



**How to create**

**Effective Resumes &  
Cover Letters**

# Workshop Objectives

- Purpose
- Types
- Structure/Architecture
- Targeting
- Formatting
- Do's and Don'ts
- Cover Letters
- References
- Resources

# Workshop Objectives:



# Purpose

- Purpose = Interview
  - You the candidate - marketing document
    - Sales pitch – demonstrate how you can:
      - **make** them money
      - **save** them money
      - **solve** their problems
    - Hard skills
    - Soft skills
    - Cultural fit



# Purpose (cont.)

- Employers – screening tool
  - Relevancy
  - Following directions
  - No or Maybe
    - **Red** flags
    - Reasons to eliminate



# Types

- Chronological
  - Pros
    - Individuals with work history
    - Preferred by employers
  - Cons
    - Emphasizes employment gaps
    - Emphasizes lack of related experience

# Type - Chronological

## ■ Chronological Resume:

**FIRST AND LAST NAME**  
555-555-5555 ▪ first.initial.last.name@gmail.com ▪ www.about.me/your.page

---

Position Title, *Company, City, State*

**SUMMARY OF QUALIFICATIONS**

This is your hook area. Include the key points, with quantification (numbers, percentages, etc.), that will entice them to want to read further. A few lines are all that is needed, but the content needs to target the position you're applying for.

---

**CORE COMPETENCIES**

- Include any competencies that are relevant to the position, and quantify if possible.      ➤ Repeat
- Repeat for as many as you would like to display, but keep it under 8 bullet points      ➤ Repeat
- Repeat      ➤ Repeat

---

**PROFESSIONAL EXPERIENCE**

**Title of Position**, Company, City, State      (*use tabs*) Month/Yr – Month/Year (5/05-6/12, ex.)

- Include duties performed that are relevant to the position you're applying for
- Include quantification if possible
- Provide proof of your skills/experience (...), resulting in \*provide proof\*

**Title of Position (even volunteer work if relevant)**, Company, City, State      Month/Yr – Month/Year

- Include duties performed that are relevant to the position you're applying for
- Include quantification if possible
- Provide proof of your skills/experience (...), resulting in \*provide proof\*

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**EDUCATION**

University of Alaska Southeast, Juneau, AK

Major and minor (in process)

- Relevant courses and GPA if over 3.0

# Types (cont.)

- Functional
  - Pros
    - Emphasized skills or subject knowledge (courses)
    - Disguises gaps or lack of work history
  - Cons
    - Viewed with suspicion by employers



# Type - Functional

## ■ Functional Resume:

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**FIRST AND LAST NAME**  
555-555-5555 • first.initial.last.name@gmail.com

---

Position Title, *Company, City, State*

---

**SUMMARY OF QUALIFICATIONS**

This is your hook area. Include the key points, with quantification (numbers, percentages, etc.), that will entice them to want to read further. A few lines are all that is needed, but the content needs to target the position you're applying for.

---

**CORE COMPETENCIES**

➤ Include any competencies that are relevant to the position, and quantify if possible.	➤ Repeat
➤ Repeat for as many as you would like to display, but keep it under 8 bullet points	➤ Repeat
➤ Repeat	➤ Repeat

---

**RELEVANT EXPERIENCE**

**Skill/Subject**

- Include projects demonstrate the skill/subject that are relevant to the position you're applying for
- Include tools or equipment used and level of proficiency
- Include quantification if possible
- Provide proof of your skills/subject matter expertise (... resulting in \*provide proof\*)

**Skill/Subject**

- Include projects that demonstrate the skill/subject that are relevant to the position you're applying for
- Include tools or equipment used and level of proficiency
- Include quantification if possible
- Provide proof of your skills/subject matter expertise (... resulting in \*provide proof\*)

Repeat above (if more than two)

---

**WORK HISTORY**

**Title of Position**, Company, City, State, dates (ex., 1/09-8/12)  
**Title of Position**, Company, City, State, dates (ex., 1/07-12/08)  
**Title of Position**, Company, City, State, dates (ex., 1/05-12/06)

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**EDUCATION**

**University of Alaska Southeast, Juneau, AK**  
Major and minor (in process)

- Relevant courses and GPA if over 3.0

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# Structure/Architecture - Content

- Content

- Job posting driven (targeting)

- Job descriptions

- Onet Online:

- [www.onetonline.org](http://www.onetonline.org)

1. Occupation Search, type in Keyword

2. Select occupation title

3. Tasks

# Structure/Architecture (cont.)

1.

The screenshot shows the O\*NET OnLine homepage. At the top, there is a search bar for "Occupation Quick Search" and navigation links for "Help", "Find Occupations", "Advanced Search", "Crosswalks", "Share", and "O\*NET Sites". The main content area features a large banner with the text "Build your future with O\*NET OnLine." and a sub-header "Welcome to your tool for career exploration and job analysis!". Below the banner are several featured sections: "What's New!" with a link to "Learn More", "I want to be a..." with a link to "Find It Now", "ATTN: VETERANS" with a link to "Get Started", and "The Green Economy" with a link to "Learn More". On the left side, there are three search filters: "Occupation Search" with a "Keyword or O\*NET-SOC Code" field, "Find Occupations" with a "Browse by O\*NET Data" dropdown, and "Crosswalks" with an "Apprenticeship" dropdown.

2.

The screenshot shows the search results page for "administrative assistant". At the top, there is a search bar and navigation links. The main content area features a section titled "Quick Search for: administrative assistant" and "Occupations matching 'administrative assistant'". Below this, there is a table of search results with columns for "Relevance Score", "Code", and "Occupation".

Relevance Score	Code	Occupation
100	43-6011.00	Executive Secretaries and Executive Administrative Assistants
99	43-1011.00	First-Line Supervisors of Office and Administrative Support Workers
99	11-3011.00	Administrative Services Managers
99	43-6014.00	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive
97	11-9032.00	Education Administrators, Elementary and Secondary School
97	11-9033.00	Education Administrators, Postsecondary

Below the table, there is a note: "The search results are listed in a rank order that is calculated on the relevance of the occupational title, alternate titles, description, tasks, and detailed work activities associated with the keyword you entered. Select the Relevance Score to view the specific items matched by your search within the occupation."

3.

The screenshot shows the Summary Report for "43-6011.00 - Executive Secretaries and Executive Administrative Assistants". At the top, there is a search bar and navigation links. The main content area features a section titled "Summary Report for: 43-6011.00 - Executive Secretaries and Executive Administrative Assistants" and "Updated 2010". Below this, there is a description of the occupation: "Provide high-level administrative support by conducting research, preparing statistical reports, handling information requests, and performing clerical functions such as preparing correspondence, receiving visitors, arranging conference calls, and scheduling meetings. May also train and supervise lower-level clerical staff." A "Sample of reported job titles" is listed: "Administrative Assistant, Executive Assistant, Executive Secretary, Administrative Secretary, Office Manager, Administrative Coordinator, Administrative Aide, Administrative Associate, Executive Administrative Assistant, Secretary". Below the job titles, there is a "View report:" section with tabs for "Summary", "Details", and "Custom". A "Tasks" section is also visible, listing various tasks such as "Prepare invoices, reports, memos, letters, financial statements and other documents, using word processing, spreadsheet, database, or presentation software."



# Structure/Architecture (cont.)

- Content (cont.)
  - Google search other people's resumes:

Type following string into Google:

`Intitle:resume education project manager –  
jobs –submit –apply ext:doc`



# Structure/Architecture (cont.)

Google   

**Web** Images Maps Shopping More Search tools


About 330 results (0.36 seconds)


Ad related to **Intitle:resume education project manager -jobs ...** ⓘ


**Project Management Jobs - Dice.com**  
[www.dice.com/](http://www.dice.com/)  

Find your next PM job at Dice.com. Register & upload your **resume** now.

[\(Mobile web iOS OR Android\) AND \("Project Manager ... - Doc-txt.com](#)  
[www.doc-txt.com/\(intitle%3Aresume-OR-intitle%3ACV-OR-in...](http://www.doc-txt.com/(intitle%3Aresume-OR-intitle%3ACV-OR-in...)  
**(intitle:resume** or **intitle:cv** or **inurl:resume** or **inurl:cv**) and (mobile web ios or android) ... qatar, bahrain, oman, kuwait, search **jobs**, **submit** resume, **apply** online ...

 [Jason Meaux's Resume - Computer Sciences Department](#)  
[pages.cs.wisc.edu/~jmeaux/Resume.doc](http://pages.cs.wisc.edu/~jmeaux/Resume.doc)  
File Format: Microsoft Word - [Quick View](#)  
Skilled at leading and mentoring staff, **project management**, and directing large-scale ... technical issues and design questions that crossed **application** teams.

 [Gary Crow's Resume - Project Manager / Business Systems Ana...](#)  
[gary-crow.com/resume/gary\\_crow-resume.doc](http://gary-crow.com/resume/gary_crow-resume.doc)  
File Format: Microsoft Word - [Quick View](#)  
Work as **Project Manager / Business Analyst**. ... These legacy Web **application** systems, mainly Java-based, supported a wide spectrum of business users ...

 [Resume - Rolando Hernandez - Miami, FL - 4 page Word](#)  
[bizrules.com/resumes/Resume\\_RHernandez\\_4pg.doc](http://bizrules.com/resumes/Resume_RHernandez_4pg.doc)  
File Format: Microsoft Word - [Quick View](#)  
ROLANDO HERNANDEZ MIAMI FL 305.994.9510 **JOBS@BIZRULES**. ... **Project Manager** and Business Analyst for large, complex IT projects/systems. .... experience: Health & Welfare/Canada Social Security, Tax **Submission** Processing/US IRS. □ Experience with automated legacy **application** modernization and business ...

# Targeting

- Job posting driven
  - Copy and paste method
  - Keywords – [www.wordle.net](http://www.wordle.net)
  - Hard and soft skills
    - **Hard** – Excel, report writing, website management
    - **Soft** – attention to detail, dependable, initiative

# Targeting (cont.)

- Cultural fit – visit company's website for clues
- Reviews from employees:
  - [www.glassdoor.com](http://www.glassdoor.com) & [www.indeed.com](http://www.indeed.com)
- Applicant Tracking Systems (ATS)
- Job titles in resume = job title in job posting

# Formatting

- Fonts
  - No more than 2 font types
  - Serif: Times New Roman, Garamond, Book Antiqua, Bookman Old Style
  - Sans-serif: Verdana, Arial, or Tahoma
  - (titles)
  - **Never** use: Comic Sans or *Lucida Handwriting*

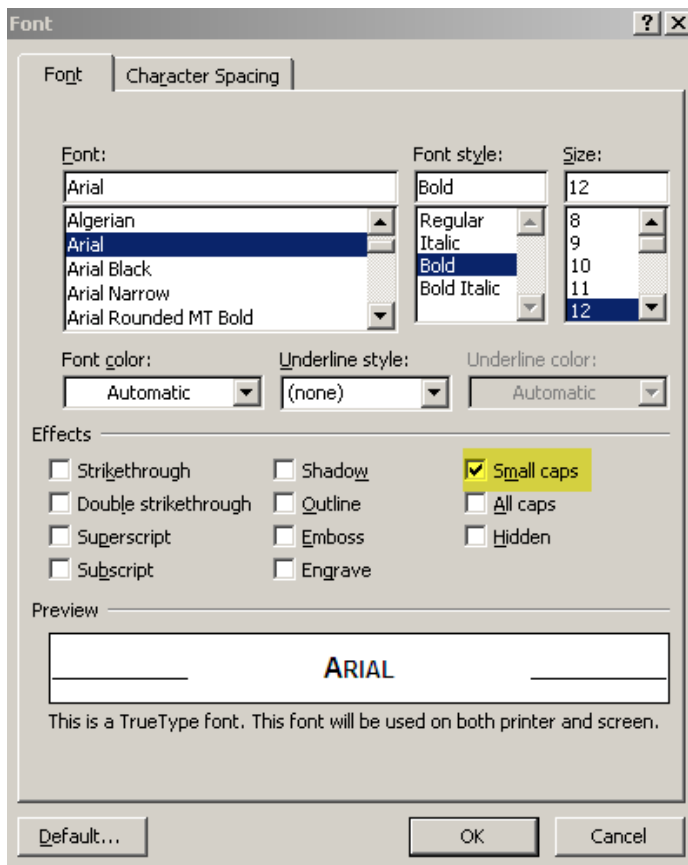


# Formatting (cont.)

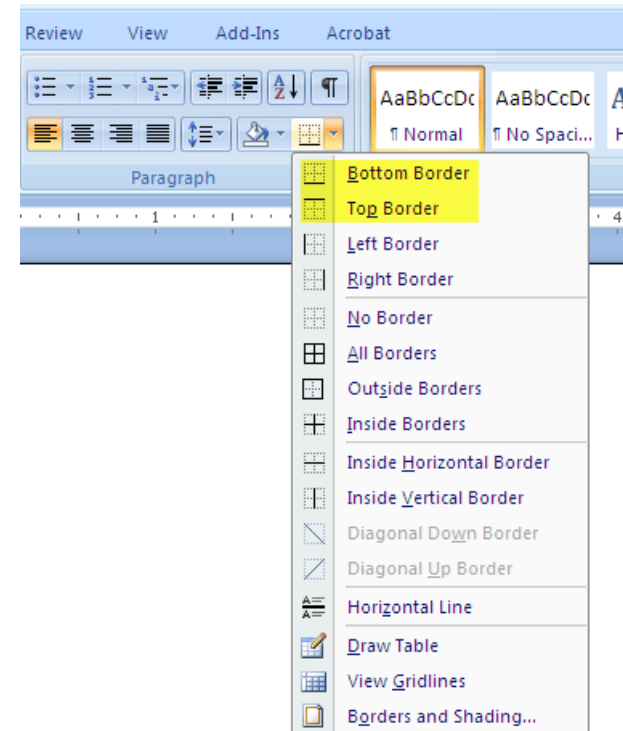
- Font Size (adjust when needed)
  - **18** for name
  - **14** for titles
  - **10-12** for text
- Margins
  - **.7" – 1"**
- Capitals and lines
  - Use **SMALL CAPS** for titles and your name
  - Use border tool in Word to create underlines

# Formatting (cont.)

Small caps



Border Tool – MS Word,  
Home tab, Paragraph



# Do's & Don'ts

- Do's:
  - Key words/phrases from job posting
  - Power words
  - Include achievements and promotions
  - Use numbers, percentages, approximations when possible
  - White paper, no texture
  - Okay to be 2 pages if needed

# Do's & Don'ts (cont.)

- Don'ts:
  - Use “I” statements
  - Use acronyms, unless spelled out first
  - Misrepresent yourself (translation: lie)
  - Go back more than 10 years unless relevant
  - Include reasons for leaving a job, unless required
  - References or “References available upon request.”
  - Use graphics or your photograph

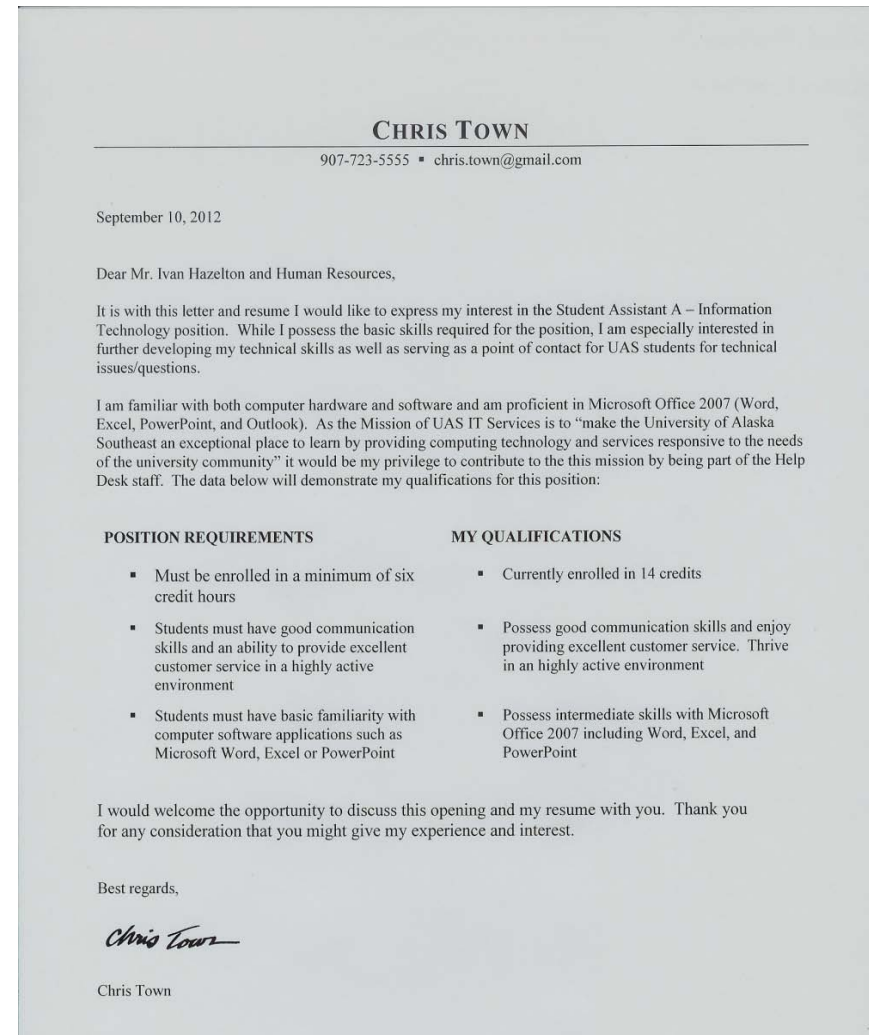
# Cover Letters

- Purpose
- Structure
  - Standard 3 paragraph = avoid
  - Column format
  - Value areas
- Voice
  - Create rapport
  - Personalize



# Cover Letters – Column Format

- Heading = resume
- Personalize to decision maker
- Mention something about the company
  - Mission or vision statement
  - Google for news, awards, etc.
- Key points with proof
- Personalized signature



# Cover Letters – Value Points

- Value areas with proof/examples

CHRIS TOWN

907-723-5555 • chris.town@gmail.com

September 10, 2012

Dear Mr. Ivan Hazelton and Human Resources,

It is with this letter and resume I would like to express my interest in the Student Assistant A – Information Technology position. While I possess the basic skills required for the position, I am especially interested in further developing my technical skills as well as serving as a point of contact for UAS students for technical issues/questions.

I am familiar with both computer hardware and software and am proficient in Microsoft Office 2007 (Word, Excel, PowerPoint, and Outlook). As the Mission of UAS IT Services is to “make the University of Alaska Southeast an exceptional place to learn by providing computing technology and services responsive to the needs of the university community” it would be my privilege to contribute to the this mission by being part of the Help Desk staff. The data below will address the desired qualifications for this position:

**CUSTOMER SERVICE**

- Over 2+ years’ experience providing exceptional customer services as the main point of contact for approximately 100 customers daily for a busy retail store.

**ATTENTION TO DETAIL; STRONG WRITING AND EDITING SKILLS**

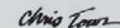
- Skilled at editing and proofreading, paying close attention to professional presentation of finished product. Selected by team members as editor of all written material due to demonstrated impeccable editing and attention to detail skills.
- Able to quickly review and edit materials, reports, forms for completeness, accuracy, and compliance. Responsible for creating and proofing business compliance forms and database entries, receiving high ratings from supervisors for accuracy, volume, and content.

**MULTI-TASKING; MEETING DEADLINES**

- Skilled at successfully juggling multiple tasks while meeting required deadlines demonstrated by managing weekly schedule that included direct customer assistance availability, previously scheduled appointments, deadlines for submission of weekly sales reports, returning customer’s voicemails and emails, and documenting client contact/progress into Excel spreadsheet.
- Able to achieve this requirement by utilizing Microsoft Outlook and proprietary database programs for scheduling appointment dates, inputting weekly schedule, setting reminders for deadlines, cataloging tasks, reserving meeting rooms, and inviting attendees to events.

I would welcome the opportunity to discuss this opening and my resume with you. Thank you for any consideration that you might give my experience and interest.

Best regards,



Chris Town

# Cover Letters (cont.)

- State of Alaska
  - Cover letter only
  - Text (.txt) format
  - Demonstrate *Knowledge, Skills, and Abilities* (KSA's)
  - Follow directions = screening tool





# Cover Letters (cont.)

- ALL CAPS for name and sections
- Include position number from job posting
- Job Qualification Summary = bullet points from job posting

```
NAME (all caps)
Address AK
Phone number
Email address

Today's Date

Mr./Ms. Name of Contact (see job posting)
Title of Contact
Department of Contact
Address

RE: Title of Position, #00-0000

Dear Mr./Ms. Last Name,

I would like to express my interest in being considered for the [Title of position, #00-0000]. With [number of years/months] experience working [type of tasks, skills, areas of expertise from job posting], I believe I would be able to assimilate quickly to the role and provide [key duty of position] to [clients, customers, etc.] within the [name of department] in a short period of time.

In this paragraph, briefly state why you would be a strong candidate by including desired skills, abilities, knowledge, and experience that are included in the job posting. Example, "As a Sales Representative for Nugget Alaskan Outfitters, I provided customer service to a diverse customer clientele as well as answered questions by phone and email regarding products and services."

As your department ["insert quote from mission/vision statement of department"], I would be my [goal, honor, mission] to be a contributing member of your team. The data below will demonstrate my qualifications for this position:

MINIMUM REQUIREMENTS
"Specify which minimum requirement you meet"
* Minimum requirement

JOB QUALIFICATION SUMMARY (these are the bullet points from the job posting)

First bullet point:
* Prove with your knowledge, skills, or abilities how you possess this point. Reference where you gained this knowledge, skill, or ability, and to what extent (quantify with numbers, percentages, or approximations). Example: "Skilled in effective problem solving techniques by utilizing critical thinking and analysis skills to produce positive customer relations, resulting in 10% increase in sales over six months."

Second bullet point:
* Prove with your knowledge, skills, or abilities how you possess this point. Reference where you gained this knowledge, skill, or ability, and to what extent (quantify with numbers, percentages, or approximations).

Repeat for all bullets in job posting.

I would welcome the opportunity to discuss this opening and my qualifications with you. Thank you for any consideration that you might give my experience and interest.

Best regards,

Your name
```

# Cover Letters (cont.)

CHRIS TOWN  
Address AK  
Phone number  
Email address

February 13, 2012

Ms. Kaitlyn Essary  
Recruitment Unit Supervisor  
Department of Administration, Division of Personnel & Labor Relations  
240 Main Street, Suite 501  
P.O. Box 110201  
Juneau, AK 99811

RE: Human Resource Technician 1 Position, #08-1118

Dear Ms. Essary,

I would like to express my interest in being considered for the Human Resource Technician 1 position, #08-1118. With over 3+ years' experience working in a fast-paced, team oriented environment providing customer service to a diverse customer clientele, I believe I would be able to assimilate quickly to the role and provide exceptional customer service to clients within the Division of Personnel & Labor Relations within a short period of time.

As a Sales Representative at the Nugget Alaskan Outfitter, I've had the privilege of assisting customers with questions, concerns, providing answers and guidance in an encouraging manner, resulting in positive comments from customers. Consistently described by both colleagues and customers as a "people person who is passionate and excels in helping others." I thrive in a team environment where I can collaborate as well as support/encourage my colleagues. Extraverted by nature, I am energized by people and projects, able to function effectively in a busy, customer driven service environment, and not adversely affected by multiple interruptions or changing schedules.

I am also looking for an organization that supports advanced training opportunities, and advancement potential for positions. I would embrace the chance to evolve within the organization while fulfilling the roles and responsibilities of the assigned position to the utmost of my ability.

As your department "provide(s) innovative program development, consultation, and direct service delivery" to the managers, supervisors and employees of the Department of Health and Social Services Recruitment area, I would be thrilled with the opportunity to be a contributing member of your team. The data below will demonstrate my qualifications for this position:

#### MINIMUM REQUIREMENTS

"Six months of post-secondary education (16 semester hours or 24 quarter hours from an accredited college or university equals six months) in any field may substitute for the specific experience."  
\* Completed 90 credits in pursuit of Bachelor's Degree - Business Administration, University of Alaska Southeast

#### JOB QUALIFICATION SUMMARY

Interest in recruitment and retention;  
\* Possess high interest in recruitment and retention. After 2+ years providing management with employment leads for open positions, I am extremely interested in expanding my skills into recruitment and retention of candidates for the State of Alaska.

Ability to maintain confidential information;

\* Knowledgeable of business policies and procedures that govern confidential information. Responsible for maintaining confidential information for up to 100 customers including personal, financial, and contact information.

Effective problem solving ability using a positive approach;

\* Skilled in effective problem solving techniques by utilizing critical thinking and analysis skills to produce positive customer relations, resulting in increase of repeat business.

\* Able to implement de-escalation techniques when dealing with angry/frustrated customers both on the phone and in person. Utilized these techniques frequently when assisting customers who had frustrations/issues with products they purchased that they were dissatisfied with.

Excellent organizational skills;

\* Possess excellent time management and organizational skills as demonstrated by proficiency in utilizing outlook calendar to share personal calendar with management, color code specific duties, set reminders for events, create tasks with deadlines, and organize files.

\* Consistently able to meet deadlines as specified by supervisor(s), prioritizing tasks by order of importance and immediacy, create files for specific documents, and keep a Clean, orderly work environment.

Dependable and motivated with a strong commitment to providing exceptional client services.

\* Extremely dependable and motivated demonstrated by 99% work attendance, meeting performance measures 100% during each review cycle, and providing innovative content for pilot program that resulted in 20% increase of customers within six months.

\* Able to provide exceptional customer service by answering phone calls/in person questions with positive, helpful answers, clarifying to verify if question was answered and inquiring if any additional help is needed. Assist customers with resources for appropriate products, and consistently maintain warm, friendly demeanor.

I would welcome the opportunity to discuss this opening and my qualifications with you. Thank you for any consideration that you might give my experience and interest.

Best regards,

Chris Town

Text documents can be more than 1 page

# References

- Separate sheet (not included on resume)
- Format
  - Same heading as resume and cover letter
- How many should you list?
  - 3-4
- Personal and professional?
  - Professional preferred
- Etiquette
  - Ask for permission
  - Send job posting



# USAJobs.gov



- Federal jobs
  - (Forest Service, NOAA, Fish and Wildlife)
- Workshop to be scheduled in January
  - Changes in process are being finalized
- One on one assistance is available by appointment

# Resources

- [www.glassdoor.com](http://www.glassdoor.com)
  - Company culture information from employee reviews
- [www.indeed.com](http://www.indeed.com)
  - Job search website. Also has reviews of companies from employees
- [www.linkedin.com](http://www.linkedin.com)
  - Select Search, People, type in title of position = review profiles for resume content ideas

# Thank you



- Career Services is here to help with:
  - Career coaching
  - Occupational assessments
  - Resume/cover letter review
  - Interviewing
  - Internships
- [deborah.rydman@uas.alaska.edu](mailto:deborah.rydman@uas.alaska.edu)
  - 907-796-6368