.

1992-1994 Indianapolis Star, Indianapolis. Worked as a District Sales Manager recruiting and training new employees, managing crews of twenty-five carriers within nine counties, designing routes.

Functional Resume Style

- **Organize experience by type of function performed. Under each, give specific examples.**
- **Highlight experiences that directly relate to the job you are seeking.**
- **Ignore experiences that do not relate to the job for which you are applying.**
- **Place things in order of importance rather than chronological order.**

Functional Resume Style

Experience:

Research Assistant (August 1998-August 1999)—University of Wyoming

Assisted Professor Robert Thompson in:

- * updating statistical tables and charts
- * answering research questions via the Internet, library, and by establishing resources to provide the needed information

President, Physiology Club (January-May 2000)

- * Raised over \$2,000 for club expenses and scholarships
- * Organized 10 activities for over 200 students
- * Designed and maintained club website

Skills Resume Style

- **Emphasize what you can do rather than where you have worked.**
- **Try to match your skills to the position for which you are applying.**
- **This style is ideal for people who have gained valuable skills from a variety of unrelated experiences.**

Skills Resume Style

Skills:

Communication Skills

- *Counseled teens in an anti-drug initiative at Jefferson High School**
- *Received Employee of the Month Award for my work creating a positive environment at Wal-Mart while working as a cashier**
- *Presented a semester-long project on choosing a major to a group of prospective students**

Training Skills

- *Trained new employees in cashier procedures at Wal-Mart**
- *Served as assistant coach for a Jefferson High School basketball team**

Imaginative Resume Style

- **Acts like a mini-portfolio because it demonstrates a combination of layout, graphics, text integration, and audience selection.**
- **Make sure a company is open to this type of resume before submitting it.**
- **This style is ideal for people looking for a job that demands creativity, such as graphic design or landscape architecture**
- **It is appropriate to use color graphics on an imaginative resume, but the cost of duplicating will be increased.**