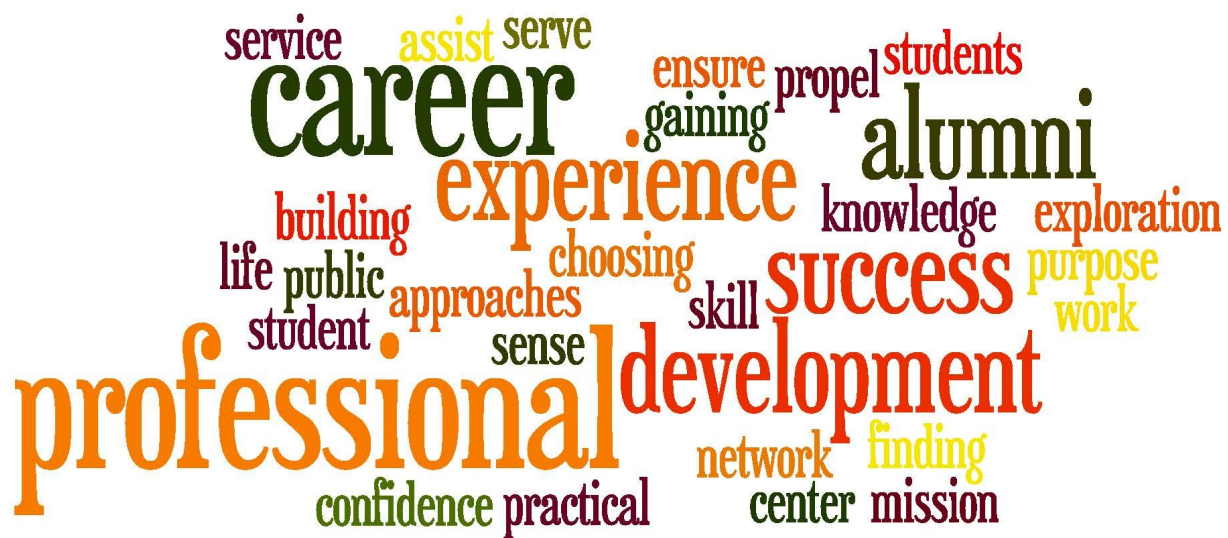


RESUME & COVER LETTER GUIDE



CENTER FOR CAREER & PROFESSIONAL DEVELOPMENT

524 West 59th Street, Suite L 72.00, New York, NY 10019

careers@jjay.cuny.edu (212) 237-8754

www.jjay.cuny.edu/careers

Dear Students and Alumni:

You know, a lot of folks think that a resume and cover letter are the starting points for an effective job search. They are wrong. While your resume and cover letter are critical tools in the process, you should have done some exploration and reflection before you even contemplate applying for a job or internship opportunity!

Our hope in the Center for Career & Professional Development is that you will use the resources and events in our office to assist you in this process. We are here to help YOU! These services include:

- **John Jay Careers Online virtual career center**
- **One-on-one career counseling**
- **Daily drop-in hours**
- **Internships**
- **Resume & cover letter review**
- **Graduate school planning**
- **Mock interviews**
- **Job & internship fairs**
- **Workshops**
- **Career Panels**
- **Employer information sessions**
- **COPE—College Opportunity to Prepare for Employment Program**
- **Career assessments & inventories**

So, if you think you're ready to put that resume together, start here. This booklet is for your information, and we are delighted to assist you with questions about specific types of resumes or jobs to which you are applying. Take a stab, write your first resume or cover letter. Then, bring it in to our office so that we can edit it and review with you.

Also, make sure you are utilizing the **WRITING CENTER**. The Writing Center, located in Room 01.68 NB, is a service that provides free tutoring in writing to students of John Jay College. The Center has a staff of trained tutors who work with students to help them become more effective writers.

Remember, “**Our Success = Your Success.**”

We hope to see you soon!

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RESUMES

YOU...ON A PAGE

A resume is a succinct introduction that reflects your education, experience, accomplishments, and skills as they pertain to your career and education goals. Its purpose is to market the product (you) to the needs of the consumer (the employer). How you market yourself on your resume will determine whether or not you are granted an interview. However, the resume itself does not guarantee employment. If it gets you an interview, then it has served its purpose.

Remember your resume is your first impression on the employer so:

- Use appropriate spelling and grammar
- Have it reviewed by a career counselor
- Tailor each resume to the specific job and employer

BEFORE DRAFTING YOUR RESUME....

- Assess your values, goals, skills, and experiences
- Research the organization/industry and position
- Create a professional voicemail (no music or catch phrases)
- Create an appropriate e-mail address: it's best to use your name or your John Jay e-mail address.

WHAT DO EMPLOYERS WANT?

Employers are interested in what you can do for them to assist them in meeting their goals—not what you can gain as a result of them hiring you. You should personalize your resume to the organization and demonstrate your transferable skills. Employers are interested in your skills regardless of the field or position in which you acquired them. Finally, show how you accomplished your tasks (it is not just what you did but how you did it).

There are five common skills that employers look for from all employees:

1. Effective Communication (written and spoken)
2. Strong Work Ethic
3. Teamwork & Leadership
4. Critical & Analytical Thinking
5. Ability to Take Initiative

TYPES OF RESUMES

There are essentially three (3) resume formats:

Chronological Resume Format: *This is the most widely used and acceptable resume style.* Content is organized in a time sequences with the most recent listed first. This style is particularly effective for students whose education and experience correlate with their professional interests.

Functional (Skills-Based) Resume Format: Although this style is less common among college students, it is ideal for those who have significant gaps in their work history, have held numerous unrelated jobs, and whose work experience is not directly related to their career path. It highlights specific skills, personal qualities, and combines duties and accomplishments from an array of jobs to address the employer's needs.

Combination (Hybrid) Resume Format: This style amalgamates elements of the chronological and functional formats. Traditionally, this format leads with an outline of one's functional skills then chronicles employers in reverse chronological order. Of the three, this is seldom used, largely because of its repetitive nature.

RESUME SECTIONS: *THE ESSENTIAL*

Contact Information: Includes your full name, current and permanent (if applicable) address (i.e. Street Address City, State, Zip Code City, State, Zip Code), phone number, and professional e-mail address.

Education: Indicates the schools you attended. If you attended multiple academic institutions, list them in reverse chronological order. You must include the location (City & State only) of each institution as well as your majors, degrees, concentrations (if appropriate), and academic honors and awards if applicable. Include your GPA if it is over 3.0. Use only graduation dates for schools where you obtained degrees.

Experience: Indicates the positions you have held including paid, volunteer, part-time, seasonal, and internships. Outline your responsibilities, projects you have worked on, goals achieved and the skills you utilized to achieve them. Begin each statement with a strong action verb and avoid using words such as “responsible,” and “handle.” Quantify as much as possible and show how your skills and ideas lead to positive results for the organization. Highlight transferable skills and key words associated with the industry/field you are applying to. Make sure you tell the reader the organization name, job title, location, employment dates, and strategic duties.

Note this section can be labeled and sub-sectioned in a variety of ways including breaking into Relevant vs. Other Experience or creating additional sections for “Leadership & Campus Involvement”.

Skills: Showcases your language ability, laboratory, computer, and other technical skills. Make sure you accurately describe skill level using key words and phrases associated with the field or industry.

RESUME SECTIONS: *THE OPTIONAL*

Objective: This is not essential to your resume. In fact most students should refrain from using objectives because by applying to the position, employers automatically know that you want the job. So, when would you want to use one? Typically, when your resume might be seen by many different recruiters from a variety of industries or areas within an organization. For instance, if you are dropping hard copy resumes at a career fair, you might want to use your objective statement to point out that you are interested in opportunities in corporate security or accounting, but not investment banking or sales. A good example is: “Seeking challenging position in corporate security in New York City.”

Relevant Course Work: Often listed as a sub-heading to education, the title speaks for itself. Course work should be relevant to the position you are applying for. List course work without course numbers and try limiting it to six.

Honors and Awards: Also a sub-section of education that includes merit-based special certificates and academic achievements.

Volunteer Activities: Includes on and off-campus organizations, clubs, student publications, charitable groups you belong to. Be sure to include the name of all organizations, your job/position title (if applicable), and date of duration and brief description of what you did.

Interest: Indicates unique non-academic experiences and special accomplishment. Do you travel extensively? Are you the next Leonardo da Vinci or an avid marathon runner?

Professional Organizations: Showcases professional organizations that are affiliated with your career and field of interest. See the Encyclopedia of Association for a list of professional organizations related to your career.

Study Abroad Experience: Incorporating your study abroad academic experiences or internships on your resume is an opportunity to demonstrate to potential employers your flexibility, global knowledge, and facility to adapt to new surroundings. If leverage successfully, your international exposure will add value to your professional credentials and differentiate you from other candidates. Your study abroad experience may-be included on your resume as a sub-section of education or as a separate category, depending on the extent of your international experiences.

Leadership:

Campus activities, community service, committee involvement, and club memberships are great ways to communicate your leadership skills to potential employers. If you have held significant leadership roles (on or off campus) describe your duties in detail and consider listing them as relevant components to your career goals, alongside your work experiences.

RESUME VS. CURRICULUM VITA (CV):

What is the difference between a Resume and a CV?

A resume should include highlights of your academic coursework and professional experiences that are most relevant to the industry and positions to which you are applying. A CV is a comprehensive summary of all your experiences including your education, publications, awards and professional accomplishments.

Why do I need a resume or CV?

Your resume and cover letter documents are your marketing pieces; they are a large part of what get you the interviews. Strive for a polished, error-free resume that highlights your strengths and skills. The most important thing to remember is that you want to market your best talents, skills and experiences in a way that is easy for potential employers to discern why you want to work with them and how you are prepared to do so. Remember, past performance predicts future behavior. A comprehensive, well-written CV can help you present your research and academic work to faculty members, at conferences, and other academic arenas.

When do I use them?

A resume is used to apply for positions in various industries in the corporate, not-for-profit, and government sectors. Use a CV for academic positions to which you are applying such as teaching, faculty, grant and scholarship applications.

How long should they be?

For new graduate students and those with five years of work experience or less, we generally recommend a 1 page resume. On the other hand, a CV may often be several pages, and it is a holistic description of all of your education, publications, awards and professional experiences.

FEDERAL RESUMES:

This resume is designed specifically for the federal government as well as some state and local government agencies. It adheres to many contemporary resume rules (sections, content, and grammar/spelling) but differs because it requires you to include information that is not typically requested by regular employers. Required information includes your: social security number, application/announcement number, title, series and grade of job for which applying, country of citizenship, veteran's preference, reinstatement eligibility, highest Federal civilian grade held (if applicable), hours worked, supervisors' and contact information. If these guidelines are not followed, your application will be rejected.

The purpose of a traditional resume is to get an interview but a federal resume gets you "certified" by Human Resources providing you can "show" your qualifications. Use key words! It does not matter if you are the most qualified person for the position, if you do not use the right keywords, your application will go unnoticed. To know what keywords to use, study job announcements carefully particularly those that are connected to your area of interest. In doing so, you will notice keywords, buzzwords, and other credentials such as skills, experience, and education that are relevant to your area of interest. See pages (19, 20, & 21) for federal resume samples.

Before creating a federal resume, remember:

- Read job vacancy announcements **very** carefully
- Follow instructions: some agencies may have their own requirements
- Federal resumes are written in chronological format (other formats will not be accepted)
- Be concise; ensure hiring managers can assess your main credentials in 10 to 15 seconds
- Ensure critical information jumps off the page
- Quantify as much as possible
- Effectively sell yourself on the top quarter of the first page
- Resume should be no more than three (3) pages long and cover the last 10 years
- Proofread! Proofread! Edit! Then visit career services to have your documents reviewed
- **Visit [usajobs.gov](https://www.usajobs.gov) and [studentjobs.gov](https://www.studentjobs.gov) for additional information on jobs and internship with the federal government.**

RESUME TIPS:

- Do not include references or the phrase “References available upon request.” If references are requested, attach these in a separate document.
- Do not use “I” statements or other personal pronouns on your resume
- Margins should be greater than 0.75”
- Font size should be 10 to 12 point in a standard font like Arial, Times New Roman, or Georgia
- Keep a general resume and use it to create multiple resumes tailored to specific job opportunities
- Create a professional email address, or use your John Jay address
- When mailing a hard copy, print resume on thicker stock paper (white or beige)
- E-mail resume using .pdf format
- Do not use resume templates
- Pay attention to subject-verb agreement

FREQUENTLY ASKED QUESTIONS:

Is the length of my resume really that important?

A resume is a summary of your relevant qualifications and is most effective when it is concise and direct. For most industries, a one-page resume is standard. It is best to keep a general resume; its length is not important, since its purpose is not to directly apply to job openings but merely for you to track your own experience. In doing so, you will be deft at creating resumes that are targeted to specific positions and employers. It is advised to consult a career counselor regarding your particular situation.

Does it matter how my resume looks?

Yes, it takes employers approximately 30-45 seconds to review your resume. Although content is important, your resume appearance will determine whether or not employers read it. It is critical that your resume structure is fresh, clean, inviting, and professional.

What is the best way to say “stuff” on my resume?

To quote Rudolf Flesch, “Say what you mean.” The best resumes are clearly written and speak the language of the employer. Refrain from using cryptic abbreviations, jargon, repetition, and wordiness; remember to start your phrases with action verbs.

Is spelling and grammar important?

Yes, the way you write is telling of your intellectual capabilities. Proofread! And always have multiple people review your work. Remember your resume is your first impression on the employer so make it a positive one.

SAMPLE RESUME ACTION VERBS:

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

Technical

- ◆ Assembled
- ◆ Built
- ◆ Calculated
- ◆ Computed

- ◆ Designed
- ◆ Devised
- ◆ Engineered
- ◆ Fabricated
- ◆ Maintained
- ◆ Operated
- ◆ Overhauled
- ◆ Programmed
- ◆ Remodeled
- ◆ Repaired
- ◆ Solved
- ◆ Upgraded

Communication

- ◆ Addressed
- ◆ Arbitrated
- ◆ Arranged
- ◆ Authored
- ◆ Collaborated
- ◆ Convinced
- ◆ Corresponded
- ◆ Developed
- ◆ Directed
- ◆ Drafted
- ◆ Edited
- ◆ Enlisted
- ◆ Formulated
- ◆ Influenced
- ◆ Interpreted
- ◆ Lectured
- ◆ Mediated
- ◆ Moderated

- ◆ Negotiated
- ◆ Persuaded
- ◆ Promoted
- ◆ Wrote
- ◆ Publicized
- ◆ Reconciled
- ◆ Recruited
- ◆ Translated

Financial

- ◆ Administered
- ◆ Allocated
- ◆ Analyzed
- ◆ Appraised
- ◆ Audited
- ◆ Balanced
- ◆ Budgeted
- ◆ Calculated
- ◆ Computed
- ◆ Developed
- ◆ Forecasted
- ◆ Managed
- ◆ Marketed
- ◆ Planned
- ◆ Projected
- ◆ Researched

Teaching

- ◆ Adapted
- ◆ Advised
- ◆ Clarified
- ◆ Coached

- ◆ Communicated
- ◆ Coordinated
- ◆ Guided
- ◆ Demystified
- ◆ Developed
- ◆ Enabled
- ◆ Encouraged
- ◆ Evaluated
- ◆ Explained
- ◆ Facilitated
- ◆ Informed
- ◆ Instructed
- ◆ Persuaded
- ◆ Set goals
- ◆ Stimulated
- ◆ Trained

Creativity

- ◆ Acted
- ◆ Conceptualized
- ◆ Created
- ◆ Customized
- ◆ Designed
- ◆ Developed
- ◆ Directed
- ◆ Established
- ◆ Founded
- ◆ Illustrated
- ◆ Initiated
- ◆ Instituted
- ◆ Integrated
- Introduced
- ◆ Invented
- ◆ Originated

- ◆ Performed
- ◆ Planned
- ◆ Revitalized
- ◆ Shaped

Administrative

- ◆ Approved
- ◆ Arranged
- ◆ Catalogued
- ◆ Classified
- ◆ Collected
- ◆ Compiled
- ◆ Dispatched
- ◆ Executed
- ◆ Generated
- ◆ Implemented
- ◆ Inspected
- ◆ Monitored
- ◆ Operated
- ◆ Organized
- ◆ Prepared
- ◆ Processed
- ◆ Purchased
- ◆ Recorded
- ◆ Retrieved
- ◆ Screened
- ◆ Specified
- ◆ Systemized
- ◆ Tabulated

Research

- ◆ Clarified
- ◆ Collected
- ◆ Critiqued

- ◆ Diagnosed
- ◆ Evaluated
- ◆ Examined
- ◆ Extracted
- ◆ Identified
- ◆ Inspected
- ◆ Interpreted
- ◆ Interviewed
- ◆ Investigated
- Organized
- ◆ Reviewed
- ◆ Summarized
- ◆ Surveyed
- ◆ Systematized
- ◆ Trained

Helping

- ◆ Assessed
- ◆ Assisted
- ◆ Clarified
- ◆ Coached
- ◆ Counseled
- ◆ Demonstrated
- ◆ Diagnosed
- ◆ Educated
- ◆ Expedited
- ◆ Facilitated
- ◆ Familiarized
- ◆ Guided
- ◆ Motivated
- ◆ Referred
- ◆ Represented

CHRONOLOGICAL FORMAT

Current Address
445 W 59th Street
New York, NY 10019

John Jay
(347)277-5332
john.jay@jjay.cuny.edu

Permanent Address
32 Lexington Avenue
New York, NY 10006

Education **John Jay College of Criminal Justice**, New York, NY
Bachelor of Arts in Global History, May 2010
Cumulative GPA: 3.46

**Honors/
Awards** Dean's List for 2 years, John G. Lynch Foundation Scholarship,
Named Outstanding Senior Athlete by John Jay Sentinel

**Related/
Experience** **Associate Editor (08/08-05/10)**
John Jay Sentinel, John Jay College of Criminal Justice, New York, NY
Proofread and edited articles. Formatted magazine, named one of top two
colleges journals in country.

Undergraduate Research Assistant (Summer 2009)
Associate Professor Joan Jay, John Jay College, New York, NY
Searched for and evaluated items pertinent to professor's work using
microfiche, Databases, Internet research, and other library resources.
Proofread and corrected galley of book, *The Indonesian Reader: History,
Culture, Politics*.

Researcher and Writer (Summer 2008)
Pennsylvania Resources Council, Media, PA
Compiled comprehensive guide to recycled products for consumers and small
businesses. Composed questionnaires sent to over 500 companies nationwide
for product verification; designed database for storing information. Wrote and
formatted final form of guide. Edited articles for PRC newsletter. Researched
legislation on environmental issues; attended and reported on EPA
conferences.

Student Intern (Summer 2007)
Adult Probation & Parole Services, Delaware Co. Courthouse, Media, PA
Supervised cases for over 50 clients by explaining rules of probation,
maintaining monthly contacts, collecting court fees, and attending court
proceedings. Implemented more orderly system for recording client contacts.

Activities **John Jay College Men's Basketball**, Captain: Provided leadership for two
seasons.

Dewitt Middle School: Tutored sixth, seventh, and eighth grade students in
reading, writing, mathematics, and history. Focused on developing good
writing and analytic skills.

**Skills &
Languages** Microsoft Office Suite, Adobe Photoshop, and SAS package.
UNIX operating systems.
Proficiency in Russian.

CHRONOLOGICAL FORMAT

Joan J. Justice

123 Silver Road, Kingston New York 12345
j.justice@gmail.com | (123) 456-7890

EDUCATION

John Jay College of Criminal Justice (CUNY), New York, NY

Bachelor of Arts in English expected June 2012

GPA: 3.6, Dean's List: Fall 2009

Ramapo College of New Jersey, Mahwah, NJ

January 2007 – May 2008 GPA: 3.9

EXPERIENCE

Robert Astle Literary Management, Inc., New York, NY

Intern (June 2009-August 2009)

- Pitched fiction and non-fiction manuscripts to prospective editors.
- Read and critiqued manuscript proposals, partial manuscripts, full manuscripts, and revisions.
- Prepared contracts between agency and authors.
- Conducted meetings with prospective business clients, including authors and editors from publishing houses.
- Researched a wide array of editors by using the computer and handling brief telephone interviews.
- Created database of 400 entries by using Microsoft Access, Visual Basic, and Microsoft Excel.
- Managed office communications (phone, letters, faxes, e-mail).

Papa Razzi Restaurant, Paramus, NJ

Server/ Trainer (June 2008 – January 2009)

- Performed necessary tasks in fast-paced, high-pressure situations involving guest interaction.
- Maintained this position at 30 hours/week throughout entire year.
- Trained new employees in table service and menu knowledge.
- Provided excellent service in an elegant Italian Restaurant.

GAP, Kingston, NY

Sales Associate (January 2008-June 2008)

- Opened and closed cash registers, performing tasks such as counting money, separating charge slips, coupons, and vouchers, and balancing cash drawers.
- Received and processed cash or credit payment.
- Greeted customers and answered questions regarding the store and its merchandise.
- Maintained store appearance.

Boys and Girls Club, Kingston NY

Counselor (September 2007-January 2008)

- Supervised daily activities for 20 children ages 7-12.
- Created and implemented lesson plans for art enrichment classes.
- Coordinated the events for closing day celebration.
- Attended weekly staff meetings.

SKILLS & LANGUAGES

Fluent in Russian and advanced knowledge of French.

Proficient in Microsoft Word, Access, and Excel.

FUNCTIONAL FORMAT

John Jay

381 Queens Road, Apt. 5A
Queens, NY 14850
(718) 256-4418
john.jay@jjay.cuny.edu

Education

John Jay College of Criminal Justice, New York, NY

B.S. Economics, May 2010

3.26 GPA; Dean's List Spring 2009—Spring 2010

International Honor Society in Economics

Summary of Experience

Communication

Assisted hundreds of Agway customers in the areas of gardening and pet supplies.
Negotiated publishing company contracts with professionals for New Student Directory.
Interacted with local and regional American Red Cross offices.
Motivated over 40 shoppers to donate canned foods.
Aided customers by providing loan pay-off figures, payments, interest, and credit data.

Management

Supervised and handled Agway operations during manager's absence.
Arranged and directed two marketing events for Agway.
Trained employees in the mortgage processing department.
Elected New Student Directory editor; determined Directory's consent, layout, and format.
Selected company to publish Directory
Directed and organized canned food drive for American Red Cross.
Organized and motivated over 50 volunteers for service projects.

Analysis

Prepared, conducted, and analyzed customer service survey for Agway.
Created managerial accounting budget using Access.
Organized and analyzed credit reports and verification of deposits, loans, and employment.
Conducted research to locate check information.

Initiative

Re-merchandised several department sections to improve consumer sales.
Reorganized process for receiving feedback on New Student Directory.
Devised method for efficiently recycling paper for mortgage processing department.
Designed poster that aided in recruiting new sorority members.

Employment

Management Intern, Agway Inc., Queens, NY	Summer 2009
Mortgage Processor, Compass Bank, Bedford, MA	Summer 2008
Loan Servicing Clerk, Compass Bank, Brooklyn, NY	Summer 2007
Deposit Services Clerk, National Bank of Fairhaven, Queens, NY	Summer 2005, 2006

Campus and Other Activities

OMNICRON DELTA EPSILON

Joan J. Justice

Joan.j.justice@jjay.cuny.edu | (123) 456-7890

Permanent address:
123 Silver Road
Marion, Ohio 43301

Current Address:
1900 New York Avenue
New York, NY 12345

SS#: 052-55-5555

I certify that I am a United States Citizen

EDUCATION

John Jay College of Criminal Justice (CUNY), New York, NY

Bachelor of Arts in English: May 2010

Dean's List: Fall 2009

University of Barcelona, Barcelona, Spain

International Independent Study Abroad Participant (Spring 2008)

- Gained fluency in Spanish
- Examined the effect of birth control on population growth in Spain as an independent research project
- Learned to establish rapport quickly with individuals in an unfamiliar environment
- Demonstrated willingness to take risks by enrolling and completing Spanish culture and society curriculum
- Successfully completed independent research project despite linguistic and cultural barriers

EXPERIENCE

Robert Astle Literary Management, Inc., Brooklyn, NY **February 2009-Present**

Intern

- Pitched fiction and non-fiction manuscripts to prospective editors.
- Read and critiqued manuscript proposals, partial manuscripts, full manuscripts, and revisions.
- Prepared contracts between agency and authors.
- Observed meetings with prospective clients, including authors and editors from publishing houses.
- Researched an array of editors by using various database and conduct brief telephone interviews.
- Created database of 245 entries using Microsoft Access, Visual Basic, and Microsoft Excel.
- Managed office communications (phone, letters, faxes, e-mail).

Boys and Girls Club, Brooklyn, NY

September 2007- January 2008

Counselor

- Supervised daily activities for 20 children ages 7-12.
- Created and implemented lesson plans for art enrichment classes.
- Coordinated the events for closing day celebration.
- Attended weekly staff meetings.

GAP, New York, NY

January 2007- May 2008

Sales Associate

- Opened and closed location and processed all forms of monetary transactions.
- Separated charge slips, coupons, and vouchers, and balancing cash drawers.
- Greeted customers and answered questions regarding the store and its merchandise.
- Maintained store appearance and window marketing.

SKILLS & LANGUAGES

Fluent in Russian and Spanish with advanced knowledge of French.

Proficient in Microsoft Word, Access, and Excel.

Avid interest in arts and graphics-portfolio available upon request.

COVER LETTERS

CONNECTING CANDIDATES & EMPLOYERS

Your cover letter is the first impression employers have of your writing skills. It is a brief (one-page) well-written letter that complements your resume. Therefore, it is pivotal that you arouse employers' interest by writing a letter that showcases your skills, knowledge of the organization, motivation, and interest. Be sure to connect your attributes to the needs of the employer by specifically tailoring your letter to the position for which you are applying. While this takes more time, research has shown that targeted letters are more effective in helping candidates secure interviews. In some cases, hiring managers read the cover letter prior to reviewing the resume, and in some cases after, but in all cases your cover letter is an important addition to your overall application for employment. Because your cover letter is the first place an employer may gauge your communication skills, be sure to:

- Perfect your spelling and grammar
- Have it reviewed by a career counselor

No resume should be sent without a cover letter unless you are explicitly told not to do so.

BEFORE DRAFTING YOUR COVER LETTER:

- Research the organization
- Learn the name and title of the hiring manager
- Have a clear understanding of the duties for the position

FOUR THINGS YOUR COVER LETTER MUST DO:

1. Express your interest
2. Match your skills to the needs of the employer
3. Demonstrate your experience and accomplishments with concrete examples
4. Convince the employer to grant you an interview

TYPES OF COVER LETTERS

Application Letter:

This letter is written to employers in response to a specific job opening. As with your resume, its primary goal is to help you obtain an interview.

Informational Interview (Networking) Letter:

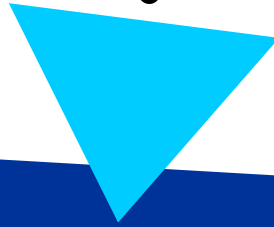
This is written to someone who is working in the career field or organization in which you are interested. Its purpose is to obtain a meeting or a phone call to learn more about the person's responsibilities. In your letter, be sure to identify how you acquired the person's information, what you would like to learn, and your availability. Remember this letter is designed to acquire information, not a job.

A Prospecting (Inquiry) Letter:

This letter is used to acquire information (not available through your primary research) about an organization, potential job or internship opportunities or to express interest in working for a particular organization. It adheres to the rules of a cover letter, except it can be sent to anyone in the organization who can provide you with the information you seek. The content of the letter is dependent on the person you contact and what you hope to learn. Although you are not responding to a particular job opening, it is advised to include examples of your accomplishments and skills.

ESSENTIAL COVER LETTER INFORMATION

Your Contact:	Include your mailing address, telephone number, and email address.
Date:	Date the letter is sent.
Employer's Contact:	Include Contact's Name, Contact's Title, Organization Name, and the method you are using to send the letter (email, fax, mail).
Salutation:	It is best to address your letter to a specific individual (Dear Mr. Mathis), but if you do not know anyone's name you can use a generic greeting (Dear Hiring Manager).
Introduction:	The first paragraph of your letter is very simple: It states the position you are applying to, identifies the employer and/or department, and describes how you learned about it, whether through an online posting, a referral or a print ad. The second sentence of your opener is your thesis - a one or two-sentence identification of your qualifications for the specific position. It lays out your central argument as to why the employer should interview you. The easiest way to write this thesis is to refer to the job posting or description and identify the two to three most important elements the employer is looking for, and then align your experience accordingly.
Body:	The body (1 to 2 paragraphs) of your letter is derived exactly from your thesis statement. This is your opportunity to elaborate on your strengths (specific skills, personal attributes, experience) and connect them to the requirements of the position. You may emphasize some items from your resume, but do not regurgitate or list . Highlight examples from your academic or work experience that match the main requirements of the position. Illustrate that you have knowledge about the position, organization, and industry then show that you are the perfect candidate for the position based on your interest, experience, skills, and academic background.
Conclusion:	This summarizes your thesis and informs employers you have enclosed or attached your resume. Include salary requirement (if requested by employer). State whether you will follow up with the employer within a given time period or you will await their phone call. Finally, close by requesting an interview and thank the employer for his/her time and consideration.
Closing & Signature:	Use a standard closing such as "Sincerely". If you are mailing a hard copy, leave 3-4 lines for your signed name. If you are emailing the document, simply type your name on the line below your closing.



COVER LETTER TIPS:

- Avoid generic cover letters. Employers are not interested in reading applications from candidates who are not serious about their company.
- Address your letter to a specific individual, whenever possible.
- When a name is not available, use “Hiring Manager” or “Internship Coordinator”.
- If someone referred you to a position or company, mention it at the beginning of the letter.
- If you are submitting your application via e-mail, attach documents as PDF files unless otherwise instructed by employer.
- Summarize and entice but do not restate your resume.
- Be assertive not aggressive.
- Use a one-page, standard business letter format.
- 3/4” to 1” margins on all sides, with a basic font in 10 to 12 point size.

APPLICATION LETTER

145 West 10th Street #67
New York, NY 10015

January 15th, 2012

John Tyler
Director of the Elementary and Secondary Education Program
The United States School of Education
14 Massachusetts Avenue
Washington D.C. 20086

Dear Mr. Tyler:

Please accept the attached resume as application for the Assistant Coordinator for the Elementary and Secondary Education Program position with the U.S. School of Education as posted on my school's career website. I believe I have the managerial and communication skills required to succeed in this organization.

As an administrative intern at Youth Exchange Project Intern, I streamlined the organization's efficiency by assessing five departments' intake functions and developed an administrative system that coordinated data from each department. This allowed us to generate timely reports, subsequently increasing the program's grant funding. As career development's career assistant, I supervise eight work-study students, who, in turn are responsible for administering assignments from seven career counselors and two associate directors. Additionally, I am president of the Human Rights club on campus, which consists of twenty members. We frequently partner with education programs designed to encourage, promote, and support local high school students from refugee backgrounds.

For the past two years, I have written a daily blog focusing on policies that affect CUNY financial policies. In doing so, students' involvement in student government increased by 15 percent, and the connection between voting and policy implementation is now an intrinsic part of our student culture.

I am confident that my skills and experience are an excellent match for the Assistant Coordinator position. Per your request, I am available to begin work on March 1 and am seeking a salary between \$25,000 to \$30,000. I welcome the opportunity to further discuss my qualifications with you and will contact you within two weeks to arrange a time to meet. I can be reached at (212) 237-8754. Thank you for your time and consideration.

Sincerely,

John J. Justice

Enclosed: Résumé



**NETWORKING
LETTER**

720 East 81st Street
Brooklyn, NY 11236

February 22, 2012

Eleanor Roosevelt
1600 Pennsylvania Avenue
New York, NY 20500

Dear Ms. Roosevelt:

It was a pleasure to meet you at the recent “Forum on International Human Rights” hosted by the Center on Human Rights at John Jay College of Criminal Justice. Your work motivated me to learn more about international relations and human rights issues. I am now an international criminal justice major at John Jay College and active member of our United Nations student club.

It would be an honor to discuss with you issues affecting Darfur and your work for the International Relief Fund. Specifically, I am interested in how you were able to translate your experience as an investment banker to a successful career in international development.

I will contact your office in one week to discuss the possibility of scheduling a thirty minute appointment. Thank you for your time and consideration. I look forward to talking with you.

Sincerely,

Joan Justice

INQUIRY LETTER

211 Riverside Drive
New York, NY 10019

January 11, 2012

Ellen Smith
Federal Reserve Bank of New York
33 Liberty Street
New York, NY 10045

Dear Dr. Smith:

After studying economic theory at John Jay College of Criminal Justice, I have a strong desire to apply what I have learned in a practical setting. I have a solid understanding of the array of functions carried out by the Federal Reserve, the significant role it plays the financial market, and the influence it exerts on the economy as a whole. In light of the recession that began in 2007, I would value the opportunity to work as a research assistant in the analysis department of the Federal Reserve. As we navigate our way though this historic financial crisis, I believe I have the academic background necessary to excel.

During my time at John Jay, I excelled in courses such as money and banking, risk management, calculus, and corporate and white collar crime. In these courses, I learned to research extensively, work with data to analyze economic and social phenomena, and communicate my conclusions clearly. I am adept at using statistical programs such as SPSS and Data Desk. My work as a columnist for the John Jay Sentinel, the college's student newspaper, highlighted the devastating effects the market failure had on our students, resulting, ultimately in the creation of the Hunger and Homeless program. Through this initiative, students receive housing, transportation, and food assistance, thus allowing many students to remain in school and complete their education.

I look forward to speaking with you and learning more about the Federal Reserve. I am confident that with my strong education in economics and my experience as a researcher and writer, I would make a valuable contribution to your department. I will call you next week to see if it would be possible to arrange an interview. Thank you for your time.

Sincerely,

Juan Justice

Enclosure: Resume



**DON'T FORGET....
EMPLOYERS LOOK FOR:**

- 1. Excellent writing skills**
- 2. How you found out about the job opening or organization**
- 3. Clear evidence that you have done research on the company**
- 4. Major accomplishments as they relate to the employer's needs**
- 5. A sense of your personality**

SENDING YOUR MATERIALS

ATTENTION TO DETAIL & FOLLOW-THROUGH

In the current professional world, you will typically email or submit your application materials in other electronic methods. Because of the ease of submitting tailored resumes and cover letters today, you should ALWAYS ensure that your materials speak directly to the position for which you are applying. This means that each resume you send out could be slightly different. Here are some tips on how not to get eliminated from consideration because of simple errors:

1. When emailing your submitting materials online, it is best to **submit in .pdf file format**. This ensures that your documents look the same on their computer as they did on yours!
2. If you are emailing your resume and cover letter, **always attach both to the email**. This gives the recruiter a clean copy to work from.
3. When emailing, **be sure not to send an empty email with your documents attached**. You can choose to cut and paste the text of your cover letter into the email OR write a short statement such as:

Please accept the attached resume and cover letter as my application to the Project Team Associate Position with Expressions Global Management. Feel free to contact me at jgoldberg@yahoo.com or (212) 555-5555 if you need additional information or materials.

Sincerely,

Your Name

4. If you are asked to mail a hard copy to a recruiter, make sure to use white or cream, heavy-stock resume paper.
5. If there is no closing date on the position, we suggest following-up with recruiters approximately two weeks after you send your materials to them. However, if there is a closing date on the position, do not contact the organization until after that date. Of course, if the posting said, "Do not contact," then you should not contact them!

....and finally.....

PROOFREAD YOUR DOCUMENTS!

The number one reason applicants are denied interviews is because of spelling or grammatical mistakes in their resume or cover letter.

Remember, we're here to help! Bring your documents to drop-in hours or make an appointment to see a counselor to have your resume or cover letter edited before you send!

CENTER FOR CAREER & PROFESSIONAL DEVELOPMENT

JOHN JAY COLLEGE OF CRIMINAL JUSTICE

524 West 59th Street, Suite L 72.00, New York, NY 10019

careers@jjay.cuny.edu (212) 237-8754

www.jjay.cuny.edu/careers