

Name

Street • City, State Zip • Phone • Email

JOB OBJECTIVE

Very concisely state what job you would like next.

SUMMARY

- Write three or four bullet statements that summarize why you would be good at your job objective. Each statement should be no longer than two lines.
- Your statements should highlight your relevant strengths such as experience, skills, community service, and personality traits.
- Prioritize the statements in this section so the most relevant one comes first.

PROFESSIONAL EXPERIENCE

- COMPANY NAME, City, State, 20xx-present
- Job Title
- Write two or more bullet statements about the work you performed on this job and what you learned or accomplished that's relevant to your job objective.
- Quantify results of your accomplishments when possible and appropriate; refer to how you positively affected the organization, the bottom line, your boss, co-workers, or customers.
- Mention on-the-job awards or commendations you received that relate to your job objective.

COMPANY NAME, City, State, 20xx-xx

Job Title

- Write two or more bullet statements about the work you performed on this job and what you learned or accomplished that's relevant to your job objective. Follow the tips mentioned above.
 - Prioritize the statements under each Job Title section so the most relevant one comes first.
- COMPANY NAME, City, State, 20xx-xx
- Job Title**
- Write two or more bullet statements about the work you performed on this job and what you learned or accomplished that's relevant to your job objective. Follow the tips mentioned above.
 - Prioritize the statements under each Job Title section so the most relevant one comes first.

EDUCATION

Degree, Major [if relevant], 20xx
School, City, State

COMMUNITY SERVICE

Organization, Position held, 20xx-present
Organization, Position held, 20xx-xx

Resume & Cover Letter Strategies

AGENDA

Overview and the Basics

- **Choosing a Format**
- **Parts of a Resume**
- **Experience Statements – P.A.R.**
- **Cover Letters**

THE BASICS

- **Purpose: to get an interview**
- **Not ONE correct way**
- **Customize every time**
- **Brief is best - include relevant information**
- **Visual appeal – fonts, margins, paper**
- **Gather your tools**
- **Effectively organize information**
- **Two primary formats to choose from**

SURVEY SAYS...

- No accomplishments (78%)**
- Negative visual impact (55%)**
- Poor or no cover letter (40%)**
- Lack of objective (36%)**
- Format problems (32%)**
- Irrelevant data (29%)**
- Inadequate job description (12%)**
- Time gaps unexplained (10%)**
- Resume too long (10%)**

DON'T ...

- **Lie or exaggerate**
- **Show salary or offer explanations**
- **List references, personal information**
- **Make up your own abbreviations**
- **Keep repeating phrases or words**
- **Use “I” statements**

DO ...

- **Emphasize accomplishments**
- **Use active verbs to show your skills**
- **Use company or industry language**
- **Proofread for errors, misspellings**

RESUME FORMAT

Chronological

Functional

Chronological is the most traditional

Functional combines skills and chronology

CHRONOLOGICAL

- **Lists work experience in reverse**
- **Includes 10-15 years of experience**
- **Include position title, name of organization, location and dates of employment**
- **Best for anyone on a career path that has been building over time and shows a logical progression**

CHRONOLOGICAL

Name

Street • City, State Zip • Phone • Email

JOB OBJECTIVE

Very concisely state what job you would like next.

SUMMARY

- Write three or four bullet statements that summarize why you would be good at your job objective. Each statement should be no longer than two lines.
- Your statements should highlight your relevant strengths such as experience, skills, community service, and personality traits.
- Prioritize the statements in this section so the most relevant one comes first.

PROFESSIONAL EXPERIENCE

COMPANY NAME, City, State, 20xx-present

Job Title

- Write two or more bullet statements about the work you performed on this job and what you learned or accomplished that's relevant to your job objective.
- Quantify results of your accomplishments when possible and appropriate; refer to how you positively affected the organization, the bottom line, your boss, co-workers, or customers.
- Mention on-the-job awards or commendations you received that relate to your job objective.

COMPANY NAME, City, State, 20xx-xx

Job Title

- Write two or more bullet statements about the work you performed on this job and what you learned or accomplished that's relevant to your job objective. Follow the tips mentioned above.
- Prioritize the statements under each Job Title section so the most relevant one comes first.

COMPANY NAME, City, State, 19xx-xx

Job Title

- Write two or more bullet statements about the work you performed on this job and what you learned or accomplished that's relevant to your job objective. Follow the tips mentioned above.
- Prioritize the statements under each Job Title section so the most relevant one comes first.

EDUCATION

Degree, Major [if relevant], 20xx
School, City, State

COMMUNITY SERVICE

Organization, Position held, 20xx-present
Organization, Position held, 20xx-xx

CHRONOLOGICAL RESUME TEMPLATE

YOUR NAME

Street Address, City, State, Zip
(619) xxx-xxxx / Cell (619) xxx-xxxx
jobseeker@email.com

OBJECTIVE: To obtain a position as (specific job title and name of company)

SUMMARY OF QUALIFICATIONS

- Number of years experience in the field or line of work.
- A quality or characteristic of yours that supports your employment goal.
- **Key skills, talents or special knowledge related to your job objective.**
- Another accomplishment or characteristic describing your work ethic.

RELEVANT EXPERIENCE AND SKILLS

Job Title, WORKPLACE, City, State 2006-present

- Accomplishment/one-liner from this job that's relevant to the new job objective.
- Accomplishment/one-liner from this job that's relevant to the new job objective.
- Accomplishment/one-liner from this job that's relevant to the new job objective.

Job Title, WORKPLACE, City, State 2005-2006

- Accomplishment/one-liner from this job that's relevant to the new job objective.

FUNCTIONAL

- **Presents capabilities according to their relevance to job target and in order of priority to that job**
- **Focus first on the transferable skills and functions most likely to interest the employer**
- **Minimize less relevant work and employment gaps by listing work history, without details, at the bottom**

FUNCTIONAL continued

Functional format is best if you ...

- **Are making a significant career change**
- **Have gaps of employment**
- **Have many different jobs in a short time**
- **Are a recent graduate with no experience**

FUNCTIONAL

NAME

Street • City, State Zip • Phone • Email

JOB OBJECTIVE

Very concisely state what job you would like next.

HIGHLIGHTS OF QUALIFICATIONS

- Write three or four bullet statements that summarize why you would be good at your job objective. Each statement should be no longer than two lines.
- Your statements should highlight your relevant strengths such as experience, skills, community service, and personality traits.
- Prioritize the statements in this section so the most relevant one comes first.

PROFESSIONAL ACCOMPLISHMENTS

KEY SKILL

- Write two or more bullet statements about employment or volunteer activities in which you used this skill.
- Quantify results of your accomplishments when possible and appropriate; refer to how you positively affected the organization, the bottom line, your boss, co-workers, or customers.
- Mention awards or commendations you received that required this skill.
- If you used this skill to solve problems, briefly describe the problems and results.

KEY SKILL

- Write two or more bullet statements, following the tips mentioned under the first Key Skill section.
- Prioritize the statements under each Key Skill section so the most relevant one comes first.

WORK HISTORY

20xx-present	ORGANIZATION, City, State Job Title
19xx-xx	ORGANIZATION, City, State Job Title
19xx-xx	ORGANIZATION, City, State Job Title

EDUCATION

Degree, Major [if relevant], 20xx
 School, City, State

COMMUNITY SERVICE

Position held, Organization, 20xx-present
 Position held, Organization, 20xx-xx

FUNCTIONAL RESUME TEMPLATE

YOUR NAME

Street Address

City, State, and Zip

(415) xxx-xxxx

OBJECTIVE: To obtain a position as (specific job title and name of company)

|SUMMARY OF QUALIFICATIONS

- Number of years experience in the field or line of work.
- Relevant credentials or training or education
- An accomplishment* that directly relates to the objective.
- A quality* or characteristic* of yours that supports this goal.
- Another accomplishment*, or another characteristic*.

**reflected in the details below, of course*

RELEVANT EXPERIENCE & ACCOMPLISHMENTS

ONE RELEVANT SKILL

- An accomplishment* that illustrates or documents this skill.
- Another accomplishment* that illustrates or documents this skill.
- Another accomplishment* that illustrates or documents this skill.

ANOTHER RELEVANT SKILL

- An accomplishment* that illustrates or documents this skill.

Text Only Resume...

Always have a flash drive handy with your resumes and cover letters on in two formats...

- 1. MS Word formatted**
- 2. One text-only version**

STEPS TO TEXT ONLY...

Step 1: Save your Resume as a Text Only document (*Plain Text in Windows XP*).

Step 2: Make sure you have all the keywords that define your job qualifications.

Step 3: Delete any references to "page two," "Continued," or your name or head on page 2. You are making your resume appear as one continuous electronic document.

Step 4: Use all CAPS for words that need special emphasis. For the best overall effect, use all caps sparingly and judiciously, highlighting only what you really want to have stand out.

Step 5: Replace each bullet point with a standard keyboard symbol. Suggested replacements are: Dashes (-) Plus signs (+) Single or Double Asterisks (*) (**)

Step 6: Use straight quotes in place of curly quotes.

Step 7: Rearrange text if necessary.



Chris Q. Surname

Campus Address
 1234 Wilson Avenue
 West Lafayette, IN 47905
 (317) 123-4567
 chrisq@email.address.com

Permanent Address
 1234 Ohio Trail
 Long Beach, CA 90801
 (310) 123-4567
 lrp@web.address@web

Objective
 A sales and marketing internship allowing me to utilize my leadership and communication skills and apply my knowledge of the health care industry.

Education
 Purdue University, West Lafayette, IN May 2009
 Krassner School of Management Major GPA: 3.34/D
 B.S. in Management GPA: 2.54/D
 • Marketing Minor
 • Human Resources Minor

Paralel Computer Applications
 Microsoft Office: Microsoft Access
 Manage Comms/Info: Internet Explorer

Special Course Project
 On campus, I worked on a Social Media Marketing project for a local business. I was responsible for creating and managing the business's social media presence on Facebook, Twitter, and LinkedIn. I also conducted market research and analyzed customer feedback to improve the business's online presence. This project allowed me to apply my marketing and communication skills in a practical setting.

Work Experience
 Pharmacy Assistant, ABC Pharmacy, West Lafayette, IN December 2007 - Present
 • Assisted in customer service, including answering questions, providing product recommendations, and processing transactions.
 • Maintained inventory levels and organized the pharmacy's backroom.
 • Assisted in the preparation and dispensing of prescriptions.

Sales Associate, Nima's Cottage, Michigan City, IN July 1992 - November 1994
 • Sold and registered and opened/good items in a responsible manner.

Leadership Activities
 O&S Master
 • Central Committee Co-Chair
 • Student
 • Publicity
 Delta Gamma Society

Delta Sigma Pi Professional Fraternity
 Krassner Employees Forum Hostess
 Management Ambassador
 Purdue Water Ski Club
 March of Dimes Walk-Assisted

HEADER

- **Contact Information**
- **Name should be prominent**
- **Use a professional e-mail address**
- **Consider adding a design line**
- **Name & page number on second page**

JOB OBJECTIVE

- **Pros & Cons: specific, vague, none**
- **May use a “headline” instead**
- **Everything supports objective**
- **Job description = words you need**

JOB OBJECTIVE

Sample of a **weak** objective:

“A challenging position that will allow me to contribute to the growth of the organization while offering an opportunity for advancement.”

JOB OBJECTIVE

Sample of a **strong** objective:

“To obtain a position teaching English in a charter school.”

OBJECTIVE option...

Use a HEADLINE

- **Customer Service Representative**
- **Account Executive**
- **Senior office administrator with over 10 years of human resources experience**

SUMMARY STATEMENT

- **Brief look at experience and education**
- **Reflects employers' requirements**
- **Use 3-5 bullet statements**

Title options:

➤ ***Summary***

➤ ***Qualifications***

➤ ***Profile***

➤ ***Career Highlights***

SUMMARY INCLUDES...

- **Number of years of experience**
- **Credentials, education or training**
- **Key accomplishments**
- **Key strengths, skills or characteristics for the position**
- **Bilingual skills**

EDUCATION / TRAINING

- **Before or after Work Experience?**
- **List where, what, when (dates are preferred)**
- **While in school say “in progress”**
- **Include on-the-job training**

ADDITIONAL SECTIONS

- **Honors and Awards (recent grads)**
- **Community Service (not court ordered)**
- **Unique or Specialized Training**
- **Professional Development**
- **Professional Affiliations**

Accomplishments – P.A.R.

**Accomplishments are best described
using the PAR formula:**

P = Problem (a problem you encountered)

A = Action (the action you took)

R = Results (%\$#+-)

SHOW RESULTS

Instead of...

“Responsible for office filing system.”

Use...

“Reviewed and revamped outdated file management system resulting in a 20% increase in staff efficiency.”

TIPS FOR WRITING P.A.R. STATEMENTS

- **Develop a Brag File**
- **Review past job descriptions**
- **Work backwards**
- **“Resulted in ...”**

IT'S YOUR TURN

- **Practice writing P.A.R. statements**
- **Use numbers, statistics, percentages, names, titles, etc. where possible**
- **Review the samples for ideas**

Final Ideas

- **Remember to proofread (get “new eyes” to have a look)**
- **Save a copy of each version you send out to employers (i.e., CostcoResume.doc)**
- **Writing your resume will help you describe your accomplishments in the interview**
- **Update your resume every few months, even when you are on the job**



COVER LETTERS

Career Development Services

Your Work. Your Life. Our Mission.

COVER LETTERS

- **Customize for each job**
- **Pre-sell your resume**
- **Email or snail mail**
- **Address to a real person: don't assume gender, spelling of name, or title**
- **If you can, make a personal link**
- **Express enthusiasm and interest**

COVER LETTERS cont'd

- **Use their words to show what you can do**
- **Show that you know something about the organization or industry**
- **Take the initiative**
- **One page – exactly the same header, paper and font as your resume**
- **Proofread (your letter must be perfect)**

ACTION STEPS

List two actions you will take after this class:

1.

2.

San Diego Continuing Education's Job Board:

cds.jobing.com

