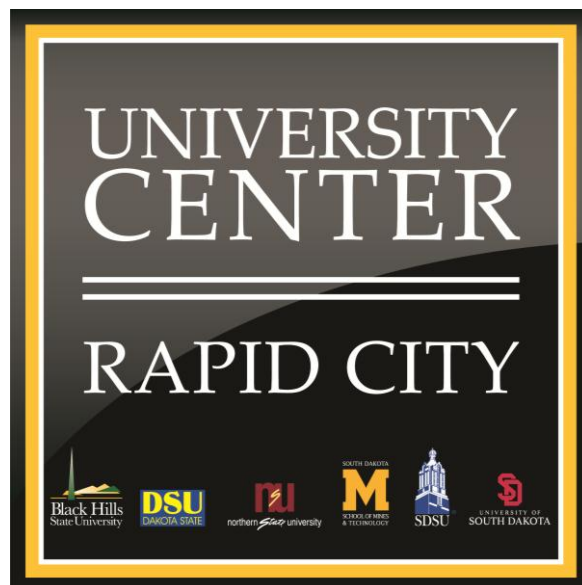


# Job Application Information Packet

Cover Letters, Resumes, Reference Lists



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## Resume Purpose, Design and Mechanics

The purpose of a resume is to market yourself to employers by succinctly summarizing your education, experience and skills, ultimately aiming to convince employers to invite you to interview. When conceptualizing your resume, think of it as a marketing tool rather than a simple work history, as it is intended to promote you as the perfect candidate for the opportunity at hand.

Resume writing is an art, not a science. There is no one correct way to formulate a resume, but there are some best practices and standards the Career Center recommends.

1. **Specific:** All applications should include a specific resume for the particular opportunity.
2. **Formatting:** Margins should be between .5 to 1.5 inches. Use the open whitespace to allow the reader's eye to rest. Fonts should be easy to read and be between 10 and 12 point size. Recommend fonts include, Times New Roman, Arial, Calibri, or Verdana are good choices.
3. **Online Presence:** Given the networking and job seeking that is done online now, individuals should consider creating a Visual CV, or some other online presence, in addition to a paper resume (e.g., [www.visualcv.com](http://www.visualcv.com)).
4. **Objectives vs. Profiles:** Resume objectives are OUT (with a few exceptions). Professional Profiles are IN. The focus should not be on what the applicant wants, but what the employer needs, and should relay one's value in relation to those needs (see section on "Using a Profile vs. an Objective").
5. **What is your personal brand?** Your brand represents the snapshot of your key value and skills to an employer. How can that be incorporated into your professional profile on the resume? (See section on "Creating your Personal Branding Statement").
6. **Consistency:** Keep the formatting consistent throughout your resume. For example, if you choose to bold a job title, make sure you bold every job title. Also make sure that all of your bullet points, section headers, dates, etc. line up neatly.
7. **Accuracy:** All job search materials must be 100% error free. Be sure to carefully read through checking grammar, spelling, and punctuation. It is a good idea to have at least 2-3 others proofread it as well.
8. **Use Action Verbs:** Utilization of action verbs is still a very good thing! Strengthen your bullet points by beginning each with an action verb that previews the skill to be exemplified in that setting. This allows a potential employer to more easily scan your resume for what they are seeking.
9. **Length:** For an experienced professional two pages is not uncommon, and is OK! For less experienced, one page is preferred. However, there is no hard and fast rule.
10. **Relevance:** Given the targeted nature of resumes today, what's most important is making sure the *most relevant* experience and information for that opportunity is included.
11. **Sections to consider:** Volunteer/Community Involvement, Awards, Certifications/Special Trainings, Professionals Affiliations/Organizations, International Experiences, Relevant School Projects or Internships.

## Transferable Skills and Action Verbs

### Transferable Skills

Transferable skills are those that can be applied in multiple work settings. Consider incorporating them, in addition to those that are specific to your intended career field, by providing examples of when you have successfully used them in your bulleted accomplishment statements. Some examples of these skills are below:

<b>Clerical</b>	<b>Creative</b>	<b>Human Relations</b>	<b>Public Relations</b>	<b>Research</b>	<b>Training</b>
Bookkeeping	Designing	Advising	Conducting	Assessing	Adapting
Classifying	Developing	Assisting	Consulting	Calculating	Communicating
Collecting	Establishing	Counseling	Informing	Collecting	Demonstrating
Compiling	Illustrating	Empathizing	Planning	Diagnosing	Enabling
Computing	Imagining	Facilitating	Presenting	Evaluation	Encouraging
Examining	Improvising	Guiding	Promoting	Examining	Evaluating
Filing	Inventing	Listening	Representing	Extrapolating	Explaining
Organizing	Performing	Motivating	Responding	Interviewing	Instructing
Recording	Revitalizing	Representing	Researching	Investigating	Planning
Word Processing	Visualizing	Serving	Writing	Synthesizing	Stimulating
<b>Communication</b>	<b>Financial</b>	<b>Management</b>	<b>Problem Solving</b>	<b>Technical</b>	
Editing	Accounting	Communicating	Analyzing	Adjusting	
Explaining	Administering	Consulting	Appraising	Aligning	
Influencing	Allocating	Coordinating	Diagnosing	Assembly	
Listening	Auditing	Delegating	Examining	Drafting	
Mediating	Balancing	Directing	Executing	Engineering	
Promoting	Calculating	Evaluating	Planning	Installing	
Speaking	Forecasting	Leading	Proving	Observing	
Translating	Investing	Negotiating	Reasoning	Operating	
Writing	Projecting	Persuading	Recognizing	Programming	
		Planning	Validating	Repairing	

### Action Verbs

Beginning each bulleted accomplishment statement with a strong action verb helps to highlight your successes and allows a reader to get a sense of your skills by scanning the page prior to reading each individual bullet point. It is a good idea to vary the action verbs on your resume in order to appeal to different audiences. The following page contains a list of action verbs to get you started.

<b>A</b>	<b>D</b>	<b>H</b>	<b>O</b>	<b>S</b>
Achieved	Decided	Handled	Obtained	Scheduled
Acted	Decreased	Headed	Operated	Selected
Adapted	Defined	Hired	Orchestrated	Separated
Adjusted	Delivered	<b>I</b>	Ordered	Served
Administered	Demonstrated	Identified	Organized	Serviced
Advanced	Designed	Illustrated	Originated	Set up
Advised	Detected	Implemented	Oversaw	Simplified
Altered	Determined	Improved	<b>P</b>	Sold
Analyzed	Developed	Increased	Performed	Solved
Appraised	Devised	Influenced	Persuaded	Specified
Arranged	Diagnosed	Informed	Planned	Started
Assembled	Differentiated	Initiated	Posted	Strategized
Assessed	Distributed	Inspected	Prepared	Streamlined
Audited	Documented	Installed	Prescribed	Strengthened
<b>B</b>	Doubled	Instituted	Presented	Studied
Balanced	Drafted	Instructed	Priced	Summarized
Budgeted	<b>E</b>	Integrated	Processed	Supervised
Built	Edited	Intended	Produced	Supplied
<b>C</b>	Eliminated	Interviewed	Promoted	Supported
Calculated	Encouraged	Invented	Proposed	<b>T</b>
Calibrated	Engineered	Investigated	Protected	Tested
Categorized	Enhanced	<b>L</b>	Provided	Tracked
Charted	Ensured	Launched	Purchased	Trained
Classified	Established	Lectured	<b>R</b>	Transformed
Coached	Estimated	Led	Realized	Translated
Collected	Evaluated	Liaised	Received	Troubleshoot
Combined	Examined	Logged	Recommended	<b>U</b>
Communicated	Executed	<b>M</b>	Reconciled	Updated
Compiled	Expanded	Maintained	Recorded	Upgraded
Composed	Expedited	Managed	Recruited	<b>V</b>
Computed	<b>F</b>	Manufactured	Redesigned	Verified
Conducted	Facilitated	Marketed	Reduced	<b>W</b>
Configured	Filed	Measured	Referred	Weighed
Consolidated	Filled	Mediated	Removed	Wired
Constructed	Forecasted	Mentored	Reorganized	Won
Consulted	Formulated	Migrated	Repaired	
Contrasted	Fostered	Minimized	Reported	
Controlled	Fulfilled	Monitored	Represented	
Converted	<b>G</b>	Motivated	Researched	
Convinced	Gained	<b>N</b>	Resolved	
Coordinated	Gathered	Negotiated	Restructured	
Counseled	Generated		Revamped	
Counted	Grew		Reviewed	
Created	Guided		Revised	
Cultivated			Revitalized	

## **Types of Resumes**

### **Chronological Resume**

A chronological resume lists information in reverse chronological order starting with your most recent education or work experience. This is the most common format and most preferred by recruiters.

### **Functional Resume**

A functional resume focuses on qualifications and skills rather than previous jobs. It is well-suited for candidates who have multiple jobs or who are applying for jobs not directly related to their previous work experience.

### **Chrono-Functional Resume**

This type of resume combines elements of both chronological and functional résumés and is sometimes referred to as a combination resume. This format lists experience and education chronologically, but also includes a "Qualifications Summary" section that allows you to highlight your qualifications pertinent to the position.

The following pages have examples of the three different types of resumes on which to build.

**TERRY E. JONES**

tj1234@american.edu c: 202-555-0000

**Local Address**

American University  
Letts Hall 107  
4400 Massachusetts Avenue, NW  
Washington, DC 20016

**Permanent Address**

5050 Adams Street  
Pomono, NY 09876

**EDUCATION**

Bachelor of Arts, Communication, May 2010  
American University, Washington, DC

*Honors:* Alpha Phi Alpha Fraternity Youth Scholarship (2006), Excellence in Writing Award (2007)

*Relevant Courses and Projects:*

Writing for Mass Communication: Interviewed 15 local entrepreneurs for 250-word feature article on management consulting

Reporting, Editorial Policies and Methods: Analyzed and compared journalistic styles in the *Washington Post*, *Washington Business Journal* and *Washingtonian Magazine*

Western High School, Pomono, NY, June 2006

*Honors:* Graduated in top 5% of class, GPA: 3.9/4.0, Selected to be Salutatorian

*Relevant Courses:* AP Journalism, History, and English

**SPECIAL SKILLS**

*Computer:* Proficient in QuarkXPress, Photoshop, Microsoft Office Suite, LexisNexis, Paradox, iMovie

*Language:* Fluent in Spanish, basic knowledge of French (oral and written)

**EXPERIENCE**

Hughes Residence Hall Council, Secretary, American University, Washington, DC, January 2009 - present

- Plan 12 social and cultural events per semester for 300 freshman and sophomore residents
- Develop marketing strategies for annual semiformal, aiming to increase attendance by ten percent and reduce costs by \$800
- Edit weekly four-page newsletter, The Hughes News, distributed to 300 residents

Good Hope Camp, Counselor, Severn, MD, May - August 2008

- Designed and implemented 10 weekly social, recreational, and educational activities for 50 teens, ages 13-18
- Trained five junior counselors in camp procedures
- Interacted with parents during regular weekend visits throughout summer

*The Elms*, Western High School, Yearbook Editor, Pomono, NY, September 2005 - June 2008

- Oversaw layout and production of all six sections of 200-page yearbook distributed to class of 500 students
- Selected and supervised staff of 35
- Wrote 25 articles for five sections, including Sports, Clubs, and Senior Profiles

**ACTIVITIES**

- Member, Writer's Guild, American University, Washington, DC, January 2007 - present
- Volunteer, So Others Might Eat, Washington, DC, September 2006 - present

**ASHLEY DeSALLE**

4800 Nebraska Avenue NW, Washington, DC 20016, 202-555-5555  
1 Grove Drive, Rose, New Jersey 07450, 201-555-5555  
Ashley@hotmail.com

**EDUCATION**

**American University, Washington, DC, May 2007**  
BA, Public Communication; Minor: Art History  
Overall GPA 3.6/4.0

**Rutgers University, New Brunswick, NJ, 2003-2004**  
Completed courses in art history and Italian culture

**ACHIEVEMENTS**

AU Dean's List (all semesters)  
National Honor Society (fall 2005 – present)  
Featured front page and investigative reporter for AU biweekly student newspaper, *The Eagle*

**PROFESSIONAL EXPERIENCE**

**Special Olympics International, Washington, DC**  
Intern, Communication and Public Affairs Department (January – May 2007)  
• Researched, wrote, and edited 20 articles for quarterly magazine with circulation of 5,000 and official Special Olympics web site  
• Conducted 15 interviews, gathered information, and wrote summaries for monthly 10-page internal newsletter distributed to staff of 300 throughout US

**Ketchum Public Relations, Washington, DC**  
Intern, Public Affairs Department (September – December 2005)  
• Designed and assembled information packages and participated in brainstorming sessions  
• Prepared media conference information and placed follow-up calls to maximize media coverage  
• Monitored news sources and pitched story ideas to media in healthcare, technology, political, and financial fields

**The White House, Washington, DC**  
Intern Volunteer, First Lady's Correspondence Office (December 2004 – August 2005)  
• Responded to incoming correspondence regarding education and international issues  
• Served as tour guide and liaison for holiday and special constituent White House events

**The National Portrait Gallery, Washington, DC**  
Intern, Graphic Design and Special Exhibit Department (September – December 2004)  
• Created bi-weekly story boards displayed at gallery entrance to inform gallery visitors about upcoming films and special events  
• Designed gallery and special exhibit brochures  
• Planned and executed preliminary and final phases of six special exhibits

**ABC Studios, New York, NY**  
Intern, Twentieth-Century Project (January 2004)  
• Conducted historical research for ABC's Twentieth-Century video series on the Holocaust  
• Collaborated with four production associates during early development of three individual films and worked directly with five editors and producers in editing room during final stages

**COMPUTER SKILLS**

Working knowledge of MS Word, Excel, Access, PowerPoint, Adobe PageMaker and Photoshop

**VOLUNTEER EXPERIENCE**

Public Relations Student Society of America, September 2004 – present  
Spina Bifida Association of Bergen-Passaic County, NJ, May – August 2001  
Ridgewood Special Services Home and School, Ridgewood, NJ, October – December 2000



**Michael Brown**  
6241 Green Street, #110  
Rockville, MD 20852  
H (301) 555-2154 W (202) 555-8672  
mb1234@american.edu

### **PROFESSIONAL PROFILE**

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- Experience in innovative program development and implementation through current work with Federal Prison Industries
- Proven abilities in leadership, motivating people toward common mission and effectively organizing and utilizing available resources to that end
- Able to grasp and persuasively articulate organizational position, enlist and educate others to assist in needed change
- Extensive experience in effectively interacting with people of various ages, socioeconomic, and cultural backgrounds, including those with physical disabilities, through volunteer work

### **EDUCATION**

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Master of Public Administration, American University, Washington, DC, May 2005  
Comparative Justice Institute, The Netherlands and London, England, May - August 2003  
Bachelor of Arts in Journalism, The Ohio State University, Columbus, OH, June 1999

### **WORK EXPERIENCE**

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- Public Affairs Specialist/Co-op, Federal Prison Industries, Washington, DC, June 2004 - present
- Function as team player; writing copy for reports, brochures, newsletters, corporate newsletter facilitating education efforts with 15 government agencies, private sector parties and congressional interests; instrumental in coordination of Summit on Federal Prison Industries and National Prison Industries Task Force meetings
- Congressional Affairs Intern, Federal Bureau of Prisons, Washington, DC, January - May 2004
- Tracked legislative activity to assess potential impact on Federal Bureau of Prisons
- Marketing Representative, The Retirement Education Network of America, Washington, DC, September 2000 - May 2003
- Created and managed new advertising client base for corporate monthly magazine (circulation: 45,000)
- Commodities Exchange Runner, Linnco Futures, Board of Trade, Chicago, IL, July 1999 - July 2000
- Served as liaison between clearinghouse and 175 traders on trading floor

### **ACTIVITIES AND HONORS**

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- Self-Financed 100% of graduate school expenses
- Kappa Tau Alpha--Journalism Honorary Society
- Volunteer--Martha's Table (Soup Kitchen/Shelter)
- Dean's List--fall 1996, spring 1997
- Sigma Alpha Mu Fraternity
- American Society for Public Administration

### **COMPUTER SKILLS**

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- Word
- PowerPoint
- SPSS
- Excel
- Publisher
- PageMaker
- Turbo Stats
- Quicken
- Access
- Twitter
- Wikipages
- Moodle

# Tammy Hernandez

1234 Avenue A

Big City, TX 77777

Home (111) 222-3333

[Tammy.Hernandez@aol.com](mailto:Tammy.Hernandez@aol.com)

## OBJECTIVE

Seeking a position as a bilingual office assistant.

## EDUCATION

Texas Community College – Texas City, TX

Associate of Arts - Business Administration - June, 1998

Overall GPA 3.70

## QUALIFICATIONS

- Speak and write Spanish fluently
- Outstanding technical, customer service and organizational skills

## TECHNICAL SKILLS

- Proficient in Microsoft Word, Access, Excel, and PowerPoint on Windows or Mac
- Tested at typing speed of 60 words per minute

## CUSTOMER SERVICE SKILLS

- Earned tips averaging 20% because of friendly, courteous and prompt, quality service in a pressure-filled environment.
- Selected to train new hires because of communication and leadership abilities
- Recognized for ability to calm and assist irate customers
- Had choice of assignments as most sought-after babysitter in the neighborhood

## ORGANIZATIONAL SKILLS

- Oversaw production of monthly newsletter, meeting every deadline
- Coordinated activities for children, ensuring that they ate, played and studied according to their parents' specifications
- Managed finances for own business, from fee setting to tax paying

## EMPLOYMENT HISTORY

Waiter	Sam's Diner - Big City, TX	April 1997 – August 1998
Babysitter	Self-employed – Big City, TX	May 1993 – Present

## VOLUNTEER ORGANIZATIONS

Assistant Editor	West Texas High School Gazette	September 1997 – May 1998
Treasurer	Spanish Club	September 1997 – May 1998

**Responsible, dependable and hard-working**



**John W. Smith**  
2002 Front Range Way Fort Collins, CO 80525  
[jwsmith@colostate.edu](mailto:jwsmith@colostate.edu)

## **Career Summary**

Four years experience in early childhood development with a diverse background in the care of special needs children and adults.

## **Adult Care Experience**

- Determined work placement for 150 special needs adult clients.
- Maintained client databases and records.
- Coordinated client contact with local health care professionals on a monthly basis.
- Managed 25 volunteer workers.

## **Childcare Experience**

- Coordinated service assignments for 20 part-time counselors and 100 client families.
- Oversaw daily activity and outing planning for 100 clients.
- Assisted families of special needs clients with researching financial assistance and healthcare.
- Assisted teachers with managing daily classroom activities.
- Oversaw daily and special student activities.

## **Employment History**

1999-2002    Counseling Supervisor, The Wesley Center, Little Rock, Arkansas.  
1997-1999    Client Specialist, Rainbow Special Care Center, Little Rock, Arkansas  
1996-1997    Teacher's Assistant, Cowell Elementary, Conway, Arkansas

## **Education**

*University of Arkansas at Little Rock, Little Rock, AR*

- BS in Early Childhood Development (1999)
- BA in Elementary Education (1998)
- GPA (4.0 Scale): Early Childhood Development – 3.8, Elementary Education – 3.5, Overall 3.4.
- Dean's List, Chancellor's List

## James P. Harrington

123 Fall Drive  
Spokane, WA 12345  
(432) 555-6789

[jpharrington@mail.com](mailto:jpharrington@mail.com)

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### Career Profile

Up and coming college graduate focused on launching career in banking and financial services. Focused and success driven willing to work part-time to gain practical financial career experience.

### Education

**Lake University**, Chicago, IL      Expected Graduation – May 2005  
**Bachelor of Science – Finance**  
Dean's List – all semesters in attendance

### Course Work

Financial Accounting	Financial Management
Money and Banking	Business Law
Business Statistics	Capital Growth

### Career Achievements

- Supervised a team of three part-time employees to effectively process and audit customer special orders on a scheduled basis.
- Prepared and distributed on-line financial weekly reports.
- Proven ability to work with diverse groups of staff and management

### Work Experience

Warrenburg Furniture, Uptown, IL

**Client Service Agent**      April 2003 – Present

- ❖ Oversaw the accounts receivable department for a small upscale local furniture manufacturer.

Lincoln Bank & Loan, Springfield, IL

**Financial Services Agent**      January 2001 – March 2002

- ❖ Professionally serviced loan clients in transactions for loan applications and personal savings accounts.

### Activities and Honors

DePaul University Mentor Program Member, 2002-Present

Finance Club, Emerging Leaders Event Committee Chair, 2002

# Katherine Standout

ABC Avenue ❖ Gresham, OR 54321 ❖ (503) 123-4567 ❖ [ktstandout@mail.com](mailto:ktstandout@mail.com)

## Profile

Motivated, personable professional with a degree in Human Studies - a combination of Psychology, Anthropology, Sociology, and Gerontology - committed to social services as a profession. Accustomed to handling sensitive confidential records; Excellent team-building and effective listening skills; Flexible and versatile; able to maintain a sense of humor under pressure; Poised and competent with demonstrated ability to easily transcend cultural and social differences; Works well within deadline-driven environments; Demonstrated history of producing accurate, timely reports.

## Skills Summary

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- ❖ Property Management
- ❖ Report Preparation
- ❖ Written Correspondence
- ❖ Youth at Risk Coursework
- ❖ Computer Savvy
- ❖ Customer Service
- ❖ Conflict Management
- ❖ Multi-Cultural Experience
- ❖ Recording Meeting Minutes
- ❖ Front-Office Operations
- ❖ Professional Presentations

## Professional Experience

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### MANAGEMENT

- ❖ Manage a 44 unit USDA Rural Development Federally subsidized low income housing complex for the elderly and disabled.
- ❖ Communicate and relay information to seniors, families of seniors, Rural Development, and any other relevant agencies on a daily basis.
- ❖ Verify and certify income, assets, and medical needs of residents and applicants.
- ❖ Conduct small-group as well as one on one sessions on medication techniques.
- ❖ Assist residents and applicants with setting up utilities, welfare benefits (State and local), and any other assistance programs they may need.

### ADMINISTRATIVE SERVICES

- ❖ Collaborated and assisted in planning the Lane Community College Foundation's largest annual fundraiser.
- ❖ Designed and created a new and improved system to inform recipients of scholarships and awards.
- ❖ Created informational packets of information for in-house grant writers.
- ❖ Assisted in starting up new nonprofit corporations.
- ❖ Assisted new nonprofit corporations achieve 501c3 tax exempt status.

### DETAIL MASTERY & ORGANIZATION

- ❖ Manage all aspects of day-to-day operations as property manager.
  - Facility rental/maintenance.
  - Resident and applicant scheduling for busy office, averaging 20 weekly appointments.
  - Compliance with all USDA Rural Development requirements.
- ❖ Assisted in installations of art exhibits at art gallery during Track Town USA pre-Olympics.
- ❖ Assisted in facilitating free community art classes for youth.

## **CERTIFICATIONS AND CONTINUED EDUCATION**

- ❖ Rural Development Section 515 Specialist Certified.
- ❖ Institute of Real Estate Management Property Operations Certified.
- ❖ Rural Development Spectrum Training Award recipient. Certified through the Spectrum Companies.
- ❖ Attended numerous Housing and Urban Development (HUD) and Rural Development (RD) and new information trainings.
- ❖ Attended the past four years of the annual and intensive Oregon Affordable Housing Management Association (AHMA) professional conference.

## **Employment History**

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THE NEEL MANAGEMENT TEAM - Sherwood, OR  
Resident Manager, 2010 to Present

PROFESSIONAL CREDIT SERVICE - Springfield, OR  
Administrative Assistant, 2007-2008

LANE COMMUNITY COLLEGE FOUNDATION - Eugene, OR  
Administrative Assistant, 2006-2008

NONPROFIT SUPPORT SERVICES - Eugene, OR  
Interned then hired as an Administrative Assistant/Client Support, 2006-2008

MAUDE KERNS ART CENTER - Eugene, OR  
Intern/Volunteer, 2008

## **Education**

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OREGON STATE UNIVERSITY - Corvallis, OR  
Bachelor of Arts, Human Studies, 2010

LANE COMMUNITY COLLEGE - Eugene, OR  
Associates of Art, 2008

## Using a Profile vs. an Objective

A decade ago, no resume was complete without an objective. Today, resume objective statements are gradually becoming obsolete, and it's recommended that you omit or replace it with a well-written Professional Profile.

### **What is the main reason for this change?**

The resume is a tool used to sell yourself to a potential employer. Its job is to get you in the door for an interview. Using an objective focuses the attention on the candidate's needs and desires (what you want). The Profile offers an opportunity to focus more on the employer's needs and what benefits you offer to the hiring company. For this reason, replacing the objective paragraph with a profile will include more information on your unique value, including accomplishments and experience, which are much more meaningful to recruiters.

### **Some other reasons for omitting the objective are:**

- While including an objective can't seriously hurt a candidate's chances, being too specific will prompt a hiring manager to judge his/her credentials only against that specific objective, eliminating the candidate from jobs they would want that are slightly different from the objective.
- Even when the objective, commonly at the top of the page, is a general one, the hiring manager won't look beyond the objective paragraph unless he is specifically interested. An example, suppose that the objective is "progress to a marketing research position." In this case your resume may never be passed along to the Sales department where someone may be interested in your knowledge and background.
- Objective statements can still be used by recent graduates with limited experience. If you decide to include an objective statement, make sure that you have a targeted job, you know what skills you want to mention, or you are applying for a particular position.

### **Do not include an objective when:**

- There are many potential positions which you are qualified for in one organization
- You cannot be specific about your targeted job
- You are using it at a job fair

### **Sample Objective:**

*To make a senior executive more effective with my skills gained over 5 years as an Executive Assistant: professional communications, superb scheduling and priority-making, and office software proficiency.*

A Resume Profile is also called a "Professional Summary" or "Qualifications Summary".

Because the Profile is more focused on the employer and what benefits he or she will receive if hiring you, this is the recommended option to use instead of an objective as it is a stronger choice for most situations. Resume profile statements feature your skills, accomplishments, and career level, and can also include your career objective as well, but with the advantage to look more attractive and interesting to recruiters.

### **Resume Profile Tips**

- Even though your profile can be a little longer than an objective, it should be no more than eight lines. You should write powerful, but honest, advertising copy that makes the reader immediately perk up and realize that you are that person he/she is looking for. To write a good resume profile is essential to make it sharp and concise. Do not use first-person language (“I have 15 years’ experience...”).
- The most effective resume profiles are those that target one career goal. If you have more than one possible objective, you must consider drafting different versions for different resumes. Keep in mind that this section helps the hiring manager determine if you should be called for an interview or not.
- Relay your value: briefly weave your top selling points into your resume opening statement and try to prioritize those which better match with the job’s description.
- Light it up with keywords: fill your summary with keywords related to your career field.
- Promote your years of experience (if applicable) and certifications: special industry certifications, advanced degrees you hold, like CPA, a law degree, ect.

### **Sample Resume Profile:**

*Master of Business Administration with 15 years progressively responsible experience in Operations Management. Proven ability to provide the highest level of corporate services while consistently reducing expenditures. Fully knowledgeable in all aspects of warehousing, purchasing, security, facilities planning, staff management and cost control. Bilingual in English and Spanish. Established competitive bidding for maintenance contracts reducing 30% overhead costs and increasing service quality.*



## Creating a Personal Branding Statement

Misconceptions abound about personal branding, and what actually goes into a brand statement. Your personal brand statement is not an anemic job description stringing together your functional areas of expertise. Instead, it represents your promise of value to your next employer, and it should generate chemistry.

Understand first that we all already have a personal brand or reputation. Everyone is known for their own unique set of attributes, strengths, and passions that drives them at work and in life. Maybe you haven't thought about the defining characteristics that differentiate you from everyone else.

To put your brand to work for you in your job search, you'll need to pull together all the pieces that make up your value proposition in the marketplace. A vibrant personal brand statement makes it that much easier for those assessing you to get an indication of whether you will be a good fit for their organization.

### Answer These Questions:

Here are some questions to help prompt you to uncover and craft a crystal clear personal brand message that will resonate with your target audience. Take the time to dig deep when you're working on them:

1. *What are you most passionate about? What do you care deeply about?*

Think about the activities, interests, situations, and challenges that fascinate or excite you and energize you. Your passions are the things you can't wait to get to each day and feel cheated when you don't get the opportunity to do them. How do your passions converge with what you are best at doing and the value you offer your next organization or client?

2. *What are your top 3 or 4 personal attributes – the things that define how you make things happen?*

Think about those around you (at work and elsewhere) describe you. Ask them for feedback about these things. To give you an idea, here are some possible attributes, but don't limit yourself to these: Collaborative, resourceful, flexible, forward-thinking, risk-taking, connected, visionary, diplomatic, intuitive, precise, enterprising, ethical, genuine, accessible.

3. *What are your 3 or 4 greatest strengths or top motivated skills (things that you love doing) that have benefitted your companies/employers?*

Again, think about what those around you say about you. How do they introduce you to others? Here are some possible areas of strength: Identifying problems, seeing the details, leading,

delegating, performing analysis, fact finding, crunching numbers, anticipating risk, motivating, mentoring, innovating, managing conflict, writing, listening, communicating.

4. *What differentiates you from your competition for your next job? What do you have to offer that no one else does?*

**Bottom line:** Spend some time uncovering your personal brand. Have the courage to embrace the things that make you unique. What differentiates you from your peers is exactly the message that will hit home with the decision makers you're trying to influence.

## **Cover Letter Tips**

Each resume needs to be accompanied by a cover letter. The main purpose of a cover letter is to create an interest in the employer so they will want to read your resume. It should be accomplishment oriented, relevant to the opportunity and concise. Keep a basic template format and then tailor it individually to each position for which you are applying. Again, appearances count so use good paper and a matching envelop if you are mailing a hard copy. If you are submitting your application electronically, make sure you attach documents in a proper format, such as .doc or .pdf. Present a perfect final copy. Proofreading is a must!

### **Preparing to Write a Cover Letter**

Before you write your cover letter, it is important to conduct research on the position and the organization to which you are applying. Identify and learn more about the organization's goals, mission, products and services. This information can often be found on the organization's website. The next step is to identify why you want to work for the particular organization. Communicate your reasons and interest to the employer in your cover letter. This is an opportunity to let the employer know the organization matches your values. The goal is to demonstrate to the employer that you will be a great match both for the position and the organization.

### **Address and Greeting Suggestions**

- The address section should begin with the date, followed by a blank line followed by the receiver's name, job title, organization name and address. Your name and address should either appear as a centered header or between the date and the receiver's name. Either format is acceptable.
- It is highly recommended that you address the letter to a specific person. Verify the spelling of their name and official title. Always make an effort to obtain the appropriate name and salutation; a simple phone call or visit to their website can often identify the correct person.
- The greeting should be simple – “Dear Ms. Smith” or “Dear Mr. Jones”. Do not include the person's first name in the greeting.
- Use a “block format” for the entire letter. Left align all paragraphs, do not indent, and separate paragraphs with a blank line. The letter should be single spaced.
- The cover letter should be kept to one page.

### **Introduction**

The first sentence should state the purpose of your application. For example, *“I am interested in the research assistant position, as advertised in...”* If you are prospecting for unadvertised openings, an introduction could be *“I am writing to establish my candidacy in the event an opening occurs.”* Mention how you learned about the position and personalize the letter to a particular organization – convey to them that you are interested in them specifically and this is not a form letter. If someone referred you to the position, be sure to mention their name in the intro paragraph.

**Example:** *Dr. Waters in the English department suggested I contact you regarding a position as a journalist with The Portland times. I understand that your recent merger with the Oregonian has created a need for qualified and enthusiastic reporters.*

### **Body**

This is the place to connect and communicate your relevant skills and experiences as well as your interest in the specific position. Your cover letter, unlike your resume, should express some personality. You want the employer to be intrigued so they want to meet you in person. Although you don't need to repeat what is on your resume, you should highlight what is most relevant to the employer (i.e. particular classes, internships, achievements, or extracurricular activities). You should refer to experience(s) on your resume and highlight how that experience was beneficial and how it has prepared you for this potential opportunity. Balance confidence and humility. Address any weaknesses, employment gaps or career blemishes within the body. If you are open to relocation, mention that here as well.

**Example:** *As the Public Relations chair, I created and implemented promotional strategies that resulted in a 75% increase in student involvement. I also wrote press releases and worked with local mass media outlets. This unique combination of creativity and strong communication skills will enable me to make outstanding contributions to ABC Organization.*

### **Closing**

Thank the employer for their time and consideration. Restate your contact information (phone number and email address) in case your letter becomes separated from your resume. Do not use your work contact information.

**Example:** *I look forward to meeting with you to discuss the skill I can offer in more detail. I can be reached by phone at 605-123-4567 or by e-mail at johndoe@email.com.*

### **Signature and Enclosure Suggestions**

- Use a professional salutation such as "Sincerely," "Best regards," or "Cordially."
- Leave three blank lines after the closing salutation and then type out your name. Be sure to use both your first and last name; a middle initial is optional. If mailing a hard copy, individually sign in the space provided by those blank lines.
- Leave one more blank line, and then type "Enclosure" if mailing and "Attachment" if emailing. This lets the reader know that your resume is enclosed with the letter and he or she should look for it.

## Cover Letter Sample 1, How-to with formatting

Today's Date

Your Street Address

First and Last Name of Employer

Title of Employer

Organization

Street Address

City, State Zip

Dear Mr./Ms. Last Name of Employer:

Your opening paragraph should state why you are writing. Name the position for which you are applying and the source where you identified it. State your specific interest in the organizations – it is imperative that you “personalize” your letter to each organization. If someone recommended that you apply, be sure to include that person’s name in the first paragraph.

Your middle paragraph(s) should highlight your qualifications to the specific position. Refer the reader to your resume in terms of your relevant qualifications. Give details of your background that will show the reader why he/she should consider you as a candidate. If you have relevant experience or related education, be sure to point it out, but DO NOT simply reiterate what can already be read on your resume. Remember that many employers utilize the cover letter to judge your writing and communication skills. Think of your resume as a marketing tool with “just the facts” – no personality. Your cover letter should add a little “you” to the application. Balance confidence with humility.

In the last paragraph, you close by thanking them for their time and briefly restating your enthusiasm for the position. Depending on how proactive you want to be, you can state that you will contact the employer within a specific timeframe to follow up or to set up a possible meeting at their convenience. This is comfortable for some people but not for others. Include your phone number and email address in this paragraph.

Sincerely,

(If submitting a hard copy, sign your name in black or blue ink.)

Type your name

Enclosure (or Attachment if emailing)

**Michelle Williams**

1234 Evergreen Rd.  
Denver, CO 80206

April 17, 2012

XYZ Company  
200 N. Main St.  
Denver, CO 80206

Dear Ms. Jones:

After reading the Office Manager job opening advertised in the Denver Post, I was immediately interested in the opportunity for this rewarding administrative position. My past work experience has provided me with the knowledge and versatility to successfully meet all of the challenges of managing a small office.

For eight years, I was an office manager at a small, family-owned business where I managed accounts receivable and payable, payroll, and supervised two office assistants to maximize office productivity. Using this past experience, I can effectively manage XYZ Company's bookkeeping, develop and maintain a customer database, prepare financial statement and supervise all other administrative activities as needed.

Outside circumstances required that I spend the past several years working part-time, so for the past three years I held a part-time administrative position at an electrical supply company. In addition to general filing and reception, the aspect I most enjoyed about this position was maintaining relationships with customers both in person and over the phone. Now I am interested in returning to a full-time, challenging position where I can utilize all of my past skills, from answering phone, to interacting with customers, to managing the entire XYZ Company's bookkeeping system.

Please consider me for the Office Manager position. With my past experience and strong work ethic, I can bring knowledge and success to XYZ Company. I am available for an interview at your earliest convenience and can be reached by phone at (303) 123-4567 or email at [mwilliams@email.com](mailto:mwilliams@email.com). I look forward to hearing from you soon. Thank you for your time and consideration.

Sincerely,

Michelle Williams



## Journalistic Cover Letter Format

This approach to writing a cover letter is based on the ideas of writer Susan Rich. To learn more about her format:

Susan Rich, RichWriting ~ 503-341-6674 ~ susan@writerich.com

### Tip 1

Use an Inverted Pyramid approach, not a Classic Fiction model with a beginning, middle, and end.

- Used by journalists
- Pick a main fact
- Arrange other facts in descending order of importance
- When done, stop writing

### Tip 2

The way you arrange a collection of facts that describe you and your qualifications is a “SPIN.” You spin by choosing your most important business fact to start the letter.

### Tip 3

Most important fact: Your name. Second: Why you kick butt! You have 500 words or less to connect with a recruiter.

### Tip 4

Cover letter = Sales letter. You say how the company benefits by choosing YOU. 5 parts of a cover letter: Headline, Opening hook, Proof, Ask, Closing.

### Tip 5

Cover letter should support your personal brand and:

- Show how you help others
  - Write to resonate
  - Include anecdotes, success stories
- 

### Step 1

Start with an intriguing headline

- 8 out of 10 people only read headline
- Write one and get noticed!
- 3 styles: List, Ask question, or Excite

#### Example headline for an education student

Lauren Jones implements differentiated instruction to meet the varying needs of all learners including special needs and ESOL students.

## Step 2

- Compelling first 2 sentences
- Tie to headline
- Use strong nouns, verbs
- Write in present tense

### Example

I am passionate about teaching special needs and ESOL students. My name is Lauren Jones, and I have the ability and experience to effectively teach to the growing demands of diversity among our schools today.

## Step 3

- Use simple language
- Simplify complex ideas
- Emphasize communication



Sample Journalistic Cover letter

**Lauren Jones**

2203 Wilson Drive  
West Linn, OR 97068

Cell: (503) 123-4567  
LJones@mail.com

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May 31, 2012

Oregon City School District  
Holcomb Elementary School  
123 ABC Road  
Oregon City, OR 97045

**Lauren Jones implements differentiated instruction to meet the varying needs of all learners including special needs and ESOL students.**

Dear Mr. Thompson:

I am passionate about teaching special needs and ESOL students. My name is Lauren Jones, and I have the ability and experience to effectively teach to the growing demands of diversity among our schools today.

My philosophy of education is aimed towards incorporating differentiated teaching strategies, multicultural education; a community based learning environment, and projecting high expectations for each student. I have a strong passion for motivating students to reach their fullest potential within an exciting and meaningful learning environment. Additionally, my Hispanic heritage has enhanced my interest in pursuing an ESOL Endorsement in hopes to more effectively teach students of diverse cultures, ethnicities, and backgrounds. Throughout my experiences of teaching in various learning environments, I have had numerous opportunities to teach diverse groups of students, including those with behavioral special needs, learning disabilities, language immersion, and the talented & gifted. These experiences have helped me become proficient at designing and implementing creative, meaningful and effective lesson plans that are differentiated to meet the needs of all students. These experiences have also helped me to develop into a well-rounded and effective teacher.

In December of 2012, I will graduate with a Masters of Education Degree with an ESOL Endorsement from Oregon State University. I have a Bachelors of Science Degree in Elementary Education from Southern Oregon University and have a Teaching License qualified to teach grades Pre-K through eighth in the state of Oregon.

Optimism, dedication, flexibility and a willingness to work with others for the benefit of all students are character traits that best describe me in the classroom environment.

In closing, I look forward with great interest to meeting you and discussing the many ways I can make a significant contribution to the Oregon city School District and educational programs at Holcomb Elementary School. Thank you in advance for your consideration.

Sincerely,

Lauren Jones



## Professional Reference List Tips

If you haven't thought about who you would like to have as professional references, start thinking about it now. It will be easier if you prepare your list ahead of time, rather than rushing at the last minute.

Here are some things to keep in mind:

1. Remember that prospective employers want to hear about your **professional** experience, not what your family or friends have to say about your last golf game.
2. Think of people who know you and your work well, and would be willing and available to speak to your work experience and achievements. This can include leaders, managers, supervisors, clients, vendors and colleagues. Don't forget leaders in the community if you are actively involved.
3. Your list may initially start with 7-10 or more people. Consider the different aspects of your background, your expertise and the type of work you are pursuing. This will also help you narrow your list down to 3-5 core individuals.
4. Ask the person for permission. Don't assume that someone will be a reference for you.
5. Provide them with your current resume to have on hand when they are called by the hiring company. Share the types of jobs you are pursuing so they can be aware of your interests.
6. It doesn't hurt to ask them what they plan to say about you. If you don't believe they will be a strong reference for you, you may need to consider someone else on your list. You want a reference to help you land the job, not eliminate you from a job.
7. Ask them how they want their contact information listed on your reference list. Make sure to double-check phone numbers! If they change jobs or companies, get their current information, the last thing you want is an unreachable reference. When companies start doing reference checks, an offer is usually imminent.
8. Thank them! Don't forget they are also a networking contact for you, ask who they know!
9. Periodically update them on the status of your job search. Keep it positive and brief. This gives you an opportunity to stay in touch, while gently reminding them that you are still looking.
10. Notify them when a prospective employer is planning to check references so you can review the company and position with them and they can tailor their responses. References don't want to be caught off guard with an unexpected call. They won't appreciate it and the prospective employer may have second thoughts about you.
11. When you land that next opportunity, follow-up with your references to thank them again. This is a professional courtesy that often gets missed. A hand-written note provides a personal touch.
12. Stay in touch with your references! Just because you landed a job doesn't mean the networking stops.
13. Ask what you can do for them. See how you can assist them to show you appreciate their support and encouragement. Pay it forward.

**Credit for the information contained needs to be given to the following offices:**

[Maryhurst University Career Center](#); Portland, Oregon

[University of Georgia Career Center](#); Athens, Georgia

Susan Rich, [RichWriting](#)

[University of Portland Career Services](#); Portland, Oregon