


Resumes & Other Important Letters

Presented by:



TEXAS SOUTHERN UNIVERSITY
"EXCELLENCE IN ACHIEVEMENT"

**Cooperative Education &
Placement Services**



Purpose of the Resume & Cover Letter:

To obtain an interview (not a job) by communicating your unique knowledge, skills and values required for a targeted Job.



Important preliminary steps

- 1. Self-Assess: What are your skills, interests, values?**
- 2. Identify specific career fields of interest: Which are a good fit for you?**
- 3. Research the career fields**
 - Identify the specific language of the fields**
 - Identify the skills of the fields: Job specific skills *and* transferable /adaptive skills**



Picking a resume style which best presents your qualifications

Chronological

Represents your experience in a date order with the most recent/relevant experience first.

Functional

Emphasizes qualifications according to categories using job-related skills. Work experience is placed under different skill categories, not under specific positions.

Combination

Mixes both Chronological and Functional.

Chronological

YOUR NAME

Address

Street Address • Town • State • Zip Code • Phone Number • E-mail

OBJECTIVE

A broadcasting internship providing further development of professional public speaking and media production skills.

EDUCATION

BACHELOR OF ARTS, BROADCASTING

May 2003

Walter Cronkite School of Journalism and Telecommunications

GPA 3.7

Arizona State University, Tempe, Arizona

Financed 100% of education through scholarships, loans, and full and/or part-time work.

WORK EXPERIENCE

BROADCAST ASSISTANT, KAET Public Television Station, Tempe, Arizona

Feb. 2000-Present

- Operate and maintain broadcast systems in a 24/7 broadcast schedule.
- Maintain operating and maintenance logs of equipment and systems according to FCC rules and regulations.
- Load operating schedules and DTV programming on various audio and video file servers.

MISSIONARY, Mexico City, Mexico

Jan. 1998-Dec. 1999

- Developed strong Spanish language skills and understanding of Mexican dialects while enhancing personal cultural awareness through living independently among native residents.
- Presented seminars on interpersonal issues for over 50 attendants.
- Coordinated 4-part workshop series to promote overall spiritual well-being of participants.

LOAN OFFICER, Bank of America, Mesa, Arizona

Oct. 1996-Dec. 1997

- Educated clients on loan products and policies to assist them in making informed individualized loan choices. Assisted with payment plan options.
- Researched outside bank vendors' loan products through internet and market research efforts to enhance our products' competitiveness; reported findings to regional manager.
- Consistently met or exceeded sales goals, achieving the Top Sales award in region 2 times in one year.

TECHNICAL SKILLS

Microsoft Office: PowerPoint, FrontPage, Access, Excel, Word

Internet: Netscape and Internet Explorer, basic HTML and Java applications

Media Equipment: Master control equipment, portable cameras, recorders, microphones, lights, editing, postproduction equipment

LANGUAGE SKILLS

Spanish: Fluent spoken, proficient written

French: Conversational

ACTIVITIES

Member, National Academy of Television Arts & Sciences, A.S.U., Tempe, Arizona

Oct. 2000-Present

- Tour local TV stations to gain practical hands-on knowledge of industry.
- Attend seminars to build professional skills and networking resources.

Volunteer, Y.M.C.A., Tempe, Arizona

Summers of 1996, 1997, and 2000

- Developed promotional brochures to promote agency's services to community.
- Worked with physically abused children to enhance individuals' self-esteem.
- As a team member, raised over \$10000 to build new local playground.

Functional

Your Name

Street Address
City, State Zip Code

Phone number
E-mail: xxxx@xxx.xxx

OBJECTIVE A position within a state administered non-profit agency delivering services to under-represented populations

EDUCATION **Master of Science, Public Administration GPA: 4.0 May 2002**
Bachelor of Arts, Psychology GPA: 3.8 May 2000
Arizona State University Tempe, AZ

SKILLS

Leadership

- Facilitated a leadership retreat for 250 active Arizona Students Against Destructive Decisions (SADD), chapters, focusing on communication, leadership, and decision-making skills.
- Represented SADD chapter in a statewide conference and presented chapter report.
- Supervised activity leaders for statewide conference and resolved communication barriers between individuals.

Communication

- Informed students of the consequences of making poor decisions through formal and informal presentations and advising.
- Explained good decision-making process to assist with appropriate outcomes.
- Informed parents regarding children's daily activities and problems to keep parents of children in childcare current with relevant information.

Organization

- Planned and organized facilities, presentations, and activities for a statewide conference for more than 1000 people.
- Resolved schedule conflicts by coordinating work times and activity assignments.

COMPUTER SKILLS

Microsoft: Access, Excel, PowerPoint, Windows

Internet: Netscape, Internet Explorer

PROJECTS

Community Conflict Resolution: Researched public policy to understand the role of policies in enhancing or detracting from community dynamics. Analyzed relevant models and research findings generated by both case studies and comparative methods.

Policy Analysis: Research focused on assessing quality of parent-child relationships as they pertain to child abuse. Policy debates are concerned with the role of formal and informal support systems for parent and child and parent-child interactions in terms of contact, exchange, assistance, support, and relationship quality. Researched existing policies, interviewed parents, social workers, and legislators. Analyzed qualitative and quantitative data. Wrote a 45 page report on results.

Public Program Management: Analyzed interagency relationships and their roles and developed programs for families in crisis.

Diversity Issues and Public Policy: Examined public policy issues affecting women, Black, Latino, Asian, and American Indian communities. Researched issues as they related to interpretation of child abuse and child abuse policies and issues.



Combination

YOUR NAME

Street Address; Town, State, Zip Code; Phone Number; Internet Address

OBJECTIVE

A photojournalist position with *Pennsylvania Highways* magazine which incorporates formal background in and photography with professional interests in travel.

EDUCATION

Bachelor of Science, Geography

May 2001

Bachelor of Arts, Concentration: Digital Arts

December 2002

Barrett Honors College: Honor Thesis- The History of the Photography and the Effects on Modern Historical Perspectives
Arizona State University, Tempe, Arizona

Associate of Arts, Photography

May 1997

Bucks County Community College, Newtown, Pennsylvania

AWARDS

ASU Maroon and Gold Scholarship: Full tuition awarded for exceptional academic performance and community involvement. One of 150 students awarded this scholarship out of 550 applicants.

W.L. Klink Scholarship: Three month Semester Abroad Experience sponsored through Fine Arts-related scholarship. Award based on jury decisions regarding art portfolio among 200 competition participants.

STUDY ABROAD EXPERIENCES

Summer Session in Greece

May 2001 - June 2001

Learning opportunity designated to introduced students to Greek culture while incorporating formal coursework in Photography

- Completed academic course in Personal Documentary Photography, including the compiling of memorabilia and digitizing photographs to develop interactive on-line travel journal utilizing Flashmedia, Dreamweaver and HTML.
- Visited museums and attended seminars regarding history, mythology, art and architecture.

Semester At Sea

September 1999 - December 1999

Multi-disciplinary academic program incorporating photography coursework with cultural and geography studies while traveling on an ocean liner designated for undergraduate and graduate studies.

- Traveled to Brazil, South Africa, Kenya, India, Malaysia, Vietnam, China, Japan, Israel, Egypt, Turkey, Greece, Italy, and Spain.
- Interacted directly with local people, gaining significant awareness of cultural, historical, and political issues.
- Developed strong problem-solving skills and ability to lead groups of travelers in unfamiliar territories.

INTERNSHIP EXPERIENCE

Graphic Designer, Tempe St. Luke's Hospital, Tempe, Arizona

July 2001 - Present

First Intern for hospital within Public Relations Department


- Photograph and document daily activities throughout hospital for representation within organizational web site and promotional materials.
- Design and prepare layouts using Macintosh for web site, instructional aids, posters, and other promotional materials.
- Consult with hospital and customer personnel to develop new concepts for publication layouts best suiting internal and external needs.
- Demonstrated ability to handle multiple team projects with tight deadlines in highly stressful environment.

SKILLS

Languages: Bilingual in Spanish and French, conversational Turkish


Technical: Dreamweaver, Flash Media, FrontPage, HTML, JavaScript, Visual Basic, Microsoft Office applications

Photography Equipment: Kodak, Canon, and Pentax digital camera equipment; Kodak, Xerox and Ricoh printing



Providing the employer with adequate contact information

- **Minimal information**
 - **Full Name**
 - **Address**
 - **Home Phone Number**
 - **E-mail address**
- **Optional information**
 - **Mobile Phone**
 - **Work Phone**
 - **URL Address**



Using an objective to communicate the position you are seeking

- An employer uses your objective to determine where you might fit within her/his department or organization

- Position based objective:
Financial Analyst Position

- Industry based objective:

A position in a biological research department within a pharmaceutical firm.



Using Accomplishment Statements

**Use statements that
emphasize achievements
rather than duties.**

NOT THIS:

Bartender, XYZ Bar, Tempe, AZ

March 1999-present

- Mix drinks
- Stock bar
- Order supplies
- Close bar



Using Accomplishment Statements

THIS:

LEAD BARTENDER, August 2000-present

BARTENDER, March 1999-present


XYZ Bar, Tempe, AZ

- Assist up to 300 customers during a four hour time period in a fast paced, stressful environment
- Troubleshoot bar inventory issues, ordering supplies proactively to maintain appropriate inventory levels crucial for effective customer service
- Problem solve and negotiate a diversity of customer service issues
- Hire, train, and supervise bar staff of 6 in accordance with company customer service policies, procedures, and health/safety regulations




Proving your effectiveness

1. Describe what you actually DID, not just what was on the original job description
2. Include what IMPACT/CONTRIBUTION your actions provided (the results)
3. Provide details
 - Supervised WHO and HOW MANY?
 - Analyzed WHAT? HOW?
 - Improved quality, efficiency, productivity HOW?




Using strong action verbs

- **Avoid starting phrases with “Handle...”, “Work with...”, “Duties included...”, “Responsible for...”**
- **Start each bulleted statement with a descriptive action-oriented verb and combine with accomplishment statement**
 - **(Not this) Handled incoming telephone calls**
 - **(This) Directed up to 40 customer calls per hour to appropriate service departments throughout company**




Organizing information efficiently for reader with descriptive headings

- **Suggestions for headings:**
 - **Education**
 - **Internships**
 - **Academic Projects/Coursework**
 - **Computer Skills**
 - **Relevant Experience**
 - **Honors**
 - **Language Skills**
 - **Leadership Experiences**
 - **Community Service or Activities**



Organizing information efficiently for reader with descriptive headings

- **Suggestions for headings (continued):**
 - **Professional Affiliations**
 - **Skill Summary**
 - **Licenses and Certifications**
 - **Military experience**
 - **Technical Skills**
 - **Laboratory Skills**
 - **Publications and Presentations**
 - **Avoid: “References available upon request” statement**



Increasing the effectiveness of your resume and cover letter

- **Maintain 100% error free**
- **Tailor both resume and cover letter to each position and employer**
- **Lead with most relevant information first**
- **Avoid items that might promote negative bias**
- **Use abbreviations only if standard and well-known**
- **Keep to one page**



Other important letters

- Cover Letter
- Thank-you
- Networking
- Prospecting
- Acceptance
- Non-acceptance



Cover Letters

- **Purpose**
 - Express your intent, interest, and enthusiasm in position
 - Complement and emphasize highlights of your resume
 - Demonstrate your personality and writing ability



Cover Letters

- Opening Paragraph
 - State which position you are applying for, and how you found out about the organization and/or position
 - Express what is attracting you to work for this organization and in this position
 - Arouse the reader's interest in reading more about your qualifications



Cover Letters

- **Middle Paragraph(s)**
 - Give detailed information about how your qualifications fit with the position's responsibilities
 - Use key words from the job description to make the connection between the employer's needs and your skills
 - Include information about academics, job experience, and/or personal attributes relevant to the position



Cover Letters

- Closing Paragraph
 - Summarize your qualifications
 - Refer the reader to your enclosed resume
 - Mention your interest in an interview
 - State when and how you will contact them

Note: Follow up exactly when you say you will follow up!



Sample Cover Letter

Your street address
City, State Zip Code
October 14, 2002

Ms. Michele Smith (*name of the person if you have it*)
General Mills Resume Processing Center
P.O. Box 549240
Suite 129
Waltham, MA 02545

Dear Ms. Smith: (*if you do not have the name of the person use Hiring Manager, Human Resources Representative, or Search Committee*)

It is with great interest that I am applying for the Buyer position at General Mills which was posted on the Arizona State University CareerConnections recruiting system. I look forward to using my knowledge and experiences within Supply Chain Management to make a significant contribution to the efficiency of the department and the building of solid relationships throughout General Mills.

As a self-starter, I've been recognized as someone with sound judgment and the ability to lead a team toward its goals. With a Bachelor of Science in Supply Chain Management and an emphasis in Purchasing, I have gained valuable knowledge about the field and have developed effective communication skills by leading several team projects to successful completion. As a Buyer at Salt River Project within the Purchasing department, my strong leadership and negotiation skills led to developing solid working relationships with nine suppliers I introduced to the organization.

In addition to communication, negotiation, and leadership skills, the various customer interaction opportunities I've had over the years developed my problem solving and decision-making skills, increasing the overall efficiency of the department. My experiences and skill level will ensure the continued quality of the purchasing system at General Mills.

I look forward to a meeting with you to discuss my qualifications in more detail. Enclosed is my resume I will call you the week of October 22, to set up a time convenient for you. If you need any additional information, please call me at (480)-XXX-XXXX.

Sincerely,

(Sign Here)

Your Name

Enclosure



Sample Cover Letter

Your street address
City, State Zip code
Date

Ms. Darla Theiss
Charles Schwab and Company
4722 North 24th Street
Phoenix, AZ 85016

Dear Ms. Theiss:

The intent of this letter is to express interest in the Customer Service Representative position posted November 8, 2001 on the Arizona State University CareerConnections recruiting program. The scope of the position and my professional and educational background are well-matched to the qualifications expressed.

Upon graduation in May with a Finance degree, I would like to build upon the following experiences to start a successful career within Charles Schwab:

- Series 7 license to be completed by July 2002
- Intensive coursework in financial planning and investment planning
- Experience in information systems and database management
- Five years diverse customer service experience

As a four-year customer of Charles Schwab, I have been thoroughly impressed with the high level of service and respect received through various personnel throughout the organization, and am confident in my abilities to maintain the same standard of exceptional service and professionalism. Enclosed is a resume which further details my qualifications for the position. I will contact you on November 20 to arrange an opportunity to further discuss my qualifications for the Customer Service Representative position. In the meantime, please do not hesitate to contact me should you have any questions at 602-965-2350.

Thank you in advance for reviewing my application materials.

Sincerely,

(Sign here)

Your name



Sample Thank-You Letter

Your Street Address
City, State Zip Code
Date

Mr. Patrick Dodson
Lone Cactus Food and Beverage Company
162 Getzen Derive
Scottsdale, AZ 85258

Dear Mr. Dodson:

Thank you for interviewing me for the management position with Lone Cactus. I enjoyed meeting you and learning more about Lone Cactus' customer base and philosophy. Your approach to providing exceptional quality service is a management philosophy well aligned with my expectations.

As we discussed in the interview, my management experience and formal training provide the essential skills necessary to meet the needs of your rapidly expanding organization. My strong background in customer service and retail management, coupled with my degree in Management, make me an excellent match for this position.

I reiterate my interest and enthusiasm for the position, and I know I can make a solid contribution to Lone Cactus' objectives. Please feel free to contact me for any additional information at (480) XXX-XXXX. Thank you again for your interest and time.

Sincerely,

(Sign here)

Your Name



Sample Prospecting Letter

Your street address
City, State Zip Code
Date

Ms. Sydney Barnes, Manager
Stark and Harris
8238 North Palm Place
Phoenix, AZ 85024

Dear Ms. Barnes:

Recently, while researching public relations firms in the Phoenix area, I was particularly attracted to the consistent, quality image your firm is actively creating and maintaining for your clients. With a recent degree in Communication, my primary objective is a position with Stark and Harris where I can work toward my long term goal of executive level Public Relations manager. Public relations is an area that capitalizes on my natural talents as well as complements my formal education and extra-curricular experiences, as demonstrated by the following achievements:

- Promotions internship with E.B. Lane and Associates, Inc.: Developed advertising campaign and media materials to promote new community grocery store. Campaign increased sales by 60%.
- Former Student Publicity Chair for Arizona State University student government: Produced press releases, internal and external newsletters and public service announcements for 44,000 ASU students.
- Special commendation from a local non-profit organization: Awarded for developing new brochures and implementing a successful direct mail campaign which resulted in doubling the clothing and food donations from the community.

Enclosed is my resume for your consideration. You will find my educational background and additional experience in public awareness techniques to be a good starting point for a career in public relations. I am very capable in managing multiple tasks and am an enthusiastic learner.

I would sincerely appreciate a few minutes of your time to discuss employment opportunities and will call you the week of June 12th. Thank you in advance for your consideration and I look forward to speaking with you.

Sincerely,

(Sign here)

Your Name

Enclosure



Sample Networking Letter

Your Street Address
City, State Zip Code
Date

Ms. Molly McGee
Creative Director
All Media Advertising, Inc.
555 West La Canada Lane
San Francisco, AZ 11111

Dear Ms. Maguire:

Susan Peters, a Marketing professor at Arizona State University, suggested I contact you regarding advice and information about entering the field of advertising. I also found your name listed in the Career Information Network at the Career Education Center in Career Services, so I feel I must be on the right track in pursuing your professional knowledge.

I will complete my bachelor's degree in Marketing this December and desire to begin a career in advertising. Currently, I am working as an intern for a large firm in the Phoenix metropolitan area where I developed a strong interest in print and media productions. Ms. Peters informed me of your background as a producer and writer, and I feel you are exceptionally qualified to give me advice regarding my career development.

Early next week I will call you to see if we could arrange a brief meeting at your convenience. Thank you in advance for your time.

Sincerely,

(Sign here)

Your Name



Sample Acceptance Letter

Your Street Address
City, State Zip Code
Date

Ms. August September
Executive Director
Chatham Information Solutions
One Corporate Parkway
Chandler, AZ 85281

Dear Ms. September:

I am writing to confirm my acceptance of your employment offer received on May 1st as a Project Manager for Chatham Information Solutions, at an annual salary of \$XX,XXX. Thank you for the opportunity to make a significant contribution to the organization. I am confident you will find me an enthusiastic and competent team member.

As we discussed, I will report to your office directly at 8 am on Monday, May 26, 2002 for my first day of employment at Chatham. As per your instructions, prior to my start date I will have completed my medical examination and drug test.

I look forward to joining the organization and becoming a member of your exciting and innovative team. Thank you for your offer and confidence.

Sincerely,

(Sign here)

Your Name



Sample Non-acceptance Letter

Your Street Address
City, State Zip Code
Date

Mr. Donald Duggan, Division Manager
Tax Time, Inc.
72 Coyote Canyon Drive
Phoenix, AZ 85024

Dear Mr. Duggan:

Thank you very much for offering me the position of Accounting Assistant with Tax Time, Inc. It was very considerate of you to discuss the details of the position and give me time to consider your favorable offer. Tax Time, Inc. has an excellent reputation and I found many aspects of this position very appealing.

However, after careful consideration I feel my professional interests are leading in a different direction. As a result of this difficult decision, I have decided to decline your offer for the Accounting Assistant position at this time.

I enjoyed meeting you and your team, and sincerely appreciate your courtesy and consideration. I wish you much success in guiding your new department to success.

Sincerely,

(Sign here)

Your Name



Maximizing Your Marketing Power

- **Style/Format**

- Font size = 10-11-12
- Font style = Palentino, Times New Roman, Helvetica, Arial
- Well-organized, attractive & easy to read
- Consistent formatting



Maximizing Your Marketing Power

- **Style/Format** continued
 - Understated paper color = white, ivory, light gray
 - 20-24 lb. paper
 - Strong use of white space including even margins
 - Unfolded and mailed in a large flat envelope

A graphic of a puzzle piece in the top left corner, with a blue and white color scheme.

Technology and Your Resume/Cover Letter

- **Scanner friendly**
 - DO use:
 - Industry specific 'key' words
 - Do NOT use:
 - *Italics*, **bold**, fancy scripts, underlining
 - Graphics or shading
 - Complex layouts and columns
 - Design or tool lines of any kind



The End