

# **Resume and Cover Letter Writing Guide**

**for**

**Christendom College's**

**Education for Life**

**Career Prep Courses**

**2020-2021 Academic Year**

## “Good” Resume Requirements for Christendom College Education for Life

1. **One Page Resume:** Recruiters do not *read* your resume; they do a 15-30 second "spot check" of your resume. When your resume is too long, it just takes your best stuff - the stuff that would have made the "one page cut" - and dilutes it with more mediocre content.
2. **Do Not Include an Objective:** All an objective does is state, in a wordy way, what position you're interested in. The company already knows what position you are interested in because you applied for a particular position and mentioned it in your cover letter.
3. **Eye-Pleasing:** Use a proven template (various options are provided in course materials – do not use a Microsoft WORD template) which will make it easier to read and remember to use only one font (you may use bold, italics, underline, if you wish), and one color.
4. **Distinctive Sections:** A resume should have at least four sections, including, Personal Header, Education, Work Experience, Other Activities, but may have other optional sections, such as, Skills & Abilities, Honors & Awards, Campus Involvement, or Volunteer Activities.
  - a. **Header:** Make sure that your resume has a header (in the header portion of the document), with an easy to understand email address (do not use your “crusaders4life@gmail.com, but rather john.doe@christendom.edu or john.doe@gmail.com), and put your LinkedIn address there as well. See [these instructions](#) for creating a unique LinkedIn URL.
  - b. **Education Section:** Current students and recent grads should list their college education experience at the top of their resumes, and never include their high school education information (unless one is applying to that particular high school for a position or the person to whom you are applying happened to go to that school). The general rule of thumb is to list your GPA if it's at least 3.5 or higher. Also list if you have been on Dean's List, received First or Second Honors, or were a Presidential Academic Scholarship recipient, etc.
  - c. **Relevant Experience/Work Experience:** All work is experience, even if it is volunteer work. If you were an Ambassador or member of SAC or a Class President, or you were the president/captain/manager of a club or organization, even if not paid, you should list this “job” under the relevant or work experience section. All work experience entrees should include:
    - i. **Must include** name, city, state of employer, and the “month/year to month/year” of employment. Must have Job Title as well.
    - ii. **Use Short Bullets:** Because resume screeners only spend 15 - 30 seconds on your resume, so anything that feels like a paragraph just won't get read. Keep your bullets to one line and use action verbs to begin each sentence.
    - iii. **Accomplishment Oriented:** Your bullets should focus on your accomplishments - that is, the impact you had - rather than your responsibilities, whenever possible. What did you build, manage, supervise, create, design, optimize, lead, etc? Don't say, “Responsible for.....” USE ACTION VERBS found on next page.
    - iv. **Quantify:** Whenever possible, you should quantify your accomplishments. If you optimized something, by how much? If you were selected to be an RA, Ambassador, SAC member, ECSP counselor, etc., out of how many people? This is not always possible.
  - d. **Additional Sections:** You can put additional experience, like leadership activities, awards, volunteer service, memberships in clubs or teams, etc., in a section entitled, Other Activities, Skills & Abilities, Honors & Activities, Campus Involvement or Volunteer Activities (changing the name of the section depending on what you list). Be careful here to focus on what really matters – make it fit the job for which you are applying.
5. **Do not list References:** References are important, and everyone should have at least three that can attest to one's abilities, but this does not belong on the resume. The employer assumes you have references available upon request.

All resumes submitted for EFL courses must meet these standards. **SEE SAMPLES BELOW**

## **ACTION VERBS to USE FOR RESUMES**

accelerated	constructed	explained	measured	reproduced
accomplished	contacted	explored	mediated	researched
achieved	continued	facilitated	modeled	resolved
acquired	contracted	figured	modified	responded
activated	convened	financed	molded	restored
adapted	conveyed	focused	monitored	retained
adjusted	coordinated	forecasted	motivated	retrieved
administered	corresponded	formed	named	reviewed
advised	counseled	formulated	negotiated	revised
allocated	created	fostered	observed	rewrote
analyzed	critiqued	founded	obtained	routed
annotated	decided	functioned	operated	scheduled
anticipated	defined	generated	ordered	searched
applied	delegated	governed	organized	selected
appraised	delivered	grouped	originated	served
arranged	demonstrated	guided	outlined	shaped
articulated	derived	helped	oversaw	shared
assembled	designed	identified	perceived	showed
assessed	detected	illustrated	performed	simplified
assigned	determined	immunized	persuaded	solicited
authored	developed	implemented	planned	solved
balanced	devised	improved	planted	specified
briefed	directed	increased	presented	spoke
budgeted	distributed	informed	presided	stimulated
built	drafted	initiated	printed	structured
catalogued	edited	instituted	produced	studied
categorized	educated	instructed	protected	supervised
chaired	effected	interpreted	provided	supported
clarified	elicited	interviewed	publicized	synthesized
cleared	encouraged	introduced	questioned	targeted
coded	established	invented	raised	taught
collaborated	evaluated	investigated	recommended	tested
compared	examined	judged	recorded	trained
compiled	executed	led	recruited	translated
completed	exhibited	listened	reduced	tutored
composed	expanded	maintained	rendered	updated
computed	expedited	managed	repaired	utilized
conducted	experienced	marketed	reported	verified
consolidated	experimented	mastered	represented	wrote

## “Good” Cover Letter Requirements for Christendom College EFL

1. **One Page Letter:** A cover letter must only be one page long.
2. **Include Header:** The heading and font should match the heading and font on your resume.
3. **Include Date:** Below the header, at the top of the letter, include the date.
4. **Include Employer’s Address:** Title, first, last name, company name, street address, city, state, zip. If the name of the person is not available, try and do some research to find out who the hiring manager is – you can look on the company website or LinkedIn or google.com.
5. **Include a Real Person’s Name:** Do not begin the letter with “To Whom It May Concern,” unless you have no possible way of finding out to whom to address the letter. You can call the business and ask or search for the name on the company’s LinkedIn page or website (as mentioned above).
6. **Three Sections:** There should be at least three sections in the body of the letter.
  - a. **Section I: Introduction:** The first paragraph should explain for which position you are interested in applying, where you saw or heard of the opening, and if you have any connections at the company – this is where you would mention your connection’s name as a reference, if applicable.
  - b. **Section II: Explanation of “Why you should hire me”:**
    - i. The second paragraph should explain what interests you about the position – your passion for the job opening, and how you will benefit the company in this position (not how you would benefit from being hired – always keep it about them, not you!!).
    - ii. The third paragraph should explain how your experiences match the expectations of the job requirements as laid out in the job description – go over the job description/requirements many times to ensure you understand what they need in a new employee.
    - iii. The fourth paragraph should explain why you believe that, although you may not necessarily meet all of the requirements of the job, you would be an asset to the company.
  - c. **Section III: Conclusion:** The letter must conclude strongly, detailing the next steps you plan on taking, including when you plan to follow up on your resume/cover letter submission.

All cover letters submitted for EFL courses must meet these standards. **SEE SAMPLES BELOW**

## “Good” Interview Questions Requirements for Christendom College EFL

- Tell me about yourself.
- Why do you want to work here and what interests you about this particular job?
- How has your education prepared you for this position?
- How do you handle failure?
- Please give me an example of a time when you had a problem with a supervisor/co-worker/professor and how you approached the problem. How was it resolved?
- What is your greatest strength and weakness?
- What would be three phrases, or words, used by your professors to describe you, and why?
- There are a lot of candidates looking at this position. What do you have that they don't have that would make me want to hire you over any of them?
- What are your salary requirements?
- What questions do you have for me?
  - Each of the above questions must be submitted in short-essay format answers (125-200 words per answer).
  - The answers must be written specifically for a particular job opening (you may research online to find examples of how others answered these similar questions – but you must make them your own, and job specific).
  - The answers should refer back to your work experience (e.g., My greatest strength is that I am highly organized. While working as a desk attendant at the country club, I had to manage multiple projects at the same time, and during that time, I was able to maintain an order with which my supervisor was impressed. I never lost receipts, my desk was always clean, and all emails were answered the same day they were received.).
  - Answers should be compelling, make you stand out from the crowd, and, ultimately, should make the reader want to hire you.
    - <https://biginterview.com/blog/2012/02/job-interview-best-practices.html>
- Sample answers, suggestions, and insights may be found here:
  - <https://www.forbes.com/sites/jacquelynsmith/2013/01/11/how-to-ace-the-50-most-common-interview-questions/#15eeae044624>
  - <https://www.thebalance.com/job-interview-questions-and-answers-2061204>
  - <https://www.inc.com/jeff-haden/27-most-common-job-interview-questions-and-answers.html>
  - <https://www.monster.com/career-advice/article/top-10-interview-questions-prep>
  - <https://collegegrad.com/jobsearch/mastering-the-interview/ten-tough-interview-questions-and-ten-great-answers>
  - <https://biginterview.com/blog/interview-questions-answers>
  - <https://www.thebalancecareers.com/job-interviews-4161912>

**SAMPLE RESUME 1 – only use this version if you happen to have a bunch of jobs at the same institution (see the Christendom College entry below)**

# John B. Doe

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## EDUCATION

### ***Bachelor of Arts, Philosophy***

*Expected May 2020*

Christendom College, Front Royal, VA

- Presidential Scholarship Recipient
- Dean's List 6 semesters; GPA 3.75/4.0

### ***LinkedIn Learning Certificates of Completion***

- Excel: Scenario Planning and Analysis 2019
- Quickbooks Online Essential Training 2020

## WORK EXPERIENCE

### **NAKED MOUNTAIN WINERY AND VINEYARDS, Markham, VA**

Tasting Room Staff

May 2017 – Present

- Pour wines for tasting, educate customers on the wine, and answer any questions.
- Welcome customers and seat them to order food or direct them to the bar to teach them about the wines.
- Explain and market the company's wine club to customers and encourage them to join.

### **WARREN MEMORIAL HOSPITAL, Front Royal, VA**

Women's Care Center and Medical-Surgical Unit Volunteer Assistant

Oct 2016 – May 2017

- Answered phones; answered questions, took messages, or directed callers to desired department.
- Performed callbacks to emergency room patients, and responded to their questions.

### **CHRISTENDOM COLLEGE, Front Royal, VA**

Library Supervisor

Aug 2016 – May 2017

- Assigned work schedules, manage employees, and ensured quality and timely delivery of service.
- Supervised the library during evening hours, maintained silence among patrons.
- Managed rules and regulations; resolved patron complaints.

Technology Assistant, Student Government Activities Council

Aug 2016 – May 2017

- Trained volunteers in use of equipment such as soundboards, speakers, microphones, and computers.
- Prepared for events by performing activities such as selecting and setting up microphones.

Office Supervisor

Aug 2015 – May 2016

- Supervised the library in the evenings, maintained quiet hours, ensured quality service, and answered questions or concerns from library patrons.

Founder and First President, Swing Club

Aug 2015 – Dec 2016

- Planned and executed all club related events and activities, including advertising and budget.
- Hired and trained volunteer instructors; collaborated with senior staff of the college.

## OTHER ACTIVITIES

- Varsity Player, Crusader Rugby Team, Christendom College Aug 2016 – May 2017
- Member, Cincinnatus League, Christendom College Aug 2015 – May 2016
- Volunteer Missionary, Peru May 2016

# ***JOHN B. DOE***

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## **EDUCATION**

### **Bachelor of Arts, English Language and Literature**

Expected May 2018

Christendom College, Front Royal, VA

- Classical liberal arts curriculum: History, English Literature, Political Science, Theology, Philosophy, Latin, Mathematics, and Science
- Dean's List 7 consecutive semesters; GPA 3.74/4.0

### **Linkedin Learning Certificates of Completion**

- Python: Programming Efficiently 2020
- Code Clinic: C# 2020

## **WORK EXPERIENCE**

### **Executive Assistant to the Dean of Student Life**

Month Year – present

*Christendom College, Front Royal, Virginia*

- Assist Dean and Associate Dean in all aspects of managing Student Life Office
- Serve as liaison between students and Dean; supervise other members of Student Life staff
- Provide clerical and administrative assistance in professional manner

### **Senior Class President**

Month Year – Month Year

*Christendom College, Front Royal, Virginia*

- Planned, organized, and executed college-wide extra-curricular community building events
- Worked with team of fellow students; managed budgets; recruited volunteers; marketed events
- Met regularly with fellow classmates and served as liaison between seniors and administration

### **Special Events Planning Associate**

Month Year – Month Year

*Christendom College, Front Royal, Virginia*

- Planned and executed college-wide events, working with team of volunteer students
- Managed budget, advertising, refreshments, and entertainment needs for events

### **Assistant Admissions Counselor**

Month Year – Month Year

*Christendom College, Front Royal, Virginia*

- One of a select group of students chosen to represent the college to prospective students
- Aided college admissions office with recruitment of students; provided feedback on students
- Arranged accommodations and activities for visiting students; led campus tours

## **OTHER ACTIVITIES**

- Volunteer Missionary, Banica, Dominican Republic 2017
- Active Participant, Chester-Belloc Debate Society 2016 – 2017
- Advertising Director, Student Government Activities Council 2015 – 2016
- Varsity Player, Lady Crusader Basketball Team, Christendom College 2016 – 2017
- Senior Class Fundraising Coordinator, Christendom College 2017 – 2018
- Member, Christendom Players Theatrical Group, Christendom College 2015 – 2017

**SAMPLE RESUME 3 – good for someone who has community college classes**

# JOHN B. DOE

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## EDUCATION

**Bachelor of Arts** *Major:* Philosophy; *Minor:* Economics Expected May 2018  
Christendom College, Front Royal, Virginia GPA 3.65

**Completed 12 credits** Month Year – Month Year  
Lord Fairfax Community College, Middletown, Virginia  
Courses completed: Intro to Business, Microeconomics, Macroeconomics, Cost Accounting

## WORK EXPERIENCE

**Transportation Associate** Month Year – Present  
*Christendom College, Front Royal, Virginia*

- Drive college fleet vehicles to manage the transportation needs of college VIPs.
- Drive college faculty, staff, students, and visitors to and from the airport as needed.

**Kitchen Assistant** Month Year – Month Year  
*Christendom College, Front Royal, VA*

- Provided customer service to clients in busy college dining hall.
- Maintained cleanliness, stocked inventory, washed dishes, assisted with food preparation.
- Assisted Executive Chef as needed.

**Academic Success Mentor** Month Year – Month Year  
*Christendom College, Front Royal, VA*

- Selected from student body to provide struggling students with academic aid.
- Built rapport with students; created welcoming environment to enhance study skills.

**Library Desk-Page** Month Year – Month Year  
*Christendom College, Front Royal, VA*

- Checked in books, searched donations, provided customer service.
- Managed mail delivery and maintained cleanliness of front desk area.

**Resident Assistant, Student Life Department** Month Year – Month Year  
*Christendom College, Front Royal, VA*

- Oversaw dormitory life for approximately 45 female students.
- Enforced rules and regulations; provided leadership and counseling.
- Planned and executed community building floor activities; managed budgetary spending.

## HONORS & ACTIVITIES

- President, Cincinnatus League, Christendom College 2015 – 2017
- Treasurer, Student Government Activities Council, Christendom College 2016 – 2017
- Member, Swing Dance Club, Christendom College 2014 – 2016

**SAMPLE RESUME 4 – good to use if you are looking for a teaching job**

# John B. Doe

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## **SUMMARY**

Supervisory, managerial, and teaching experience

- Well-rounded liberal arts education with a focus on reading and writing
- Much experience working with children and youth

## **EDUCATION**

**Bachelor of Arts in Philosophy, Magna Cum Laude**

Expected May 2019

Christendom College, Front Royal, Virginia

*Courses taken include:*

History of Western Civilization      Fundamentals of Catholic Doctrine  
Philosophy of Human Nature      Mathematics (**name of course**)  
Literature of Western Civilization      Science (**name of course**)

## **EXPERIENCE**

**Writing Center Tutor**

Month Year – Present

*Christendom College, Front Royal, VA*

- Mentor peers to develop and compose high-quality academic papers and presentations.
- Instruct fellow students in use of proper grammar, syntax, and style.

**Information and Data Assistant, Advancement Department**

Month Year – Month Year

*Christendom College, Front Royal, VA*

- Input and updated accurate constituent information in *The Raiser's Edge*
- Made personal thank-you and screening calls to benefactors; processed mailings.
- Maintained a high level of confidentiality with sensitive information.

**Receptionist and Administrative Assistant, Office of the President** Month Year – Month Year

*Christendom College, Front Royal, Virginia*

- Served as first-impression to external constituents; answered phones, greeted guests.
- Provided administrative support to Executive Assistant to the President.

**Library Office Supervisor**

Month Year – Month Year

*Christendom College, Front Royal, Virginia*

- Managed Interlibrary Loan Department; assisted with budget tracking and purchasing.
- Supervised the library during evening hours; maintained policies in a professional manner.

## **ACTIVITIES**

- Member, Schola and Choir 2016 – 2017
- Member, Thomistic Tuesdays Philosophical Discussion 2017 – 2018
- Grassroots Volunteer, Various Political Campaigns 2015

## **PROFESSIONAL DEVELOPMENT**

**Learning Office 365** – LinkedIn Learning

Month Year

**Business Etiquette** – LinkedIn Learning

Month Year

# John B. Doe

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## Education

- B.A., English Language and Literature** May 2018  
Christendom College, Front Royal, VA
- Classical liberal arts curriculum: History, English Literature, Political Science, Theology, Philosophy, Latin, Mathematics, and Science
  - Dean's List, 7 consecutive semesters: GPA 3.65/4.0
  - Presidential Scholarship Recipient (2014-2018)
- Linkedin Learning Certificates of Completion**
- Financial Accounting Part 1 and 2 2019
  - Finance Foundations 2020

## Work Experience

- Computer Services Assistant** Month Year – Present  
*Christendom College, Front Royal, Virginia*
- Supervise the college's computers and printers; provide quality customer service
  - Serve as liaison between Computer Services Manager and clientele
- Volleyball Team Manager** Month Year – Month Year  
*Christendom College, Front Royal, Virginia*
- Managed cleaning of uniforms and stocking of medical kits; set up the locker room
  - Prepared gym for sporting events; monitored budgetary spending
- Special Operations Field Worker** Month Year – Month Year  
*Christendom College, Front Royal, VA*
- Provided general maintenance assistance; moved furniture, maintained vans
  - Managed communication flow between Supervisor and other members of staff
  - Supervised other members of communications staff; provided direction and oversight
- Photojournalist** Month Year – Month Year  
*Christendom College, Front Royal, VA*
- Worked with team of photographers to capture images of life on campus
  - Edited and selected photos to use for print and web
  - Met with Public Relations Director to receive weekly assignments
- Assistant Manager** Month Year – Month Year  
*Sacred Grounds Coffee Shop, Front Royal, VA*
- Assisted manager with daily tasks, including training new staff members
  - Provided superior customer service; maintained cleanliness; managed inventory
- Administrative Assistant, Advancement Office** Month Year – Month Year  
*Christendom College, Front Royal, VA*
- Utilized Word Office Suite and Raisers Edge Database to complete tasks
  - Provided clerical assistance to the Advancement Department
  - Cultivated relationships with donors through mailings and phone calls

## Other Activities

- Senior Class Vice President, Student Government Activities Council 2014 – 2016
- Dance Instructor, Swing Dance Club, Christendom College 2014 – 2016
- Member, Chester-Belloc Debate Society, Christendom College 2013 – 2015

# JANE B. DOE

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## EDUCATION

**Bachelor of Arts in Mathematics**  
Christendom College, Front Royal, VA

Expected Graduation: May 2020  
Cumulative GPA: 3.5/4.0

## RELEVANT EXPERIENCE

**Business and Billing Office Assistant**  
Christendom College, Front Royal, VA

August 2017 – Present

- Process student loan payments in Alpha software and review current day entries
- Compose letters and emails to students and parents about loans and payment processes
- Create student loan information folders and purge outdated files

**Financial Planning Summer Intern**  
FinanceStar, Boise, ID

May 2018 – August 2018

- Observed Financial Advisors conduct consultation meetings with clients about services
- Created client profiles about investments and accounts using Naviplan software
- Utilized risk assessment to create a sample financial plan using Naviplan software
- Attended day-long workshop to learn about client meeting types and strategies for success

## WORK EXPERIENCE

**Resident Assistant**  
Christendom College, Front Royal, VA

August 2018 – Present

- Create positive living environment by connecting residents and mediating conflict
- Plan and facilitate educational, communal, and spiritual events for residents
- Conduct checks for both cleanliness and curfew
- Participate in meetings on how to improve service by contributing ideas

**Barista**  
Central Perk, New York, NY

August 2016 – August 2017

- Trained new employees on customer service, food and drink preparation, and policies
- Built customer rapport by engaging in conversation during checkout
- Developed new recipes and advertised to customers

## CAMPUS INVOLVEMENT

Student Ambassador  
Varsity Player, Lady Crusaders  
Member, Cincinnatus League

August 2018 – Present  
August 2017 – Present  
August 2017 – Present

## COVER LETTER 1

# JOHN B. DOE

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September 14, 2017

Sr. Bernadette McManigal, BVM  
Superintendent of Catholic Schools  
Office of Catholic Schools  
200 North Glebe Road, Suite 503  
Arlington, VA 22203

Dear Sr. Bernadette:

I would like to express my strong interest in serving the Diocese of Arlington through a teaching position at one of the Diocese's Catholic schools.

As a senior at Christendom College expecting to graduate in May with a Bachelor's degree in Theology, I believe that I would be able to be of great service to the Diocese of Arlington's school system. I have had extensive experience both in teaching and in working for Catholic organizations, and my broad liberal arts education has well-prepared me to teach a diverse range of subjects. Also, by taking a six-credit Teaching Practicum, I have gained valuable skills through twelve weeks of observation and teaching experience at three local private schools (two Catholic and one Christian).

In working as a teacher for the Diocese of Arlington, I would have the privilege of combining my love for teaching with my desire to serve the Church. I am very excited about the possibility of becoming a part of Arlington's vibrant Catholic community through employment with the Diocese (as have a number of other Christendom College graduates whom I know and who have spoken enthusiastically and highly of their teaching experiences in Diocesan schools).

I am confident that my enthusiastic commitment to the Faith, my ability to multi-task and adapt to new environments, and my attentive concern for the development of the whole person will serve me well in the intellectual and spiritual formation of the youth of this Diocese. I intend to bring to my position as a Catholic school teacher the same energy, joy, and work ethic that has impressed my college professors and previous employers, and through which I hope to inspire young people to embrace the beauty of learning and encounter the love of Jesus Christ.

I would very much like to have a conversation with you in the near future to learn more about the Diocesan hiring process for Catholic school teachers, and to establish a mutual interest. I will call you by the end of the week to answer any questions you may have about my qualifications and background.

Thank you for your time and consideration. I look forward to speaking with you.

Sincerely,

John Doe

## COVER LETTER 2

*JOHN B. DOE*

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January 23, 2017

Sheila Armsworth  
Human Resources  
The Museum of Fine Arts  
Job 17-078EDU  
P.O. Box 6826  
Houston, TX 77265-6826

Dear Ms. Armsworth:

I am writing to express my strong interest in the position of Community Relations Coordinator at the Museum of Fine Arts. After learning about this opening, and then researching your organization, I am confident that I would be an ideal addition to your team of committed staff members in this newly created position.

As a history major with ample experience in teaching, customer service, and community outreach and relations, I am fully aware of the importance of growing strong relationships with constituents and the importance of strong interpersonal and organizational skills in order to make this come to fruition. My strong interest in working for the Museum comes from my passion for customer service and my eagerness to share my love for the fine arts.

The particular position of Community Relations Coordinator is immensely appealing to me for a number of reasons. To begin, through my liberal arts education, I have gained an exceptional ability to “think outside the box,” as they say, and to “see the big picture,” rather than getting bogged down in the minutia of details. In majoring in history, I was exposed to many courses in philosophy, literature, and political science as well, which gave me a better well-rounded educational experience. Additionally, I am positive that my exceptional communication skills, which I utilized to the fullest in many of my former positions, particularly working as a park ranger, an administrative associate, and food service employee, will be of great benefit to the Museum in this position.

Secondly, my recent experience as a teacher has helped improve my presentation skills, as well as my abilities to work with people of all ages – from the children and their parents to my colleagues – and given me a better understanding of how to work with a diverse group of community members. Although it has not always been easy, I believe that I have been successful in my current teaching position and have gained the respect of everyone with whom I work.

I look forward to speaking with you further about this exciting new position and would welcome the opportunity to discuss further with you my qualifications, and to learn more about your hiring process. I will follow up with you early next week and look forward to our conversation.

Sincerely,

John Doe

## COVER LETTER 3

# JOHN B. DOE

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December 1, 2017

Mr. Patrick Trueman, CEO & President  
National Center on Sexual Exploitation  
1100 G Street NW #1030  
Washington, DC 20005

Dear Mr. Trueman:

I am writing to express my strong interest in the position of Development and Marketing Copywriter, as advertised on CatholicJobs.com. After learning about this opening, and then researching your organization, I am confident that I would be an ideal addition to your team of committed staff members.

As an English Language and Literature major at one of the most conservative, Catholic colleges in the nation, I am fully aware of the many problems facing our society. The culture's exploitation of women and children through pornography and in the sex trafficking industry is a serious problem, and one that seems to be growing daily, and deeply affecting all involved: men, women, and children alike. I want to work with your organization to help combat these problems and work to rid our country – and the world – of these plagues.

The particular position of copywriter is immensely appealing to me for a number of reasons. To begin, studying English as my undergraduate major has enabled me to have a very good grasp of the English language, which will give me an edge when writing marketing copy, online content, or developing campaigns. Secondly, although majoring in English, my exposure to philosophy, theology, political science, and history in Christendom College's core curriculum has given me the ability to think critically, and to see "the big picture."

Secondly, my experience, both as an online blogger and as one of the college's official photojournalists, has given me the necessary tools I would need to excel in helping NCOSE grow its online presence and better affect its constituents through well-designed publications, emails, and web pages, with top-notch professional imagery.

Finally, I am confident that my eagerness to want to change the culture for the better, and to make a deep impact on history, will be an asset to me in this position. I am very energetic, and I have a very positive outlook on life – which I think is important, especially when dealing with such tragic topics as pornography, sexual exploitation, and child abuse. But in the end, we are told – and must believe – that God will win, and I want to be a part of His winning team.

I look forward to speaking with you further about this exciting position and would welcome the opportunity to discuss further with you my qualifications, and to learn more about your hiring process. I will follow up with you early next week and look forward to our conversation.

Sincerely,

John Doe

## COVER LETTER 4

*JOHN B. DOE*

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August 22, 2017

Ms. Lisa Unsworth  
Arnold Worldwide  
10 Summer Street  
Boston, MA 02110

Dear Ms. Unsworth:

I would like to express my strong interest in working as the next Associate Marketing Manager at Arnold Worldwide, and would like the opportunity to explain why I believe I would be an asset to your marketing department.

During my years at college, I developed my passion for marketing – all aspects of it – from copy writing to design, layout to video editing, social media to advertising. Through my experiences of proactively managing all aspects of school-wide events as Student Body President, and serving as the Managing Editor of the college's student magazine, I came to a realization that my superior communication skills, my unrelenting ambition to succeed, and my ability to creatively solve problems would serve me well as a marketing manager.

In researching your company, it appears that my work ethic, my ability to remain composed during stressful situations, and my dry sense of humor may be an asset to Arnold Worldwide and its clients. As the writer and director of our senior class' Mystery Dinner Theater (a comedic theatrical production), I had to demonstrate exceptional organization skills, collaborate with my fellow classmates, manage the marketing efforts for the production, and build relationships with various departments and leaders on campus. The end result of this massive undertaking was a huge success – raising a record \$10,000 for the college as part of our Senior Class Gift.

I am confident that my excellent interpersonal and managerial skills will solidify me as an ideal candidate for the position of Associate Marketing Manager. I have reviewed the job description and am positive that I meet the desired qualifications. I have been successful in my academic career, extra-curricular activities, and in my leadership role as Student Body President, and am eager to bring my energy and excitement to this venture.

I am an inspired natural leader, who brings creative thinking and exceptional organizational skills to each and every position I have held. I am optimistic in my outlook and have a deep sense of wonder and curiosity that enables me to connect with those with whom I work and manage, giving me the edge I need to strive for excellence and achieve success.

I would very much like to have a conversation with you in the near future to learn more about this exciting position, your company's hiring process, and to establish a mutual interest. I will call you by the end of the week to answer any questions you may have about my qualifications and background.

Thank you for your time and consideration.

Sincerely,

John Doe

# 9 Resume Mistakes That Might Cost You A Job

*By Christine Ryan Jyoti (adapted)*

Résumés are the heartbeat of a career search,” says Jacqui Barrett-Poindexter, a career and workplace adviser at Glassdoor. “If done well, your résumé will tell your story and sell you.”

**1. Making Grammatical Errors and Typos :** There’s no room for sloppiness. According to a 2013 CareerBuilder survey, 58% of employers identified résumés with typos as one of the top mistakes that led them to automatically dismiss a candidate.

**2. Submitting Incorrect Information:** Getting simple details wrong will get your résumé tossed into the reject pile, fast. “When you put an incorrect phone number down or mess up your job titles or dates, it makes your résumé look haphazard. If you say you’re detail-oriented, and we catch incorrect information on your résumé, it’s a big red flag,” say experts.

**3. Giving Everyone the Same Résumé:** CareerBuilder’s survey found that 36% of employers identified résumés that are too generic as one of the mistakes that may lead them to automatically dismiss a candidate. “A personalized résumé is focused to the target audience’s needs,” adds the expert. If the job description says the role requires market analysis and planning, then weave that language into your résumé content, using real examples of analysis you performed and the results you achieved.

**4. Getting Too Elaborate With Formatting and Style:** Don’t let your résumé get out of hand with fonts and graphs and distract the reader from what’s important (how qualified you are). If you’re going to use bullets, they should be the same size and shape in each section and align from page to page.

**5. Being Vague:** Employers like to see as much information as possible up front. Highlight your accomplishments. If you raised money or saved money, put down the actual dollar figure—never give a generality that you can’t verify when they dig deeper.

**6. Squeezing Too Many Words Onto the Page:** CareerBuilder’s data shows that for new college graduates, 66% of employers say a résumé should be one page long, and for more seasoned workers, 77% of employers say they expect a résumé that’s at least two pages long.

**7. Omitting Exact Dates:** CareerBuilder’s survey found that 27% of employers identified résumés that don’t include exact dates of employment as one of the most common résumé mistakes that may lead them to automatically dismiss a candidate.

**8. Not Including Skills:** A list of hard skills and examples of how you put those skills to use in previous positions is a great way to stand out from the pack. In that same CareerBuilder survey, 35% of employers cited résumés that don’t include a list of skills as one of the most common résumé mistakes that may lead them to automatically dismiss a candidate.

**9. Using an Objective Statement:** Current trends indicate the days of including an objective statement in your résumé are gone.

—*Christine Ryan Jyoti is a Washington, D.C.-based freelance writer.*

# What employers want

The job search is a lot like dating. You are the suitor, trying to woo a prospective company into taking you on. You dress nicely, get the jitters before meeting for the first time, and show off all the wonderful things you can bring, *if they pick you*. If the job search is like dating, then the resume and cover letter combined are like a love letter to the prospective company.

## Skills that employers want

Every year, the National Association of Colleges and Employers (NACE) surveys employers to determine what they look for in a resume and new hires. Below are the attributes listed in order of importance:

1. Ability to work in a team structure
2. Ability to verbally communicate with persons inside and outside the organization
3. Ability to make decisions and solve problems
4. Ability to obtain and process information
5. Ability to plan, organize and prioritize work
6. Ability to analyze quantitative data
7. Technical knowledge related to the job
8. Proficiency with computer software programs
9. Ability to create and/or edit written reports
10. Ability to sell or influence others

## Pet Peeves & Common Resume Mistakes

- Leaving out dates
- Baseless description of personal strengths
- Entitlement mentality ("I have my degree, I'm sharp; what can you do for me?")
- No accomplishments listed, only job duties
- Statements of accomplishments without a clear indication of where or when they were made
- Fancy fonts
- Photo included
- Graphics
- Typos
- Misspellings
- Fluff words
- Poor grammar
- Disorganized
- Lack of clear direction, focus

## Final Thoughts

It will take some effort to craft a good resume and cover letter, but it's worth it. The time you devote to making your resume better will pay off in the end in increased interview opportunities – which is the sole purpose of the resume/cover letter. Although it should be brief, your resume/cover letter must tell your story and entice a recruiter or hiring manager to call you in for an interview. These two documents are critical to the success of your job hunt and should not be taken lightly. The cover letter that accompanies every resume must be compelling and tell even more of your story – and show your passion.