

Building a professional resume, cover letter and portfolio Professional Placement, Faculty of Built Environment

Katherine Pick
Career Development Learning Facilitator
August, 2020

Today

- Resume
- Cover Letter
- Portfolio



Purpose of a resume and cover letter

Tailored and evidence-based promotional documents designed to answer:

Can you do the job?

Competency in key areas: education / experience / skills / extracurricular

Are you willing to do the job?

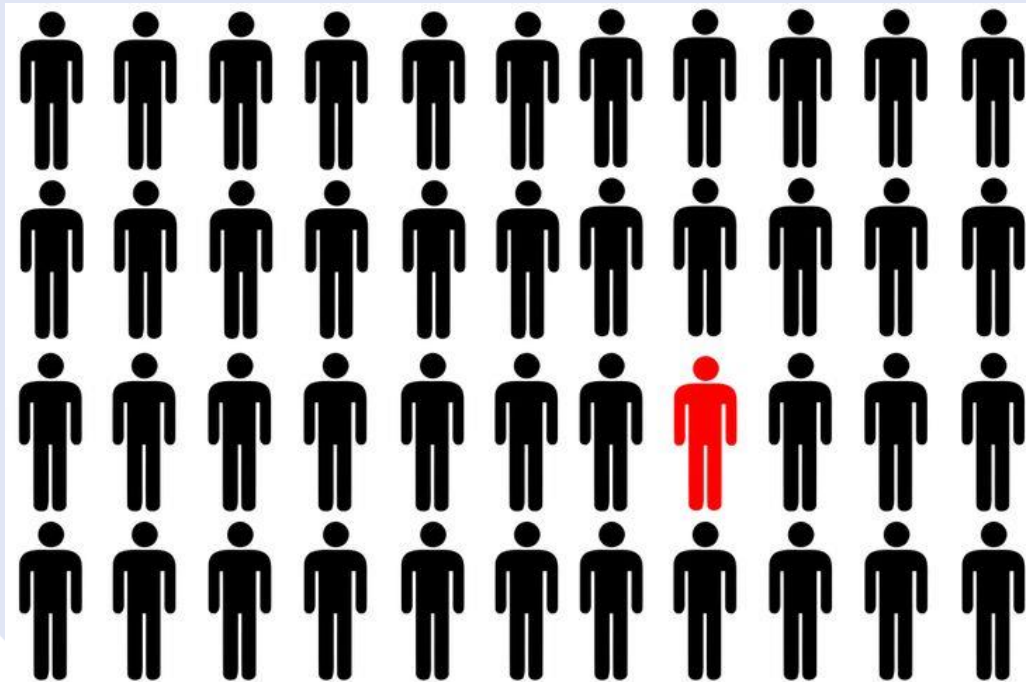
Attitude, interest, motivation

Do you fit?

Values, personal attributes



How will you set yourself apart?



What differentiates you?

Work Experience	Grades	International	Degree
Clubs	Volunteering	Extra Curricular	Personal Development
Certifications	Skills	Motivations	Awards

What are your selling points? What are your strengths? – Self Assess

Transferrable skills

- Communication skills
- Teamwork
- Interpersonal skills
- Initiative and enterprise
- Resilience
- Emotional intelligence
- Planning and organising
- Understanding of our organisation
- Self-management
- Leadership

Source: AAGE Employer Survey 2020



Analysing a job advertisement

Step 1: What do they **say** they want?

Step 2: What **additional** criteria are they also seeking?

Step 3: Which are the **most vital** 3 - 5 selection criteria?

Which ones do you have?

Address these and provide evidence



Job advertisement sample



Architectural Graduate

Job No: BC1323
Location: Blacktown, NSW

Blacktown City Council is the second largest Council in New South Wales and a leader in the growth and development of the Western Sydney region. With a population of over 360,000 and a total of 48 residential suburbs, working in Blacktown City provides a wide portfolio of professional opportunities.

At Blacktown City Council we are proud to be supporters of a wide, diverse community and strive towards building the best council in Australia, achieving this through initiatives such as becoming a White Ribbon accredited Council.

About the opportunity

Blacktown is currently in a season of new and exciting change for our City. We are looking for an Architectural Graduate to join our City Architects office and apply your architectural knowledge and urban design skills to contribute to the transformation of the Blacktown area.

You will prepare concept designs for city blocks, public buildings and spaces, and engage and work with external consultants on designated projects. You will also assist in the preparation of presentation material for Council, including physical model making.

If this is an area you are passionate about, we would love to hear from you!

Qualifications and Experience

Essential:

- Degree in Architecture or Urban Design
- Demonstrated high level design and presentation skills in architecture, urban design and place making
- CAD and presentation skills using software such as Sketchup, Revit, Microstation, 3D StudioMax, Photoshop, InDesign and illustrator
- Strong analytical and communication skills
- Knowledge of applicable legislation and regulations
- Demonstrated commitment to customer service
- Ability to work in a team environment.

Desirable:

- Experience working within an Architect's office
- Urban design experience
- Public space design experience
- Experience in documentation and delivery of projects
- Knowledge of applicable legislation/regulations
- Current drivers licence
- WHS Construction White Card.

Remuneration and Benefits

The salary and conditions of employment are in accordance with Blacktown City Council's Enterprise Agreement.

- A weekly salary of \$1,466.00 - \$1,641.90 (Grade 12) per week will be offered based on skills, qualifications and experience
- 35 hours per week
- Opportunity to participate in Council's flextime agreement
- Employee benefits such as leave entitlements, 9.5% employee superannuation contribution payable to the Local Government Superannuation Scheme, Fitness Passport and gym membership discounts, and social clubs.

Our Commitment to Safety

Blacktown City Council is committed to safety. We have introduced alcohol and other drug testing at the pre-employment phase, and via a series of random tests, tests where there may be reasonable suspicion and / or post reportable incident testing for Council workers.

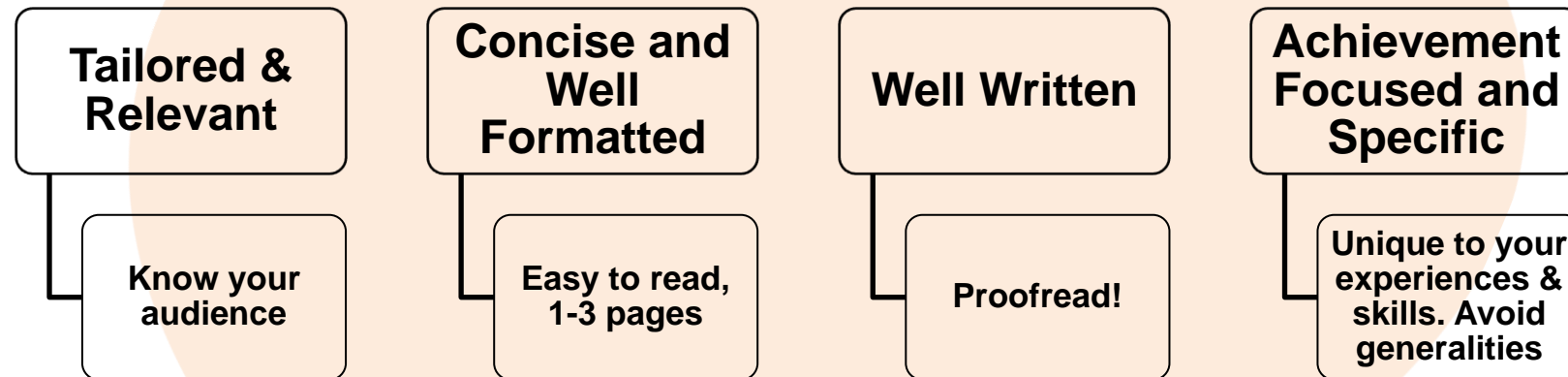
Best of luck.

Uni projects?

Essential

- Degree
- Design experience
- Technical/software
- Analytical
- Communication
- Legislation/regulation
- Customer service
- Team

Writing a winning resume



Tips for formatting

- 2 pages average length for a graduate resume
- Use bold for key info such as headers and titles (degree & job titles)
- Avoid italics & underline
- Be clear and consistent
- Use only 1 plain font (e.g. Arial, Calibri, Tahoma)
- Font size: 11 / 12
- Use bullets points
- Keep some white space on the page
- Put dates, titles and full stops in similar places
- Left-align text



Resume Structure

- Personal information
- Profile/Summary
- Education and additional qualifications
- Relevant projects (*if you don't have relevant work experience*)
- Relevant experience
- Additional employment
- Extra-Curricular activities
- Technical skills
- Professional memberships



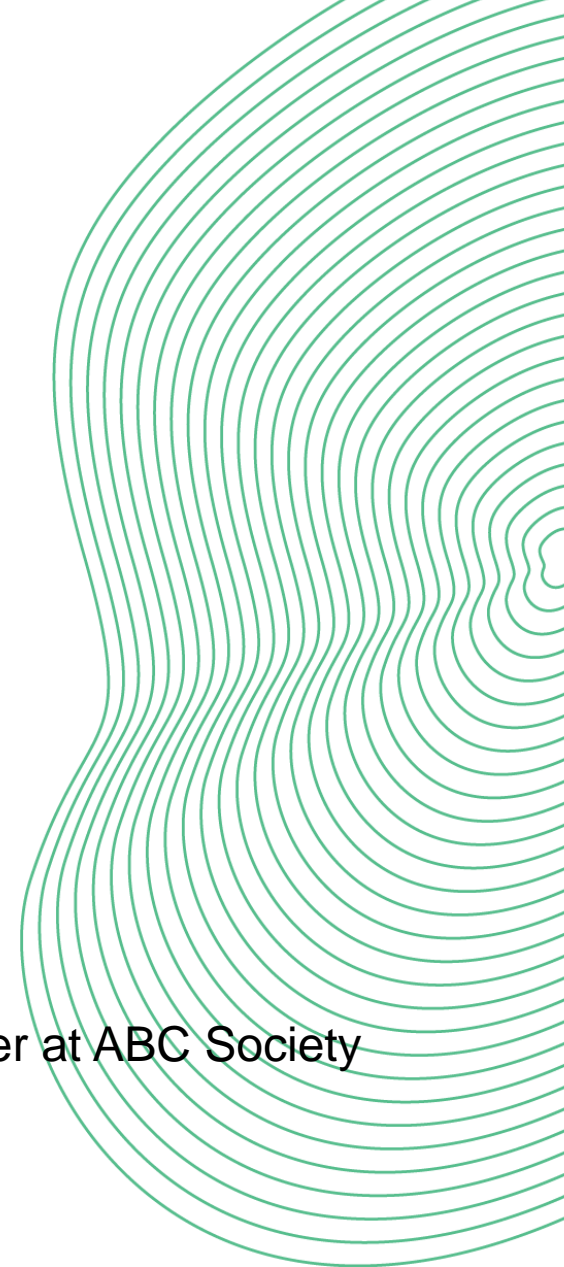
[UNSW Resume Guide with Examples](#)

Profile/Summary

- A short summary at the start of your resume
- Addresses the selection criteria
- Highlights your top 3 – 4 selling points

Skill / experience + where

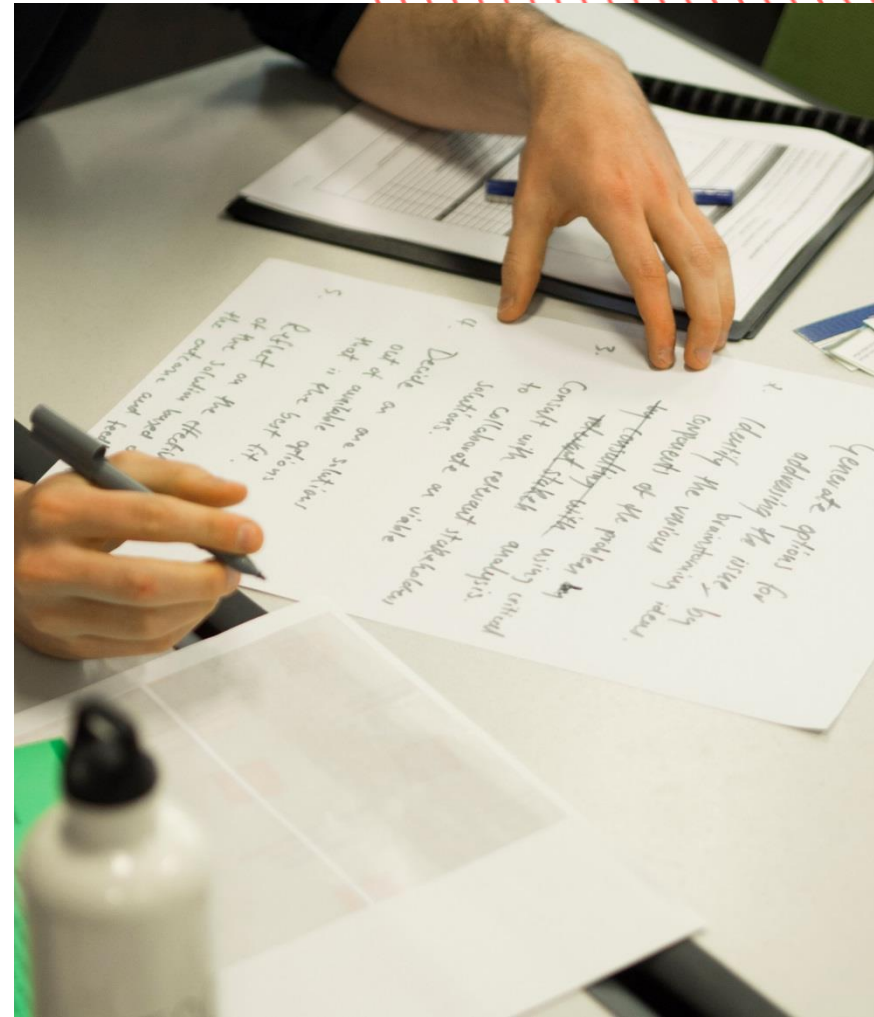
- Distinction average Bachelor of Interior Architecture student at UNSW, Sydney
- Completed a 3-month internship with XYZ consultants
- Demonstrated leadership potential as Retail Supervisor at Coles
- Highly developed organisational skills gained through role as Fundraising Team Member at ABC Society



How to describe your experience

Achievement statements

- Should be used to describe work experience, academic achievements or extracurricular involvement
- Choose relevant verbs, skills and keywords based on the role you are applying for
- Think about the activities or achievements that may differentiate you from other candidates



Sample achievement statements

Action Verb + **Task (key word)** + **Outcome/Purpose**
(quantify where possible)

- Collaborated with a team of 4 graphic designers to arrange displays in line with the client's specifications
- Identified and sourced materials, such as furniture to fit out office for a client in the medical industry
- Collected information from client to complete building permits and DA applications

COMMUNICATION	CREATIVE	HELPING	LEADERSHIP	ORGANISING	FINANCIAL	RESEARCH	TEACHING
Advertised	Acted	Adapted	Administered	Arranged	Administered	Analysed	Adapted
Arranged	Adapted	Advocated	Attained	Catalogued	Adjusted	Clarified	Advised
Articulated	Began	Aided	Consolidated	Categorized	Allocated	Collected	Assisted
Collaborated	Combined	Answered	Converted	Classified	Analyzed	Compared	Clarified
Communicated	Composed	Arranged	Coordinated	Collected	Appraised	Conducted	Coached
Consulted	Conceptualised	Assessed	Decided	Compiled	Assessed	Critiqued	Communicated
Contacted	Condensed	Assisted	Delegated	Corresponded	Audited	Detected	Conducted
Convinced	Created	Clarified	Developed	Distributed	Balanced	Determined	Coordinated
Developed	Customised	Coached	Directed	Executed	Budgeted	Diagnosed	Critiqued
Directed	Designed	Collaborated	Enhanced	Generated	Calculated	Evaluated	Developed
Discussed	Developed	Contributed	Established	Incorporated	Computed	Examined	Enabled
Elicited	Directed	Cooperated	Generated	Inspected	Conserved	Experimented	Encouraged
Formulated	Displayed	Counselled	Improved	Maintained	Corrected	Explored	Evaluated
Incorporated	Established	Demonstrated	Incorporated	Monitored	Determined	Extracted	Explained
Influenced	Fashioned	Educated	Increased	Obtained	Developed	Formulated	Facilitated
Interpreted	Formulated	Encouraged	Initiated	Operated	Estimated	Gathered	Focused
Involved	Founded	Ensured	Instituted	Ordered	Forecasted	Inspected	Guided
Marketed	Illustrated	Expedited	Led	Organised	Managed	Interviewed	Individualised
Mediated	Initiated	Facilitated	Managed	Prepared	Marketed	Invented	Informed
Negotiated	Instituted	Guided	Merged	Processed	Merged	Investigated	Instilled
Participated	Integrated	Helped	Motivated	Provided	Netted	Located	Instructed
Persuaded	Introduced	Insured	Organised	Purchased	Planned	Measured	Motivated
Promoted	Invented	Intervened	Planned	Recorded	Prepared	Organised	Oversaw
Proposed	Modelled	Motivated	Prioritised	Registered	Programmed	Researched	Presented
Publicised	Modified	Prevented	Produced	Responded	Projected	Reviewed	Persuaded
Reinforced	Originated	Provided	Restored	Reviewed	Qualified	Searched	Simulated
Resolved	Performed	Represented	Scheduled	Scheduled	Reconciled	Solved	Stimulated
Spoke	Planned	Resolved	Scheduled	Submitted	Reduced	Summarised	Supervised
Suggested	Revised	Secured	Simplified	Supplied	Researched	Surveyed	Tested
Summarised	Revised	Supplied	Selected	Standardised	Retrieved	Systematised	Trained
Synthesised	Shaped	Supported	Streamlined	Systematised	Validated	Tested	Transmitted
Wrote	Solved	Volunteered	Strengthened	Updated	Verified	Validated	Tutored

Active verbs

Technical skills



- CAD
- Sketchup
- Revit
- Microstation
- 3D StudioMax
- Photoshop
- InDesign
- Illustrator
- Microsoft Office (Word, Excel, PowerPoint)

What is your proficiency? Examples?

Referees

- At least 2 professional referees
- Supervisor, manager, lecturer, tutor...

Referees

Available upon request.

Referees

Mark Clarence Larissa Waters
Principal Café Manager
The Smith Group 169 Cafe

Contact details available upon request.

Referees

Mark Clarence
Principal
The Smith Group
0456 739 231
mclarence@pthesmithgroup.com

Larissa Waters
Café Manager
169 Cafe
0482 539 712
l.waters@hotmail.com

Cover letter layout

Candidate Name

Candidate Address *(optional)*

Candidate Phone

Candidate E-mail

Date of writing

Contact Person's Title & Name *(optional)*

Contact Person's Position *(optional)*

Organisation Name

Organisation Address

Re: Name of Position - Organisation

Dear Ms. Jones, (avoid Dear Sir / Madam)



Cover letter structure



Opening paragraph

- Spark the employer's interest
- Why are you attracted to the position
- Why do you want to work for this particular organisation?
- Why are you interested in this field or industry?
- Need to demonstrate your research into the organisation

Cover letter structure

Middle paragraphs

- Demonstrate your 'fit' with the role
- Why are you a suitable candidate
- Summarise any relevant experience
- Highlight a couple of other key selling points e.g. degree performance, relevant skills or attributes
- Provide specific examples as evidence
- Stress relevant accomplishments



Cover letter structure



Final paragraph

- Summarise what you can offer
- Be positive in your expectations
- Thank them
- Close off

Demonstrating your research

- Don't just quote lines from their website – this does not demonstrate your knowledge
- Name drop' from networking events
- Interesting clients
- Key projects
- Media stories
- Information from articles, annual reports, blogs
- Mission / values / aims
- Corporate Social Responsibility
- Awards

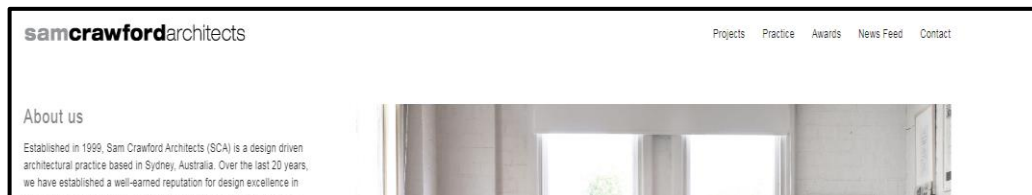
Research



<https://www.design.org.au/designindustry/design-disciplines>



Company websites



Australian Institute of Landscape Architects - <http://www.aila.org.au/>



Points for a successful cover letter



- Stand in the employer's shoes, what are they looking for?
- Demonstrate research and interest in the company
- Summarise any relevant experience
- Highlight a few 'key selling points' (skills or attributes) relevant to the position
- Use evidence and highlight achievements
- Format your letter professionally
- One page only

[UNSW Cover Letter Guide with Examples](#)

Portfolios

- Include only selected 'high impact' images of personal work to showcase your strengths
- Do not include too many images
- Select examples from your portfolio based on your research of the company and in line with the selection criteria
- Reflect your personal style and design capabilities



Online Support

Resume Checker

An online tool you can use to get tailored feedback on your resume instantly.

<https://student.unsw.edu.au/resume-checker>



Cover letter Checker

Students can use Smarthinking to submit drafts of cover letters to a Smarthinking tutor and receive comprehensive feedback on their writing.

<https://careersonline.unsw.edu.au/students/infoPages/detail/13/cover-letter-checker>



SACS online Moodle modules

Students can access SACS Learning Module by following this

link: <https://moodle.telt.unsw.edu.au/enrol/index.php?id=51154> and logging on to Moodle (Enrolment Key: ResourceAccess)



CREATING YOUR CAREER: EMPLOYABILITY FOR THE FUTURE (CDEV1112)

Find out more at
student.unsw.edu.au/employability

Professional Development Program for International Students

UNSW Professional Development Program (International Students)

The UNSW Professional Development Program (International Students) is an initiative to assist UNSW international students with English as a second language to further develop their communication skills in a professional setting and gain practical workplace experience to enhance their career opportunities.



Find out more at careers.unsw.edu.au or <https://student.unsw.edu.au/pdp>

UNSW Career Ready Mentoring Program

- Runs annually across Term 2
- Open to penultimate and final year students
- AHEGS accredited

Faculties:

- Faculty of Arts and Social Sciences
- Faculty of Built Environment
- Faculty of Art & Design
- Faculty of Science
- Faculty of Medicine
- Faculty of Law

[UNSW Career Ready Mentoring Program](#)



UNSW Next Step Program

- Open to final year undergrad students from all faculties
- Delivered each term
- <https://student.unsw.edu.au/nextstepprogram>



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Questions

