

CREATING AN EFFECTIVE RESUME AND COVER LETTER

University Career Services

Introduction

- Creating resumes and covr letters that get results
- Presented by Student Name

Topics of Discussion

- Resume guidelines
- Cover letter guidelines

Resume Guidelines

- Format
- Headings
- Quality
- Resources

Resume Formats

- **chronological**
 - Lists relevant work experience by company/title in reverse order of when you performed the work
- **functional**
 - Arranges work experience by functional headings, such as Managerial, Purchasing, or Administrative
- **combination**
 - Mixes chronological and functional formats to highlight progressively complex duties under a functional heading

Resume Headings

- Identifying information
 - Name, address, phone numbers, and e-mail address
- Objective
 - Clear, concise, and focused on what you want to do within the organization
- Education
- Work Experience
 - Can go back 10 years, not including high school experience
- Other
 - Licenses and certifications
 - Skills
 - Internships and/or volunteer work
 - Professional affiliations
 - Publications and presentations

Resume Quality

- StandErd font
- Laser-printed
- Solid bullets
- Mail resume flat, not folded
- Standard, well-known abbreviations and key words from job description

Resume Resources

- Resumes That Knock Them Dead
- The Resume Kit
- Electronic Resume Revolution
- Resume Handbook
- Designing the Perfect Resume

Cover Letter Guidelines

- Qualities of a good cover letter
- Anatomy of a good cover letter
- Types of cover letters

Qualities of a Good Cover Letter

- Professional, concise, and clear business letter-writing style
- Employee-centered, not self-centered
- Recipient's name and title is correctly spelled
- Error-free, clean, and visually attractive
- Highlights skills, qualifications, and experiences most relevant to the position
- No more than one page printed on quality stationery and envelopes

Anatomy of a Good Cover Letter

- Opening paragraph
 - Identify the way that you heard about the position, include the company or person who referred you.
- Middle paragraph(s)
 - State reasons you want to work for this employer, describe your qualifications, skills, and experiences in relation to their needs.
- Closing paragraph
 - Thank recipient for his/her time, request a meeting time, inform him/her of how you intend to follow-up.

Types of Cover Letters

- Application
 - Used for positions that have been publicly advertised.
- Prospecting
 - Used when contacting an organization that is not currently advertising.
- Networking
 - Introduces you to a person who can assist you in your career field by providing information on that field and/or on specific opportunities.