



# **WORKSHOP 1: Resume & CV writing**

**Instructor:  
Phoebe  
Tsai**

# Preparation for job hunting

## Purpose:

Candidates are initially asked to provide a **curriculum vitae (CV)** or **resume** which gives information about their qualifications, experience and skills.

# Preparation for job hunting

◆ **CVs and covering letters** are essential tools in the search for the right candidate for the job and they can be a snapshot of a potential candidate.

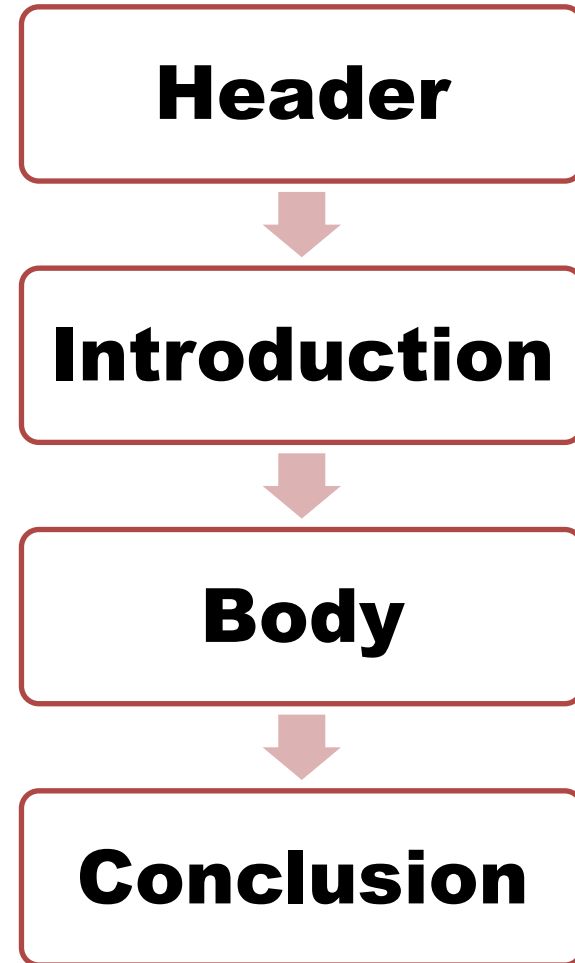
# Cover Letter

# Cover letter

- ◆ The **purpose** of a cover letter is to convince the recipient--the hiring manager, recruiter or networking contact—  
to read your resume and offer you an interview.

# Format of Cover letter

- ◆ Cover letters are **generally one page at most in length,**
- **divided into** →



# Format of Cover letter

**1. Header:** sender's address and other information, the recipient's contact information, and the date sent.

# Format of Cover letter

**2. Introduction:** briefly states the specific position desired, and should be designed to catch the employer's immediate interest.



# Format of Cover letter

**3. Body:** highlights or amplifies on material in the resume or job application, and explains why the job seeker is interested in the job and would be of value to the employer.

# Format of Cover letter

**4. Closing:** sums up the letter and indicates the next step the applicant expects to take. It may indicate that the applicant intends to contact the employer.

# Template of standard business format

Your street or box number

City, Zip code

Date

Contact's Name

Contact's Title

Organization Name

Street Address

City, (State), Zip code

Dear Mr. / Ms. (person's last name only):

Sincerely,

Your signature (leave 4 blank spaces for this)

Your name in print

# Assignment










◆ **This website can help you create your own cover letter with only a few steps. try it out: [Create your cover letter](#)**

**Resume**

# Classroom discussion

**Which elements should definitely be included in a CV / resume? (the others are “optional extras”)**



<b>name</b> 	<b>address</b>	<b>gender</b>	<b>other skills</b>
<b>employment history</b> 	<b>goals and objectives</b> 	<b>age / date of birth</b>	<b>marital status</b>
<b>email address</b> 	<b>telephone number</b> 	<b>personal qualities</b>	<b>references</b> 
<b>languages</b> 	<b>hobbies</b>	<b>nationality</b>	<b>personal achievements</b> 
<b>religions</b>	<b>photo</b>	<b>personal summary</b>	<b>education</b> 

# How to write a spotty resume?



**Think big**

**Be clear**

**Get real**



# Resume

## 1. Think big

- ◆ **start by having big-picture conversations about what you do and how it serves the organization as a whole.**

# Resume

## 2. Be clear

- ◆ **Focusing on your accomplishments rather than your specific responsibilities will help keep your resume concise.**

# Resume

## 3. Get real

- ◆ **Look for other opportunities in which you can contribute and grow professionally.**

# Some Tips

1. Be a concise, factual, and positive.
2. Make sure your resume is PERFECT!
3. Limit your resume to one page.
4. Make all the information easier to read.
5. Emphasize your accomplishments in and out of the classroom.
6. Present your job objective
7. Sell yourself
8. Tell the truth and nothing but the truth
9. Sound positive and confident

# Employment gaps

- ◆ Think about other activities you can use to fill that time period. You might have experience relevant to your job target. Volunteer activities, community involvement, special projects, consulting engagements and continuing education can be used in the Experience section.

# Content Information

- **Education**
- **Relevant Coursework**
- **Work Experience**
- **Awards, Honors, Fellowships,  
Scholarships**
- **Activities**
- **Computer Skills**
- **Language Skills**

# Other Optional Information

- Conferences
- Skills/Accomplishments
- Certifications/License
- Military ([mandatory military service](#))
- Leadership
- Training and workshops
- Memberships
- Office machines

# JOHN DOE

Full Address • City, State, ZIP • Phone Number • E-mail

**OBJECTIVE:** Design apparel print for an innovative retail company

## EDUCATION:

### UNIVERSITY OF MINNESOTA

College of Design

- Bachelor of Science in Graphic Design
- Cumulative GPA 3.93, Dean's List
- Twin cities Iron Range Scholarship

City, State  
May 2011

## WORK EXPERIENCE:

### AMERICAN EAGLE

Sales Associate

- Collaborated with the store merchandiser creating displays to attract clientele
- Use my trend awareness to assist customers in their shopping experience
- Thoroughly scan every piece of merchandise for inventory control
- Process shipment to increase my product knowledge

City, State  
July 2009 - present

### PLANET BEACH

Spa Consultant

- Sell retail and memberships to meet company sales goals
- Build organizational skills by single handedly running all operating procedures
- Communicate with clients to fulfill their wants and needs
- Attend promotional events to market our services
- Handle cash and deposits during opening and closing
- Received employee of the month award twice

City, State  
Aug. 2008 - present

### HEARTBREAKER

Sales Associate

- Stocked sales floor with fast fashion inventory
- Marked down items allowing me to see unsuccessful merchandise in a retail market
- Offered advice and assistance to each guest

City, State  
May 2008 – Aug. 2008

### VICTORIA'S SECRET

Fashion Representative

- Applied my leadership skills by assisting in the training of coworkers
- Set up mannequins and displays in order to entice future customers
- Provided superior customer service by helping with consumer decisions
- Took seasonal inventory

City, State  
Jan. 2006 – Feb. 2009

## VOLUNTEER EXPERIENCE:

### TARGET CORPORATION

Brand Ambassador

- Represented Periscope Marketing and Target Inc. at a college event
- Engaged University of Minnesota freshman in the Target brand experience

City, State  
August 2009

Resume objective talks about what the employer's looking for.

Degree received

School performance

reverse chronological order- **list the current first.**

Work Experience:

Company Name

Job title

Responsibility

(use verb)

City

Date



# **Samples of resume template**

**Full Name**  
email@clarkson.edu  
Mobile: (123) 555-5555

Current Address  
123 Grove Street  
Potsdam, NY 13699

Permanent Address  
123 Maple Street  
Buffalo, NY 12345

### **OBJECTIVE**

An employment opportunity in a Computer Science related field.

### **EDUCATION**

**Clarkson University** – Potsdam, NY      B.S. Computer Science, Mathematics; Minor: Business/Administration  
GPA: 3.5 – Dean's List 6 Semesters      May 2010

**Newcastle University** – Newcastle, NSW, Australia      Study Abroad Exchange Program  
GPA: 90 – High Distinction      Completed: July 2009

### **RELEVANT EXPERIENCE**

**Eastman Kodak Company** – Rochester, NY      May 2008 – August 2008  
**Software Development**

- Led team from many positions in the company in finding and implementing a new bug-tracking solution.
- Investigated current system (Lotus Notes) and demonstrated possible solutions, created and administered the new system (JIRA) after implementation.
- Created applications for migrating data from old system to new system.

#### **Software Quality Assurance**

- Tested new software releases for the Kodak company.
- Designed and executed test procedures for new software releases.
- Organized and led meetings of project team to discuss test procedure. Learned to work independently.

#### **Clarkson Association for Computing Mathematics**

- Created and administer the Clarkson Association for Computing Mathematics.
- Attend seminars by guest speakers in the field of computing.

### **SKILLS**

- Programming Experience – C++, Java, JavaScript, PHP, and Web Development.
- Writing Skills – Ability to efficiently produce concise, organized reports, labs and memos.
- Public Speaking – Finalist in Senior High School Public Speaking Competition. Gained confidence and learned to engage audiences with my creative speeches.

### **EMPLOYMENT**

**Clarkson Writing Center** – Potsdam, NY; Tutor      August 2007 – Present

- Conduct writing conferences with students. Identify weaknesses in organization, development and style. Guide writers in solving the problems.
- Learned valuable interpersonal communication skills by collaborating with students from many fields. Trained in writing and tutoring.

### **TEAMWORK**

- Ski Club      September 2007 – Present
- Intramurals – Captain of Basketball and Softball teams      September 2006 – Present

#### **Computer Skills**

Adobe Premiere, Adobe Photoshop, Adobe Acrobat Professional, Adobe InDesign, Adobe Soundbooth, Flash, Dreamweaver (web page design), Microsoft Excel, Microsoft Word, Microsoft Access, Microsoft Power Point, Microsoft Publisher, Snag It, Blackboard learning, Exam View

#### **Language Skills**

English: TOEFL iBT 109/120 (Reading 25; Listening 28; Speaking 29; Writing 27) Nov. 11, 2007  
TOEIC 975/990 (May 31, 2009)  
TOEFL CBT 270/300 (Essay Rating: 6.0 / 6.0)  
TSE 5.0/6.0

Spanish  
Mandarin Chinese

+ language skills

# ALEX CONSULTANT

7693 Oak Drive • San Diego, CA 92122 • (858) 534-3750 • student@ucsd.com

## Objective

A consulting position utilizing research and analysis, problem-solving, and leadership skills in a corporate environment.

## Education

### Bachelor of Science, Management Science

University of California, San Diego

Graduation Date: June 20xx

Major GPA: 3.25

### Professional Certificate, Accounting

University of California, San Diego Extension

Completion Date: June 20xx

## Relevant Coursework

- Financial Investments
- Financial Accounting
- Decision Under Uncertainty
- Auditing

- Forensics Accounting
- Game Theory
- Corporate Finance
- Taxation to the Business Entity

## Skills/Qualifications

- Experience working on case projects in my auditing, cost accounting and forensics accounting classes
- Strong background in research and analysis developed through work experience and course work
- Able to multitask in a busy work environment
- Work effectively within a team as well as independently with minimal supervision
- Proven leadership and public speaking abilities through student organizations and work experience
- Proficient in Reuters BridgeStation, Bloomberg, Quicken, QuickBooks, Turbo Tax, Word, Excel, PowerPoint, Access, Goldmine, ACT

## Experience

### Operations Assistant, Caywood-Scholl Capital Management, San Diego, CA (9/xx-present)

- Support 15 portfolio and trading administrators with processing over 200 daily security transactions
- Update bank loans to reflect principal payments and weekly interest payments from borrowers
- Analyze and resolve pending trade and settlement issues

### International/Domestic Trading Intern, Nicholas-Applegate, San Diego, CA (6/xx-1/xx)

- Assisted traders with multiple large volume trade orders from portfolio managers
- Conversed with operations regarding price discrepancies and trade issues between traders and brokers
- Created spreadsheets to compare broker fees from different trading methods

### Capital Goods Sector Analyst, Student Foundation Investment Committee, San Diego, CA (3/xx-1/xx)

- Made quarterly stock recommendations to over 140 clients within the financial industry
- Delivered weekly sector briefs to a 12 person committee
- Wrote a detailed quarterly stock report

## Organizations

- Active Member, Alpha Phi Omega National Co-ed Service Fraternity (1/xx-present)
- President, Undergraduate Investment Society (Professional Business Fraternity) (9/xx-present)

Tailor your objective to include elements of the job description, highlight your degree, major/s, graduation date, and school coursework that is relevant to the job if 3.0 or higher.

List skills relevant to the position. Include level of proficiencies for any languages and software applications. Think beyond **paid jobs and internships**. Present relevant experience gained from class projects, volunteer efforts, and other extracurricular activities.

# Edgar R. Jimenez

488 Farrish Circle Apt. # 1 • Charlottesville, VA 22903 • (434) 9717492

jimenez02@darden.virginia.edu

## EDUCATION

Darden Graduate School of Business Administration

Charlottesville, VA

University of Virginia

*Candidate for Masters in Business Administration, May 2002*

Marketing Club, Operations Club, LASA, Consulting Club

Universidad N. Agraria La Molina

Lima, Peru

*Food Industry Engineer, Mar. 1994; Bachelor of Science, Dec. 1991*

Ranked 3<sup>rd</sup> out of 35 students

## EXPERIENCE

2001

INTEGRATION COMMUNICATIONS INTERNATIONAL, INC.

Mc Lean, VA

*International wireless multimedia services*

*Summer Associate*

- Researched, segmented and targeted a market in Buenos Aires for fixed wireless Internet connection and updated a financial projection for the business.
- Elaborated positioning for the product in Argentina and organized information for potential investors in the project.

1996-2000

GRANJA LA CALERA

Lima, Peru

*One of the largest agricultural industry and poultry companies in Peru*

*Sales and Marketing Manager*

- Reorganized and managed the national sales operation, implementing high IT content, modifying procedures and establishing cost-effective product classification and packaging.
- Created a forecast price model to plan production and avoid bullwhip effect in supply chains.
- Redefined the target market, which increased customer base by 400% and doubled sales to US\$15MM. Efforts helped to achieve 95% market share of supermarket channel. Directed the introduction of the company's brand.

1994-1996

ALMIDONES Y DERIVADOS S.A. (Starch and Derivatives)

Cañete, Peru

*New venture in production of sweet potato starch with US\$1MM investment*

*Production Manager and General Administrator*

- Evaluated in-depth company finance, sales and operations, and dealt with difficult financial situation, maximizing margins, improving efficiency and processing alternative raw materials
- Supervised the building and installation of the new manufacturing plant. Efforts resulted in full operational capacity without any posterior modifications.

1993-1995

COORPORACION INKA KOLA S.A. & GLORIA S.A.

Lima, Peru

*Independent Quality Control Consultant*

- Evaluated products for Marketing Departments and monitored sub-contracted production.

1992-1993

MMTECHNOLOGIES S.A. / MONTANA S.A.

Lima, Peru

*Production and exportation of natural colorant: Carmine*

*Plant chief*

- Analyzed and improved Carmine Chemical Process, resulting in more efficient process.
- Implemented a laboratory to perform quality control and product in process analysis.

## INTERESTS

Biking, trekking and avid reader of politics, history and sociology.

date

location

# Education

1. Look up the official name of the school  
Attending month/year - graduation  
month/year (or expected graduation date)
2. Degree
3. Bachelor of Arts/Engineering/Laws/Science  
(B.A.)
4. Doctor of Philosophy (PhD)
5. GPA (Grade point average): 3.0/4.0
6. Major; Minor; Thesis

# Dates

- 第一學期 Aug. 2013 – Dec. 2013 = Fall 2013
- 第二學期 Feb. 2014 – June 2014 = Spring 2014
- Two semesters or a year = Term 2013
- June 2010 – expected May 2014
- 
- **Be consistent in spacing**
- **Only add period (.) after abbreviations!!**
- **Ex) June 2009 = FALL**

# Relevant Coursework

- Look up the official English course name
- List all relevant coursework
- Do NOT list courses that are not relevant



# Work Experience

- Title ex) student worker, private tutor
- Official company name
- Date: Feb. 2010 – present
- Work responsibilities:

1-2 sentence using bullet points

Use action verb

Be detailed and informative (who, what, when, where, why, how, results)

Ex) Tutored math to an undergraduate student and helped him score a 90 on his college entrance exam.



# Practice



# Video resume

◆ **A video resume** is a way for job seekers to showcase their abilities beyond the capabilities of a traditional paper resume. The video resume allows prospective employers to see and hear applicants, and get a feel for how applicants present themselves.

# Video resume

- ◆ **In today's highly competitive job market, creating the right video resume to accompany your traditional CV can make you stand out from the crowd.**

# Video resume: 5 Tips

Free PSD file download - Resolution 5000x750px - www.psdgraphics.com



**Be appropriate**

**Don't just read out your resume**

**Keep it short**

**Don't be afraid to be creative**

**Make sure it passes the share test**

# Video resume

- ◆ In 2009, Tourism Queensland (Australia) promoted the Great Barrier Reef as a global tourism destination with a website encouraging people worldwide to apply for The Best Job In The World, to be a “Caretaker of the Islands” to “house-sit” the islands of the Great Barrier Reef for half a year.

# Best Job In The World- Ben Southall Ben's video resume



# One of the finalists from Taiwan, Clare: Clare's video resume

Clare  
Wang



Taipei, Taiwan