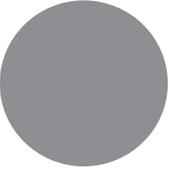




RÉSUMÉ AND COVER
LETTER GUIDELINES



RÉSUMÉ AND COVER LETTER GUIDELINES

RÉSUMÉ GUIDELINES

PRESENTATION CHECKLIST

- ✓ Do not use a Microsoft Word résumé template. None of them scan well.
- ✓ Use a laser printer.
- ✓ It is safe to use a conservative font, such as Arial or Times New Roman.
- ✓ Font size should be 10-12 points.
- ✓ Use 8.5" x 11" paper, printed on one side only.
- ✓ Use high quality résumé paper.

FORMAT

- ✓ Stick to one page; use two pages if you have an advanced degree or extensive experience (10+ years).
- ✓ Make the page easy to scan and graphically pleasing: leave sufficient white space.
- ✓ Select a format that suits your qualifications. Do not automatically follow someone else's, which may not suit what you have to say.
- ✓ Avoid underlining; you may use bullets to emphasize your credentials.
- ✓ Use boldface sparingly for headings and employer information

CONTENT

- ✓ Put your name, address, and phone number at the top of the page. If you have a second page, repeat your name at the top.
- ✓ Choose topic headings that invite your readers' interest, e.g., Experience, Leadership, Skills, Activities, and Honors rather than "employment" or "other."
- ✓ Include marketable and/or relevant data only; for example, include classes that have been most important in your education and are most relevant to the type of work you seek; do not provide an extensive list of courses.
- ✓ Highlight skills, accomplishments, capabilities, and work experience. Give evidence of your personal impact: show not only that you completed tasks but that you contributed to organizational goals.
- ✓ Cite numbers to convey size and/or scale of project, budget, and staff supervised.
- ✓ Give examples that demonstrate desirable personality traits such as leadership, interpersonal facility, teamwork, and initiative.
- ✓ Minimize personal information and omit unrelated memberships, age, marital and health status, and information that is repetitive, implicit (e.g., high school graduation for a college graduate), or out-of-date. If you are a US citizen or hold a permanent resident visa, include this if readers might have reason to think otherwise.
- ✓ Generally, it is a good idea to exclude data relevant to salary expectations, religious or political affiliations, and geographic descriptions.
- ✓ References are usually omitted. Employers assume that "references are available upon request," so leave this phrase off.

STYLE

- ✓ Proofread to eliminate all spelling, punctuation, and grammatical errors.
- ✓ Use action verbs and strong adjectives (See “Action Verbs”).
- ✓ Write in the present tense for current positions or projects and in the past tense for previous positions and completed projects.
- ✓ Avoid repeating words or phrases.
- ✓ Leave out unnecessary words, sentences, and phrases such as “Duties included / Hired to / Project involved.”
- ✓ Avoid stilted or confusing language. Ask yourself, “Would I talk like that?”
- ✓ Do not use the first person, I, or any pronouns.
- ✓ Be consistent and use the same grammatical style throughout.
- ✓ Avoid self-flattering terms such as “highly skilled, outstanding, or excellent.” Describe your accomplishments effectively and let readers decide for themselves that you are well-qualified.
- ✓ Be honest and accurate, but not overly modest.
- ✓ Convey through the style and content of your résumé an understanding of your audience’s needs, priorities, hiring criteria, and vocabulary.

FINAL EDIT

- ✓ Ask a counselor, friend, or someone unfamiliar with your background to review your résumé for clarity and effectiveness.
- ✓ Tailor your résumé to the specific qualifications of the job for which you are applying and/or to the specific employer.
- ✓ Include all-important information, such as dates of graduation, major, GPA, etc.
- ✓ Proofread one more time to ensure correct spelling and punctuation.

RÉSUMÉ AND COVER LETTER GUIDELINES

THE TOP 10 PITFALLS IN RÉSUMÉ WRITING

1. **Too long.** Restrict your résumé to one page. Typographical, grammatical, or spelling errors. Have at least two people proofread your résumé.
2. **Hard to read.** Keep it simple with clean lines and white space.
3. **Too verbose.** Say as much as possible with as few words as possible; avoid use of jargon.
4. **Not enough information.** Give dates describing related work experience; be specific about skills, accomplishments, activities, interests, and memberships.
5. **Irrelevant information.** Customize each résumé to each position you seek (when possible). Of course, include education and work experience, but emphasize relevant experience, skills, accomplishments and activities. Do not include marital status, age, sex, children, height, weight, health, church membership, etc.
6. **Obviously generic.** Tweak each résumé according to the job description. The employer needs to feel that you are interested in that particular position with his or her company.
7. **Too fancy.** Of course, use good quality bond paper, but avoid exotic types, colored paper, photographs, binders, and graphics. Electronic résumés should include appropriate industry keywords and use a font size between 10-12 points. Use italics and boldface sparingly.
8. **Too static.** Make your résumé as dynamic as possible. Begin every statement with an action verb. Use active verbs to describe what you have accomplished in past jobs. Take advantage of your rich vocabulary and avoid repeating words, especially the first word in a section.
9. **Too modest.** The résumé showcases your qualifications in competition with the other applicants.
10. **Put your best foot forward without misrepresentation, falsification, or arrogance.**

ONLINE RÉSUMÉS

Though scanning technology and practices vary and are constantly changing, some companies still scan résumés and/or use keywords to identify candidates from their database. You want to fill your résumé with as many of these words as possible. Companies that pick up many résumés at career fairs may use scanning technology, though you should always check with the employer requirements regarding format. The essential keywords are specified by each employer for each position. You can only make reasonable assumptions about what a specific employer will ask for. Keep a log of keywords that apply to your occupation and industry.

WRITING ABOUT YOUR SKILLS — PROBLEM ACTION RESULTS (PAR) STATEMENTS

PAR statements in your résumé make it easy for employers to recognize your achievements. They provide a writing formula that stresses your skills and achievements. This is a way of writing out your skills on a résumé to maximize their impact. Present the skill as a concrete action that has been done. Do not use the words “took part in,” “gained experience in,” or “assisted in.”

Quantify the results by stating the amount of dollars saved, the number of clients served, the percentage increase in productivity or improvement in efficiency.

Using the action verbs listed on the following page, describe your experience in terms of demonstrated skills and accomplishments in the following format:

Describe the project, context, task, job:

- What activity did you do?
- What were the results, outcomes, benefits?
- Quantify, if possible.

RÉSUMÉ AND COVER LETTER GUIDELINES

ACTION VERBS

Management/ Leadership Skills

Administered
Analyzed
Appointed
Approved
Assigned
Attained
Authorized
Chaired
Considered
Consolidated
Contracted
Controlled
Converted
Coordinated
Decided
Delegated
Developed
Directed
Eliminated
Emphasized
Enforced
Enhanced
Established
Executed
Generated
Handled
Headed
Hired
Hoisted
Improved
Incorporated
Increased
Initiated
Inspected
Instituted
Led
Managed
Merged
Motivated
Organized
Originated
Overhauled
Oversaw
Planned
Presided
Prioritized
Produced
Recommended
Reorganized
Replaced
Restored
Reviewed
Scheduled
Secured
Selected
Streamlined
Strengthened
Supervised
Terminated

Communication/ People Skills

Addressed
Advertised
Arbitrated
Arranged
Authored
Clarified
Collaborated
Communicated
Composed
Condensed
Conferred
Consulted
Contacted
Conveyed
Convinced
Corresponded
Debated
Defined
Described
Developed
Directed
Discussed
Drafted
Edited
Elicited
Enlisted
Explained
Expressed
Furnished
Incorporated
Influenced
Interacted
Interpreted
Interviewed
Involved
Joined
Judged
Lectured
Listened
Marketed
Mediated
Moderated
Negotiated
Observed
Outlined
Participated
Persuaded
Presented
Promoted
Proposed
Recruited
Referred
Reinforced
Solicited
Suggested
Translated

Research Skills

Analyzed
Clarified
Collected
Compared
Conducted
Critiqued
Detected
Determined
Diagnosed
Evaluated
Examined
Experimented
Explored
Extracted
Formulated
Gathered
Identified
Inspected
Interpreted
Invented
Investigated
Located
Measured
Managed
Organized
Researched
Reviewed
Searched
Solved
Summarized
Surveyed
Systematized
Tested

Technical Skills

Adapted
Applied
Assembled
Built
Calculated
Computed
Conserved
Constructed
Converted
Debugged
Designed
Developed
Engineered
Fabricated
Fortified
Installed
Maintained
Operated
Overhauled
Printed
Programmed
Rectified
Regulated
Remodeled
Repaired
Replaced
Restored
Solved
Specialized
Standardized
Studied
Upgraded
Utilized

Accomplishments

Achieved
Completed
Expanded
Exceeded
Improved
Pioneered
Reduced
Resolved
Restored
Spearheaded
Succeeded
Surpassed
Transformed
Won

SAMPLE RÉSUMÉS

JANE DOE
123 Main Street APT.7 / Miami, FL 33199
Doe.j@gmail.com / (305) 123-4567

EDUCATION

Florida International University, Miami, FL
Bachelor of Business Administration **May 2011**
Dual Concentration: Marketing and Entrepreneurship
GPA 3.6, Dean's List, Marketing Club

WORK EXPERIENCE

Florida International University Department of Career Services, Miami, FL
Marketing Assistant **Jan. 2010 – Present**

- Design marketing materials such as flyers, event posters, emails and online newsletters using MS Publisher
- Produce electronic multimedia displays utilizing MS PowerPoint to market events across campus
- Assist in event coordination including working with printing vendors

Samsonite, Davie, FL
Retail Marketing Assistant **Jan. - June 2009**

- Coordinated Customer Relations Management Program initiative
- Contributed on the production of the holiday catalog, including photo-shoots, content and layout
- Received and responded to donation requests
- Conducted research for possible cross promotions and partner marketing
- Researched competitor best-practices prior to the introduction of new product lines
- Designed a store level Product Knowledge Guide and several product description sheets
- Acted as liaison between store managers and corporate office for individual marketing requests
- Created and administered surveys to over 180 stores to solve store related issues
- Monitored development of inventory management and forecasting program

Stacy's Pita Chip Company, Fort Lauderdale, FL
Gourmet Account Manager **Jan. – Aug. 2008**

- Managed 50+ gourmet retail accounts including: corporate, restaurant, and specialty store
- Represented and promoted the company and its product lines at the Fancy Food Trade Show
- Assisted customer service department with fulfilling donation requests
- Utilized Excel and QuickBooks to create reports to track budget and performance goals for the VP of Sales
- Documented and resolved buyer and consumer issues and concerns
- Entered sales orders, created invoices, and received payments in QuickBooks

Miami Lakes Beauty Salon and Supplies Miami Lakes, FL
Retail Associate **2003-2005-; June - Aug. 2007**

- Collaborated with promotions representative to revamp entire L'Oréal stock and display
- Created attractive product displays to increase product awareness
- Handled the needs of a 10 person salon staff while also assisting retail customers
- Trained new employees, managed merchandise orders and handled opening/closing of store

OTHER EXPERIENCES

- Teachers Apprentice Program, teaching sixth grade students American Sign Language Spring 2008

RÉSUMÉ AND COVER LETTER GUIDELINES

SAMPLE RÉSUMÉS

John Jose

11200 SW 8 St., Miami, FL 33174 | john.jose@fiu.edu | 789-111-9999

EDUCATION	
Florida International University (FIU) Bachelor of Business Administration Double Major: International Business & Marketing GPA: 3.7/ 4.00 Dean's List	Miami, FL December 2013
PROFESSIONAL EXPERIENCE	
M Lilly and Company, LLC <i>Pharmaceutical Sales Representative Intern</i>	Miami, FL May 2013 - July 2013
<ul style="list-style-type: none"> Recognized as the Most Valuable Player (MVP) for the 2013 Eli Lilly Internship Class Reestablished and managed over 40 accounts in three territories throughout Miami Dade County over a ten week period Analyzed and identifying customers issues and trends, providing tailored solutions in order to increase market share Prepared for daily sales calls and sold Diabetes products to medical professionals and office staff maximizing opportunity 	
United Technologies Corporation – Aerospace Systems <i>Intern</i>	Miramar, FL October 2012 - May 2013
<ul style="list-style-type: none"> Prepared the 2012 - 2013 salary trend analysis for over 250 employees forecasting increase in wages Audited over 250 performance feedback evaluations providing feedback to upper management Updated various company policy's dealing with overtime, overtime distribution, attendance policy, and FMLA 	
United Technologies Corporation - Sikorsky Aircraft Corporation <i>INROADS Intern</i>	Stratford, CT May 2012 - August 2012
<ul style="list-style-type: none"> Validated accuracy of data in the Contract Data Requirements List (CDRL), Project Management Console (PMC) and Primavera database and consolidate the information to understand the overall progress of CMHP work completions Presented current status and path to completion to program management on the consolidation of data from various databases Developed working relationship by communicating with interns and program staff to ensure timely reporting and accuracy of data 	
Yo Trust Bank Community Bank <i>Financial Service Associate</i>	Coral Gables, FL July 2011 – May 2012
<ul style="list-style-type: none"> Assisted customers with opening new accounts, processing CD's, bonds and IRA's while increasing the banks' deposits by 5% Developed existing relationships through profiling and uncovering additional needs, while maintaining accounts Evaluated clients financial needs and recommended products, effectively increasing individual monthly sales goals by 20% 	
Human Resources Intern	April 2011 - July 2011
<ul style="list-style-type: none"> Recruited and contacted all applicants for interviews and conducted phone screens for the College Applicant Program Prepared and gathered information for all new hires, transfers, and compiled termination paperwork 	
VOLUNTEER EXPERIENCE	
<i>Over 500 hours in Volunteer Experience</i>	
Relay for Life Team Captain, raising over \$1000.00 for relay for life	2007 - 2012
Special Olympics Bowling/Basketball/Golf	2009 - 2011
LEADERSHIP/ACTIVITIES	
Future Business Leaders of America – Phi Beta Lambda	President (2009 - 2010) <i>Palm Beach State</i>
Student Government Association (S.G.A.)	Various positions (2009 - Present) <i>Various locations</i>
Florida Junior Community College S.G.A.	District One Coordinator (2010 - 2011) <i>Five Institutions</i>
FIU Sales Team	Board Member (2012 - 2013) <i>FIU</i>
Residential Life Assistant	Residential Life Assistant (2012 – 2013) <i>FIU</i>
Proctor and Gamble/Unilever CDB Conference	Selected Participant (2012 – 2013)
AWARDS/HONORS	
First Place Client Services	Future Business Leaders of America – Phi Beta Lambda 2012
NASCAR HACU/ FIU College of Business	Scholarship Recipient 2009/2012
SKILLS	
<ul style="list-style-type: none"> Computer Skills: Microsoft Office Software (Word/Excel/Access/PowerPoint), Primavera Languages: Fluent in English and Spanish 	

SAMPLE RÉSUMÉS

Julia D. Doe
11200 SW 8 Street
Miami, FL 33199
juliaddoc@gmail.com
(954) 123-4567

EDUCATION:

Florida International University
Bachelor of Business Administration in Marketing
GPA: 3.3

*Miami, FL
May 2015*

RELEVANT COURSES:

Fundamental Concepts of Accounting
Financial Accounting
Managerial Accounting

Management Information Systems
Management and Organization
Marketing Management

LEADERSHIP EXPERIENCE:

BIZ Organization - President-Elect

August 2014 – Present

- Brought innovative ideas; such as new recruitment, fundraising and communication strategies. Included some of the following: excel workshops, toast masters, new social media outlets, and stock market competitions.
- Planned and hosted career fairs, mock interviews, and weekly presentations from various firms with the help of the Executive Board.
- Created a new committee focused in establishing relations and finding job/internship with new firms.
- Produced an orientation video that increased membership and retention in BIZ.

WORK EXPERIENCE:

Sports Authority

Miami, FL

Sales Associate

May 2012 – December 2013

- Assisted customers during peak times by effectively providing products with quality customer service.
- Ensured satisfaction of customers, managers, and corporate representatives by surpassing daily objectives.
- Advised and sold products to customers by understanding their needs through appropriate questions.

COMMUNITY SERVICE:

- Relay for Life run and walk for cancer

March 2012-March 2013

HONORS AND AWARDS:

- National Association of Black Accountants certificate of appreciation for outstanding service and dedication
- Dean's List Spring 2014

COMPUTER SKILLS:

- Proficient in Microsoft Office: Excel, Publisher, PowerPoint, and Word

LANGUAGES

- Spanish, Creole, and French

RÉSUMÉ AND COVER LETTER GUIDELINES

WRITING A COVER LETTER

WHAT IS A COVER LETTER?

The purpose of a cover letter is to convince an employer that your skills and background make you a candidate worth interviewing. While a résumé summarizes your experience, a cover letter persuasively relates that experience to a particular job.

A good cover letter will make you a more attractive candidate by demonstrating:

- Knowledge about the job, the company, the industry
- Effort in your job search and enthusiasm for the job
- Professionalism and detail orientation
- Writing skills
- Organized thinking
- Understanding about yourself

Many employers pay great attention to cover letters; increase your chances by sending a well-written cover letter with every application.

ANATOMY OF A COVER LETTER

A cover letter generally consists of three or four paragraphs; very experienced candidates applying for senior positions may write more.

PREPARE

- Review the job description in detail
- List each type of experience and skill the employer is seeking
- Outline how your qualifications answer each of the employers needs
- Choose the best two or three qualifications to describe in your letter
- Research the employer to decide what about the organization or its products appeals to you
- Outline how your interests, values and goals match those of the employer

SALUTATION

- Address your letter to a specific person whenever possible
- Be sure of the correct spelling and appropriate title (Dr., Miss, Mrs., Ms., etc.)
- Acceptable alternatives include “Dear Hiring Manager” or “Dear Search Committee” or “Dear Sir or Madam.”

FIRST PARAGRAPH

- Explain clearly and succinctly why you are writing
- State the full name of the position and how you learned about it, including the name of the person, publication or website, and the date of the listing

SECOND/THIRD PARAGRAPH

- Write these paragraphs using the outline you prepared, tailoring your letter to the job
- Explain how your qualifications match the job description by highlighting relevant experience and briefly describing accomplishments that demonstrate your capabilities
- Explain why this job and this organization appeal to you and fit into your career goals
- Demonstrate that you have researched the organization by referring to specific products, services, philosophy or mission in your explanation of why you are a good match

LAST PARAGRAPH

- Stress your enthusiasm for the position and your interest in meeting for an interview
- State how and when you can be best contacted
- Thank the individual and end with an appropriate ending

Ensure your cover letter has no grammatical errors or mistakes. Spell checkers do not catch every type of error, so proofread your letter very carefully after spell check.

RÉSUMÉ AND COVER LETTER GUIDELINES

SAMPLE COVER LETTER

Your Name
Address
Email
Phone Number

Date
Name of Hiring Manager
Title
Company
Address 1
Address 2

Re: _____

Dear Mr. or Ms. ____ / Sir or Madam / Hiring Manager:

This letter is in response to the POSITION NAME, POSTED ON _____. I am extremely interested in this position and am confident that my academic and professional background would be a great fit. That said, enclosed please find my résumé detailing my nine (9) years of experience analyzing, developing, and implementing exceptional multi-media sales strategies. My work history expresses innovation and a proven ability to generate new and ongoing advertising business. As a Sales Planner for the ABC Company, I analyzed media schedules and directed all sales planning for five (5) account executives totaling \$100 million in annual revenue. As part of the Sales Planning Division at (Name of Company), I evaluated competing revenue proposals, and helped implement the final corporate sales strategy, generating over \$200 million annually. Currently, as a Marketing Strategist for XYZ in South Florida, I coordinate multiple media channels, including newspaper, magazine, inserts, direct mail, online and television campaigns that exceed client expectations for driving business. I know my proven creativity, analytical insight and professionalism would be invaluable to increasing sales for COMPANY NAME.

Specific highlights of my accomplishments and qualifications include:

- Extensive experience analyzing and implementing sales strategies in name of industry
- Proven ability to recapture lost revenue through maximizing sales inventory efficiency
- Skilled in analyzing competitor offerings and countering with better business strategies

I am certain that my skills, experience and achievements will be critical to COMPANY NAME and that I will thrive as its POSITION NAME. As such, I will follow up with you next week to further discuss what I can contribute to your company's success. I look forward to hearing from you soon.

Thank you for your time and consideration.

Respectfully,
Name

