

Resume & Cover Letters



A well crafted resume can set you apart from other candidates. Strong resumes do more than summarize your educational background and work history; they emphasize the results of your efforts and draw clear parallels between your skills and experience and an employer's needs.

The 5 Steps of Resume Development

Step 1: Analyze the Position Description

Read the position descriptions thoroughly and then highlight all of the keywords which indicate required and preferred skills, abilities, attributes, and qualifications. If an employer is looking for someone who is innovative, punctual, and attentive to detail, consider using these same or similar words in your resume.

Because there are patterns within industries/fields, you may develop a strong resume template for a particular category of positions. Along these lines, it is also often appropriate to have multiple versions of your resume, which may vary in content and structure depending on your target.

Step 2: Generate a List of Accomplishments

Create an inventory of your accomplishments—tasks you enjoyed doing, did well, and are proud of. Include education/training, volunteer experience, jobs, projects, travel, group or team activities, and skills. There is no one formula for what to include in a resume—Your resume should uniquely reflect you! Focus on the outcomes of your efforts, including skills you have developed. Quantify your results if possible. Don't sell yourself short! Resumes are promotional tools.

Step 3: Identify Relevant Skill Areas

Frame your experience so it focuses on skills and achievements that are desirable for that particular position/field/industry. Make sure each accomplishment you list highlights a skill the employer is seeking, often listed in the position responsibilities and qualifications.

Remember **transferable skills**, skills you've developed that can be used in many different settings! If you are applying to your first position in a field/industry, consider in detail which skills you have developed (and how) from past experiences that may translate to this new environment.

Step 4: Write Descriptive Phrases

Using **action verbs** (see p. 18), write concise phrases to describe experiences that demonstrate your relevant skills. The accomplishments on your resume should ultimately be targeted to address an employer's needs. Do your best to place them in order of relevance with the most relevant information as close as possible to the top.

Step 5: Choose a Format

Within **one page**, aim to develop a focused, succinct marketing document that clearly communicates your value and relevant experience and skills.

A **chronological resume** is the most commonly used resume format. Listing your experience in reverse chronological order (with the most recent experiences first), this resume format accommodates all industries and levels of experience, and is preferred by the majority of employers and on-campus recruiters. Because a chronological resume presents your experience from most recent (relevant) to least recent (relevant), this format works especially well for students and entry- to mid-level applicants to demonstrate a vertical career progression. See p. 19-24 for examples of effective chronological resumes.

Although a chronological resume is often a safe bet for all levels, established professionals who have multiple gaps and/or unusually large gaps in their employment history, who are aspiring to make a career change into a new industry, or who want to promote a specific skillset may consider a skills/functional resume format or a hybrid/combination resume format as alternatives to the chronological resume format. If appropriate, established professionals may also move beyond a one-page resume.

While resume templates may be tempting, they tend to be inflexible; also, employers are often familiar with them and may perceive you as lacking ingenuity. Find a format that works for you, and use your own words to develop content that is unique to you.

The Resume Bullet: How To Say It

Resume bullets should describe your skills and accomplishments, reflecting the order or priority that the employer has stated in their position description and requirements. Write bullet points for jobs, internships, volunteer experiences and activities where you've developed skills. Consider how these bullet points highlight skills and experiences that match the position requirements. Action-oriented statements highlighting your accomplishments should use concrete language and could include:

- **What:** What task (transferable skill) did you perform? Use action verbs! (See p. 18)
- **Why:** Why did you perform this task? e.g. to fulfill a goal, serve a need or make your organization/company better?
- **How:** Specifically how did you perform this task? What equipment, tool, software program, or method did you use to accomplish this task?
- **Result:** What was the positive result you achieved or impact you made by performing this task (quantitative or qualitative)?
- **Adjectives:** Spice it up with descriptors; sell yourself... go for it!

Examples:

What: Created a brochure.

What and How: Created a brochure using InDesign.

What and Why: Created a brochure to generate customer interest in the company's new line of fall clothing.

What, Why, and Result: Created a brochure to generate customer interest in the company's new line of fall clothing, resulting in high praise from Director of Marketing.

Adding Adjectives: Created a colorful and eye-catching marketing brochure using InDesign to generate customer interest in the company's new line of fall clothing, resulting in high praise from Director of Marketing.

What: Tutored students.

What and How: Tutored students using a variety of methods to adjust to different learning styles.

What and Why: Tutored students to help them retain information and improve both grades and overall performance in Math and English.

What, Why, and Result: Tutored students to help them improve grades and overall performance; saw marked improvement over a three-month period in 100% of students.

Adding Adjectives:

- Tutored at-risk youth in Math and English; assessed learning styles of each student and creatively adjusted tutoring style based on results.
- Affected information retention and overall grade improvement in 100% of students tutored over a three month period.
- Acknowledged by Director for strong commitment to student success.

TOP 10 ATTRIBUTES EMPLOYERS SEEK ON CANDIDATE RESUMES:

1. Leadership
2. Ability to work in a team
3. Communication skills (written)
4. Problem-solving skills
5. Communication skills (verbal)
6. Strong work ethic
7. Initiative
8. Analytical/quantitative skills
9. Flexibility/adaptability
10. Technical skills

Source: *Job Outlook 2016*, National Association of Colleges and Employers

RESUME TIPS FOR FIRST-YEAR STUDENTS

- You may include work, leadership, and academic achievements from high school. By your third year in college, more recent experiences should replace those from high school.
- Don't worry about having limited work experience. Instead focus on transferable skills developed through other kinds of involvement or accomplishments.
- Your first "college resume" may require extra time to assemble. Expect to spend a few hours creating a rough draft, and make an appointment with a Career Counselor or see a Peer Advisor to review your document.
- Be patient with the process! Resumes are always a work in progress.

**REFERENCES****REFERENCES TIPS:**

- In almost all cases, you will NOT submit references with your resume. Instead bring them to your interviews to furnish upon request.
- For a polished look, use the same header style for your contact information on your reference sheet that you use for your resume and cover letter.
- Secure 3-5 references prior to interviews. References should be people who have supervised you in an academic or hands-on setting like a job, internship, or volunteer position. Friends, family, and well-known people who do not know you well are not good references—they can say little about your potential for success.

MICHELLE ANDERSON

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REFERENCES

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VERB LIST FOR RESUMES & LETTERS

More Verbs for Accomplishments

achieved
expanded
improved
pioneered
reduced (losses)
resolved (problems)
restored
spearheaded
transformed
operationalized

Management

administered
analyzed
assigned
attained
chaired
consolidated
contracted
coordinated
delegated
developed
directed
evaluated
executed
improved
increased
organized
oversaw
planned
prioritized
produced
recommended
reviewed
scheduled
strengthened
supervised

Communication

addressed
arbitrated
arranged
authored
collaborated
convinced
corresponded
developed
directed
drafted
edited
enlisted
formulated
influenced
interpreted
lectured
mediated
moderated
negotiated
persuaded
promoted
publicized
reconciled
recruited
spoke
translated
wrote

Research

clarified
collected
critiqued
diagnosed
evaluated
examined
extracted
identified
inspected
interpreted
interviewed
investigated
organized
reviewed
summarized
surveyed
systematized

Technical

assembled
built
calculated
computed
designed
devised
engineered
fabricated
maintained
operated
overhauled
programmed
remodeled
repaired
solved
upgraded

Teaching

adapted
advised
clarified
coached
communicated
coordinated
demystified
developed
enabled
encouraged
evaluated
explained
facilitated
guided
informed
instructed
persuaded
set goals
stimulated
trained

Financial

administered
allocated
analyzed
appraised
audited
balanced
budgeted
calculated
computed
developed
forecasted
managed
marketed
planned
projected
researched

Creative

acted
conceptualized
created
customized
designed
developed
directed
established
fashioned
founded
illustrated
initiated
instituted
integrated
introduced
invented
originated
performed
planned
revitalized
shaped

Helping

assessed
assisted
clarified
coached
counseled
demonstrated
diagnosed
educated
expedited
facilitated
familiarized
guided
motivated
referred
rehabilitated
represented

Clerical or Detail Oriented

approved
arranged
catalogued
classified
collected
compiled
dispatched
executed
generated
implemented
inspected
monitored
operated
organized
prepared
processed
purchased
recorded
retrieved
screened
specified
systematized
tabulated
validated

Words in **bold** are
especially good
for pointing out
accomplishments.

RESUME OUTLINE

CHRONOLOGICAL FORMAT

Use an appropriate email and voicemail.

YOUR NAME

Street Address, City, State Zip
student@berkeley.edu | (650) 453-5555 | linkedin.com/in/yourname

OBJECTIVE

An objective statement is optional. If included, it should be specific to the position you are applying for.

QUALIFICATIONS

- Number of years of relevant experience, noting skills gained
- An important accomplishment that directly relates to the job
- A quality or characteristic of yours that supports this goal

A Qualification or Summary section is optional. Use only if you have significant skills that relate to the job description.

EDUCATION

University of California, Berkeley
Bachelor of Arts/Science, Name of Major

Minor or Concentration

Honors Thesis: "Title"

Overall GPA and/or Major GPA

Related Coursework: Course Title, Course Title, Course Title

Berkeley, CA
Expected Month Year

Previous Institution Name

Name of Degree/Diploma/Program or Summary of Coursework Completed

City, State/Country
Month Year

EXPERIENCE

Organization Name

Position Title

- Use bullet points to describe your accomplishments. Paragraphs can work as well, although bullets will lead the reader's eyes more easily.
- Always start your statement with "action verbs" add adjectives to emphasize
- State an accomplishment that demonstrates your skills in this field/position
- Illustrate a problem you solved using relevant skill(s) and the results
- Provide an example of when you used your skills to positively affect the organization, the bottom line, your boss, or your clients

City State/Country
Month Year - Present

Position Title

Month Year - Present

- If you have been involved in multiple positions within one organization, consider breaking out your positions to highlight your progression within the organization.

Organization Name

Position Title

- Be consistent with punctuation and format within each section.
- Use present tense verbs for current positions and past tense verbs for previous positions.

City State/Country
Month Year - Present

SKILLS

Language: Provide an accurate assessment of your proficiency (e.g. conversational, fluent, native) in any languages other than English.

Computer/Software/Programming: Consider how to best represent your familiarity, proficiency, or expertise in technical areas.

Laboratory: Consider including other relevant categories of skills, based on your background and the position you are applying for.

INTERESTS

Listing interests is optional. Interests may or may not be related to the position, but if included they may serve as a potential conversation starter and an opportunity to share other passions, hobbies, or ways you spend your time.

Anna Lee

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OBJECTIVE

Full-time position as a financial analyst

If you include an objective, make it clear and concise.

A summary may be included if you have specific skills and experiences the job description asks for.

EDUCATION

University of California, Berkeley

Haas School of Business

Bachelor of Science, Business Administration (GPA: 3.64)

May 2016

SUMMARY OF QUALIFICATIONS

- Professional experience as intern in well-established financial services agency
- Strong background in research and analysis developed through leadership experience and business courses
- Extensive work on case projects in financial accounting and corporate finance classes
- Proficient in Excel, PowerPoint, and Bloomberg

EXPERIENCE

Investment Intern, BAE Financial Services, Orange, CA

May – August 2015

- Developed and implemented financial plans for individuals, businesses, and organizations by utilizing knowledge of tax and investment strategies, securities, insurance, pension plans, and real estate
- Prepared and submitted client's financial plan documentation; maintained contact with client, revising plan as required to reflect modified client needs or financial market changes
- Conducted research on various investment products to recommend the most suitable ones to clients

Case Competitions, Haas School of Business

August 2014 – May 2015

1st Place: Morgan Stanley Technology Investment Banking Case Competition, Fall 2014

- Conducted discounted cash flow and public comparables analyses to determine the best strategic recommendation for LinkedIn's IPO; analyzed competitive landscape, industry trends and IPO market

Finalist: Goldman Sachs Investment Banking Case Competition, Fall 2014

Financial Analysis Project, Financial Institutions and Markets class, UC Berkeley

Fall 2014

- Created comparable company analyses to identify financial opportunities.
- Performed market research to facilitate analysis of equity funds.
- Developed comprehensive investment portfolio strategy and presented to class of 35

LEADERSHIP

Treasurer, Undergraduate Finance Association

August 2014 – present

- Expertly manage cash funds and flow garnered from membership fees, ASUC allotment and annual events
- Actively attend weekly meetings, sharing information with peers about opportunities and activities surrounding careers in finance

Active Member, International Association of Business Communicators

August 2014 – present

ADDITIONAL SKILLS & INTERESTS

Computer: Bloomberg, Excel, Access, PowerPoint, Word, C++, HTML

Languages: Fluent in Mandarin

Interests: Avid vocalist, painter and photographer

CHRONOLOGICAL RESUME WITH PROJECT HIGHLIGHTS

Diana Ross

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Redwood City, CA 94077

diana.ross@berkeley.edu
(650) 555-5555

EDUCATION

University of California, Berkeley

Bachelor of Science: Civil & Environmental Engineering (Cum. GPA 3.15), December 2016

Cañada College, Redwood City, CA

Studied general engineering curriculum (Cum. GPA 3.5), August 2012 - May 2014

SKILLS

Computer: AutoCAD, MATLAB Programming, MS Office Suite

Language: Fluent in Spanish

DESIGN PROJECTS

Design of Environmental and Water Resource Systems Course, Fall 2015

Devised a water supply system in a fictitious town to provide potable water. Designed a system that consisted of pipes, pumps, and a reservoir to transport water from one location to another. Developed a restoration project for a portion of Peralta Creek in the city of Oakland along with expanding an existing park located near the creek.

Math, Engineering, Science, Achievement (MESA) Program, Spring 2015

Planned, designed, and constructed a wheelbarrow storage for the community of the Homeless Garden Project, a non-profit organization that helps homeless people in Santa Cruz help themselves. Observed the client's concerns and needs and examined all possible solutions. Built the most favorable design within allocated budget.

EXPERIENCE

San Francisco Public Utilities Commission, San Bruno, CA, June - August 2015

Intern

- Conducted filter inspections to ensure proper filter performance and maintenance.
- Efficiently and professionally assisted lab chemist with chlorine decay tests every month.
- Operated lab equipment to test concentrations of chemicals.
- Independently developed a monthly filter performance report.

LEADERSHIP

Cañada College, Redwood City, CA, August 2012– December 2014

Campus Ambassador, Outreach Department

- Provided courteous and helpful assistance with campus resources to new and continuing students.
- Helped coordinate outreach programs for high school students, setting up events, scheduling staff and communicating details to managers.
- Gave weekly tours to 50+ visitors at a time and participated in student panels.
- Provided guidance about the admissions and financial aid processes.

Workshop Facilitator, MESA Program

- Tutored and facilitated academic workshops with Physics and Calculus students.
- Advised and motivated students about college success and resources.

Peer Tutor, Learning Center

- Provided extensive tutoring in the subjects of ESL, Math, and Spanish, breaking down complex information into easy to understand ideas.

Cañada College Basketball

- Managed time and priorities; balanced athletics, work, and academics.
- Assisted team in winning Coast Conference North Championship (2013).
- Won Peak Performer Award two years in a row (2013, 2014).

You may choose to include community college if you studied a complementary subject or have significant experience there.

Include a Projects section to show applied experience and knowledge.

Jayden Hien Yoon

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(916) 555-5555 | student@berkeley.edu

EDUCATION

University of California, Berkeley

12/15

Major: Bachelor of Science in Integrated Biology; emphasis in Human Biology

Minor: Chemistry; Theatre, Dance, and Performance studies

GPA: 3.54

Coursework: General Chemistry, Organic Chemistry, Biology, Biology of Human Reproduction, Comparative Endocrinology, Hormones and Behavior, Physics, Calculus

LAB SKILLS

Nuclear Magnetic Resonance

Mass Spectrometry

Gel Electrophoresis

Organic Synthesis

Thin Layer Chromatography

Polymerases Chain Reactions

Dissection

Include a summary which quickly showcases your skills for an employer.

EXPERIENCE

Chemistry Tutor

9/14-Present

Student Learning Center, UC Berkeley

- Work with a team of experienced students to tutor both individually and in groups in subjects such as General Chemistry and Organic Chemistry
- Prepare mock lectures to teach complex Organic chemistry reactions to Berkeley students
- Develop original problem sets to further illustrate concepts; well-received by students

Grader (Chemistry lab)

9/12-5/13

American River College, Rockland, CA

- Meticulously checked and graded over 100 lab books per week, paying close attention to details and returning to professor on time each week

Related volunteer work can show both applied knowledge and care for the community.

VOLUNTEER

Volunteer, Urgent Care

7/14-Present

San Francisco General Hospital, San Francisco

- Using care and compassion, assist healthcare providers and nursing staff with patient care
- Direct patients and their families to specific departments of the hospital, answering questions and making referrals to other departments
- Monitor the health conditions of patients in the waiting room and report any dangerous changes in the health or behaviors of the patients to nurses

Volunteer, Vitas Innovative Hospice Care

7/14-Present

Various locations, Berkeley

- Assist elders with their daily needs related to mobility, food-serving, and cleanliness
- Aid in emotional and spiritual support for patients with life-limiting illness and bereavement support for families
- Prepare weekly reports for Hospice Care regarding behavioral and physical changes of elders

Mongolian Community/Mission Service Trip

Summer 2012

Mongolia

- Collaborated with seminary students to understand and communicate with native speakers more effectively
- Worked with a team of 11 American and 9 Mongolian students to build tents and ranches for the Nomads
- Executed a variety of programs to engage and teach college students at Mongolian State University of Agriculture, taking initiative to connect and interact with them

Edward Pfaff

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EDUCATION

University of California, Berkeley

Bachelor of Arts, English, Minors in History of Art and French | GPA 3.79

Expected May 2016

Senior Thesis (in progress): Narrative Approaches in the Novels of Jane Austen

SUMMARY

- Well-honed research, writing and copyediting skills, with meticulous attention to detail
- Creative thinker who enjoys coming up with new and different ideas
- Social Media experience in Facebook, LinkedIn, YouTube, Twitter and Pinterest
- Strong work ethic, with ability to work well under tight timelines

You can include your LinkedIn profile link; be sure information is consistent with resume.

EXPERIENCE

Social Media Intern, SocialMedia.com, Hollywood, CA

June-August 2015

- Assisted with all facets of outreach including building and maintaining social identities and keeping up-to-date on social media trends. Performed internet research, target list creation, and database management
- Interacted regularly with core fans on message boards, video upload sites, and microblogging sites
- Contributed to the content and appearance of each account/profile and analyzed statistics and traffic of each social media account
- Improved monthly Facebook page viewership and membership by 14%

Event Planning Intern, UC Berkeley Leadership Programs

January-May 2015

- Worked with a team of five to plan Spring Conference attended by over 300 students; enhanced professional networking skills
- Coordinated, managed and hosted Lunch with Leaders symposium attended by over 125 students.
- Designed and implemented creative marketing strategy, including press releases and local advertising

Using significant numbers helps emphasize the impact of your accomplishments

Production Intern, Media Match, San Francisco, CA

June-August 2014

- Evaluated prospective clients and talent agencies for commercial and industrial film projects
- Scheduled and coordinated auditions and interviews for performers and technical staff

Cashier & Server, Yogurt Park, Berkeley, CA

July-Nov 2014

- Delivered efficient and courteous customer service, addressed customer complaints and helped resolve employee conflicts
- Served frozen yogurt, handled cash transactions, stocked yogurt machines, and maintained store cleanliness
- Trained new employees how to use machines, serve yogurt and interact positively with customers

ACTIVITIES

Editor, Cal Literature & Arts Magazine (CLAM), UC Berkeley

Sept 2015-present

- Contribute to design, copy editing and production of bi-annual journal of poetry, prose and artwork comprised of submissions from undergraduate and graduate students
- Meet weekly with other editors and staff to review submissions and timelines, and plan events and fundraisers
- Publicize events to community using social media, flyers, posters, and ticket sales on campus
- Initiated advertisement sales as an additional source of revenue

OTHER SKILLS AND INTERESTS

Languages: Competent in written and spoken French

Interests: Drawing and painting landscapes

GRACE MENDOZA

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EDUCATION

University of California, Berkeley

Bachelor of Arts, Psychology (GPA: 3.73)

Bachelor of Arts, Cognitive Science (GPA: 3.40)

Expected May 2017

PROFESSIONAL SUMMARY

- 3 years of experience leading diverse groups of students through campus and community leadership roles
- Well-developed advising and helping skills; experienced serving broad range of adult and student populations
- Teaching and workshop facilitation experience; ability to develop lesson plans and assess learning outcomes
- Excellent with Microsoft Word, Excel, PowerPoint, Outlook; proficient with Filemaker and Adobe Photoshop

Include a summary which quickly showcases your skills for an employer.

RELEVANT EXPERIENCE

Job Development Intern

Jul 2015-Present

Youth Employment Initiatives, San Francisco

- Collaborate with staff in designing and delivering curriculum and training programs and presentations on various employment and business topics to a diverse adult population and the community at large
- Perform research and analysis on current employment and hiring policies, issues, and market trends
- With staff case managers, visited hiring managers in variety of SF-based companies to create hiring relationships
- Participate in client case review sessions, offering ideas and strategies for increasing job placements

Psychology Research Assistant

Sept 2014- June 2015

Relationships and Social Cognition Lab with Professor Ayduk, UC Berkeley

- Recruited and interacted extensively with research participants while safeguarding their confidentiality
- Operationalized participants' verbal and non-verbal behavior into quantitative data
- Performed scrupulous data collection, data entry and data analysis of research procedures and results
- Expertly managed databases such as Qualtrics, Psychology RPP, and Survey Monkey

Student Advisor

Aug 2012 - June 2013

City College of San Francisco, Extended Opportunity and Programs Services (EOPS)

- Introduced and led educational, financial, and leadership workshops for new students
- Advised students on academic matters and made referrals to appropriate programs and staff

ADDITIONAL EXPERIENCE

Administrative Assistant

January 2014- Present

Department of English, UC Berkeley

- Provide excellent administrative support to 57 faculty and 11 staff with demonstrated ability to improvise and meet demanding deadlines
- Respond to a high volume of telephone and walk-in inquiries with friendliness and professionalism, referring clients to appropriate resources
- Use Filemaker database to manage book orders and general record keeping
- Pioneered method to store print and electronic documents properly for future reference; improved efficiency

LANGUAGES & TRAVEL

- Fluent in both written and spoken Spanish
- Studied abroad in Madrid, Spain, Spring 2016, enhancing Spanish skills and cross-cultural sensitivity

Janelle Davis

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EDUCATION

UNIVERSITY OF CALIFORNIA, BERKELEY

Bachelor of Arts, Molecular and Cell Biology
Minor in Psychology
(GPA: 3.70)

Expected 5/16

This hybrid resume combines strengths of both skills and chronological resume formats.

EXPERIENCE

RESEARCH / WRITING

Research Assistant, Comparative Endocrinology Lab, UC Berkeley

Planned, organized and carried out long-term and short-term research projects with minimal supervision; quickly learned complex laboratory procedures; analyzed and studied evolution of hormones, developing expertise in metabolic pathways of thyronines

8/14-5/15

Research Assistant, Children's Hospital of Oakland

Successfully executed molecular biology experiments involving DNA sequencing and gene analysis; maintained detailed records for procedural and statistical purposes; gained significant independent research and writing experience

9/13-5/14

Campus Relations Intern, UC Berkeley Office of Public Affairs

Compiled Fellow articles from a variety of journals, magazines and newspapers; used InDesign to create pages; developed efficient proofreading methods

1/13-5/13

TEACHING

Teaching Intern, Break the Cycle, Berkeley, CA

Improved 1st grade students' math skills through consistent and creative teaching and curriculum development; motivated 15 underachieving students toward success in their annual district exams; designed individual curricula, focusing attention on methods that work well for specific population

5/15-8/15

Tutor and Teacher's Aide, Edna Brewer School, Oakland, CA

Conceptualized and implemented a yearlong project for ESL students resulting in a journal of autobiographical works for use as a learning tool for other ESL instructors, historical archive, and a source of inspiration for other ESL students; drafted proposal to finance project, resulting in full grant support

9/13-12/13

LEADERSHIP

Rush Chairperson, Chi Omega Sorority, UC Berkeley

Coordinated team of 10 in planning sorority recruitment; implemented marketing strategies promoting the benefits of membership, resulting in chapter membership increasing by 35%; efficiently managed budget for Rush preparation week and Rush week

9/14-12/14

ACTIVITIES

Saxophone, UC Berkeley Jazz Band

Shortstop, UC Berkeley Club Baseball Team

1/14-present

8/13-12/14

COVER LETTERS

A well written cover letter should always accompany your resume or application. Its purpose is to introduce yourself, expand on the experience in your resume as it relates to the job description, and explain why you are interested in that specific company/organization.

A good cover letter should:

- Open with a compelling paragraph that tells a story and catches the reader's attention.
- Connect your experiences and qualifications with the desired qualifications of the employer.
- Include specific information about why you want to work for the employer and industry.
- Exemplify clear and concise writing skills with NO grammar/spelling errors.
- Demonstrate your knowledge of the position AND the company.

Cover Letters for Job or Internship Listings

• Know the employer

Research the employer's organization to see how your experience, skills, and abilities meet its needs. In your cover letter, show why you are a good fit. Send the letter to a specific person whenever possible; otherwise, use "Dear Hiring Manager," "Dear Members of the Selection Committee," or "Dear Hiring Team."

• Analyze the job description

Carefully review the position responsibilities and qualifications and design your cover letter to match these as much as possible. Sometimes position listings are vague. In these cases, draw from your experience of similar positions to infer which skills and abilities might be required or research similar positions online.

• Analyze your background

Think about your background in relation to the position responsibilities and qualifications. Ask yourself, "What have I done that is similar to what this position entails?" Consider courses taken, classroom projects, work experience, summer jobs, internships, volunteer experience, extracurricular involvement, and travel. Be sure to indicate in the first paragraph what position you're seeking. If a specific person recommended you for or alerted you about the position, include their name and title up front. For example "Jason Ryner, your Marketing Manager, recommended that I apply for this position."

Prospecting Letters

If you are inquiring about possible openings, you are sending an Inquiry or Prospecting Letter. Address your letter to a specific individual, usually the person who supervises the functional area where you'd like to work. Be as specific as possible about the type of position that interests you. Ideally, your research will reveal the job titles used by this employer. If not, use generic job titles commonly understood in the field.

COVER LETTER CHECKLIST

STOP! Don't submit your cover letter until you have completed the following:

- ☐ Write an original targeted cover letter for each employer and position.
- ☐ State in the first sentence why you are writing and why you are interested.
- ☐ Show that your career goals are aligned with both the position and the organization.
- ☐ Make your points succinctly; every point should support your readiness to contribute.
- ☐ Proofread for typos and accuracy of contact information. Have another set of eyes review it, too.
- ☐ Run spell check before sending your final copy, but remember that it does not catch everything.
- ☐ Follow up with the employer if you hear nothing after 2-3 weeks. Inquire if any further information is needed and reiterate your interest.

BE CAREFUL NOT TO...

- Make your introduction long winded or forget to include your job objective to cause confusion about what you're applying for.
- Forget to proofread your letter or use spell check!
- Write a great deal about your experiences without explaining why they are relevant. Do provide details that will let the employer know that you understand what their company does or what the job entails.
- Write more than one page, forcing employers to hunt for your qualifications.
- Explain what the employer can do for you, instead of what you can do for them.
- Send the same generic cover letter to all employers.

Suggested Layout

The following is intended as a guide. Cover letters should be unique and original.

YOUR NAME

Email - Phone Number - Address

Month Date, Year

Employer or HR Manager's Name

Company Name

Employer Street Address

City, State Zipcode

The simplest way to lay out your cover letter is to align all text to the left. Not only is it simple, but it looks professional and polished.

Dear Mr./Ms./Dr. Last Name of Addressee:

Opening Paragraph

State the position you are applying for, how you found out about it, and ask for consideration based on your skills and experiences you have to offer. If you were referred by someone (ie: someone you know at the company, a recruiter you met at a career fair, etc) state that here. Make a general statement summarizing what qualifies you most for the job.

2nd Paragraph

In this section, you want to build a direct connection between the company's needs and your background and skills. Stress what you have to offer, avoid talking about what you want from them. Identify those parts of your experience that will interest THIS employer (refer to the job description if possible). You can draw attention to relevant course work, special projects and campus activities if they show direct relationship to this position. Do not restate what's in your resume, rather expand upon a specific project or accomplishment.

3rd Paragraph – Optional

Convince the employer that you have the personal qualities, passion and motivation to succeed at this specific company. Relate your interests/passion to what you know about the company. (Convince the employer that you not only have the skills to do well at the job, but a vested interest in the company, the industry, and the work itself.)

Closing Paragraph

Restate your interest in this position and how your unique qualifications fit the position. Request an interview, or tell the reader that you will contact him/her soon in order to schedule a mutually convenient time to meet. Thank the reader for his/her time and consideration.

Sincerely,

Your Signature

Type Your Name

COVER LETTER

Basic Sample for Existing Position

Marty Lewis

345 Channing Way Apt #101 • Berkeley, CA 94704 • 650.555-5555 • student@berkeley.edu

October 1, 2016

Patricia Scott
Director, Human Resources
Yahoo!
896 Mission College Blvd.
Santa Clara, CA 95003

Dear Ms. Scott:

I am excited to submit my application for the Training Specialist position I saw listed in Handshake. I am confident that my relevant education, experience and skills related to this position merit your consideration.

As you can see on my resumé, I will complete my bachelor's degree in Business Administration at UC Berkeley in May 2017. While this degree has provided me with a strong background in many aspects of business, it has also given me the opportunity to demonstrate my abilities through practical experience. As a Training Department Intern with UCSF, I was responsible for a new computer software education program. This project allowed me to develop and refine my training and organizational skills while designing a program to teach basic software applications to users with limited experience working with computers. The success of this program has been so overwhelming that the department has integrated it into their new staff training course.

Through my experiences at UCSF, it became clear to me that training and development is an incredible passion of mine – whether I am facilitating or designing them, I aim to make all trainings innovative, effective and fun. Yahoo is known for being one of the best employers to work for in the world, in part because of its innovative, inclusive and welcoming training programs. For this reason, I am particularly excited to be applying for this position in hopes that I may have the opportunity to contribute to such a reputable team in creating and providing top quality employee training.

Although the enclosed resumé thoroughly outlines my education and experience, I would appreciate the opportunity to demonstrate in an interview my knowledge of employee training and development, initiative, and interpersonal skills. You can contact me at (650)555-5555 to set up an interview. I look forward to hearing from you soon.

Sincerely,

Marty Lewis

Marty Lewis

Although it's more assertive to indicate that you will call, it's best to wait for a call if the employer specifically states "no calls" in their listing.

COVER LETTER

prospecting for a position

333 College Avenue
Berkeley, CA 94765
susantdavis@berkeley.edu
(555) 555-7777

December 1, 2016

Mr. Earl Jones
Goodworks Agency
234 E Santa Clara Street
San Jose, CA 94567

Dear Mr. Jones:

I learned about Goodworks in the process of researching nonprofits online. I have been seeking an organization whose mission matches my desire to help low-income clients with practical matters and emotional support, and was inspired by Goodworks' range of services and successful track record. I am writing to see whether you would be interested in hiring an intern this summer.

I am a junior at UC Berkeley, pursuing my BA in Sociology and a Spanish Minor, and considering an eventual career in social work or nonprofit management. Since August, I have been conducting HIV test counseling sessions as a volunteer at the Berkeley Free Clinic. It has been rewarding working with people from diverse backgrounds, many of whom are struggling to meet basic life needs, and to use my Spanish speaking skills. I would love to apply and further develop my counseling skills while making a positive contribution at Goodworks.

I will be available to work up to 20 hours a week this coming summer and would welcome the opportunity to meet with you to discuss the possibility of interning with you. I will follow up on this letter in a week to see if we can set up a time. Thank you very much for your attention.

Sincerely,

Susan T. Davis

Susan T. Davis

Since you don't have a mutual contact, you have to find another way to form a bond with the reader. Establish that you are interested specifically in this organization and explain why you are targeting them.

Keep the letter short and to the point. The reader is probably very busy, and the letter is just to get his attention. Be assertive in the closing.

T-letter - a high impact alternative format

The following is intended as a guide. Your cover letters should be unique, original, and tailored for each job.

Freda Jones
2440 Bancroft Way, #204 • Berkeley, CA 94720 • (510) 999-9999 • fjones@berkeley.edu

April 1, 2016

Alan Smith
University Recruiting Lead
Widget Advisors
9999 University Circle
Menlo Park, CA 94025

Reference: Summer Analyst Intern (#a100009)

Dear Mr. Smith:

First paragraph should be compelling and answer two questions: Why them? Why you?

Every day as I traveled to school I passed a construction site where a fascinating building started to rise above the fence. It was so interesting I searched the Internet to find out the building's owner. I discovered an equally interesting company-Widget. I have been following Widget's story ever since and so was delighted and excited to see your posting for a Summer Analyst.

Based on my understanding at this stage I believe the following are important:

Quantitative Skills

Called a T-letter because the white space looks like an upper-case T.

I discovered I have an aptitude for numerical, analysis, data modeling and software tools while still in high school. I also discovered a skill at conveying complex concepts so that lay people understand. I have also led team efforts to win prizes in national case-based competitions.

Collaboration

When I started at Berkeley I joined the Widget Appreciation Club when it was defining itself. Everyone had lots of ideas and everyone was championing their own. I listened to all the ideas and then facilitated a group session to pull out the best of all the ideas. The result was everyone felt they had contributed to the Club's new direction and membership rose by over 300% over the following semester.

Fast Learner

Key words or phrases taken from their posting. Use their high priority ones.

While at high school I helped out at a small local business. They were suffering from unreliable computer systems so, in addition to my regular work, I evaluated their needs and replacement options. I got the owner's go-ahead and learned the new system in a quarter of the time the supplier expected. I was then able to train the staff so the implementation was smooth and removed all the previous problems.

I view an internship as a two-way process. I'm certain I would learn a huge amount from you but I would also want to bring value to Widget Advisors and I look forward to discuss with what that value might be.

Sincerely,

Freda Jones

Freda Jones