

Your Resume wins you an Interview

- * “A great resume doesn’t just tell them what you have done but makes the same assertion that all good ads do: If you buy this product, you will get these specific, direct benefits.”



Rockport Institute – *How to Write a Masterpiece Resume*

Win an Interview

- * Ask yourself “*what would make the perfect candidate*” when crafting your resume.
 - * Gain hints from advertisement
 - * Gain hints from research about field (Plan A&B)
 - * Gain hints from research on organization (TPS)
 - * Gain hints from your informational interview with someone in this field
- * Employers are looking for someone who “speaks the same language.”

Research, Research & Research

- * Library – books on resume writing
 - * **check the copy right date**
- * Career Services
 - * create a draft and meet with **Mike Phillips**
 - * walk in – 2-4:30 on Fridays
 - * by appointment - call 962-7144
 - * Save all drafts – have Mike initial & date and attach to resume assignment
- * Other school websites
 - * [UVA](#)
 - * [VT](#)

Resumes

- * Every Resume is Different
 - * For class some standards we will discuss
- * Do NOT use _____ to create your resume
 - * Templates
 - * Tables
- * **TARGET** your resume to the position
 - * Why even overly involved can create a 1 page resume

Resume Basic Formatting Tips

- basic tools
 - * Tabs
 - * Indents
 - * Small caps
 - * complete the CBT – Working with Text and Paragraphs for more

Resume Basic Tips

- | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> • Format <ul style="list-style-type: none"> * Neat * Uniform • Content <ul style="list-style-type: none"> * Honest/Accurate * Succinct * Demonstrates accomplishments | <ul style="list-style-type: none"> • Margins <ul style="list-style-type: none"> * Equal all sides * Not less than .7 • Length <ul style="list-style-type: none"> * 1 page * Must fill top ½ of 2nd page – use if absolutely necessary • Font Size <ul style="list-style-type: none"> * 10 pt – smallest * 12 pt – largest (except name) |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Resumes Basic Tips

- Mistakes/Typos
 - * Absolutely none
- Paper
 - * White, antique white, beige
 - * Heavy duty with watermark
 - * Matching envelope
- Degree
 - * Which are correct?
 - * Bachelor of Arts
 - * Batchelor of Arts
 - * B.A.
 - * Communication
 - * Communications
 - * Speech COM
 - * Communication Studies

Additional Information

Personal Data

- should be located in header at top of page
 - * **for class** same format on cover letter & references
- Permanent address
 - * **for class** must include permanent and local address
- Appropriate email address
 - * Not UNCW
 - * Not a silly name like “sexybabe@aol.com”

Additional Information

• Objective

- * Be specific
 - * “Where I can hone my skills in PR”
- * Simple way to phrase your objective
 - * A(n) XXX position in an organization where YYY and ZZZ would be needed.
 - + XXX = name of position
 - + YYY & ZZZ = compelling qualities, abilities or achievements that make you stand out.
- * Is **optional** – if used everything on resume must support it

Additional Information

• Education

- * School, Degree Received, anticipated grad date; GPA is over 3.0 (some argue 3.5)
- * Relevant courses
 - * Do not list all course just the ones relevant for this job
 - + be selective when listing courses
 - + do not include if you have relevant experience
- * Other schools attended
 - * No degree - don't include unless something big happened there
 - + Won an award
 - + Ran an organization
 - * Degree received – do include

Additional Information

* Work Experience

- * No
 - * My responsibilities
 - * I did
- * Avoid "...ing"
- * Use Action Verbs/Power Verbs
- * As you talk about experience use numbers to highlight

Ann Hackett – 15 Tips for Writing Resumes

4 that apply to this step

- * Lead with strengths
- * Play Match Game
- * Use buzzwords
- * Show who you know

Additional Information

* Work Experience – continued

- * Doesn't have to be paid
 - * Have you volunteered somewhere?
 - * Have you completed an internship?

* Related Professional Information

- * Key word * related
- * Aka – Relevant Experience

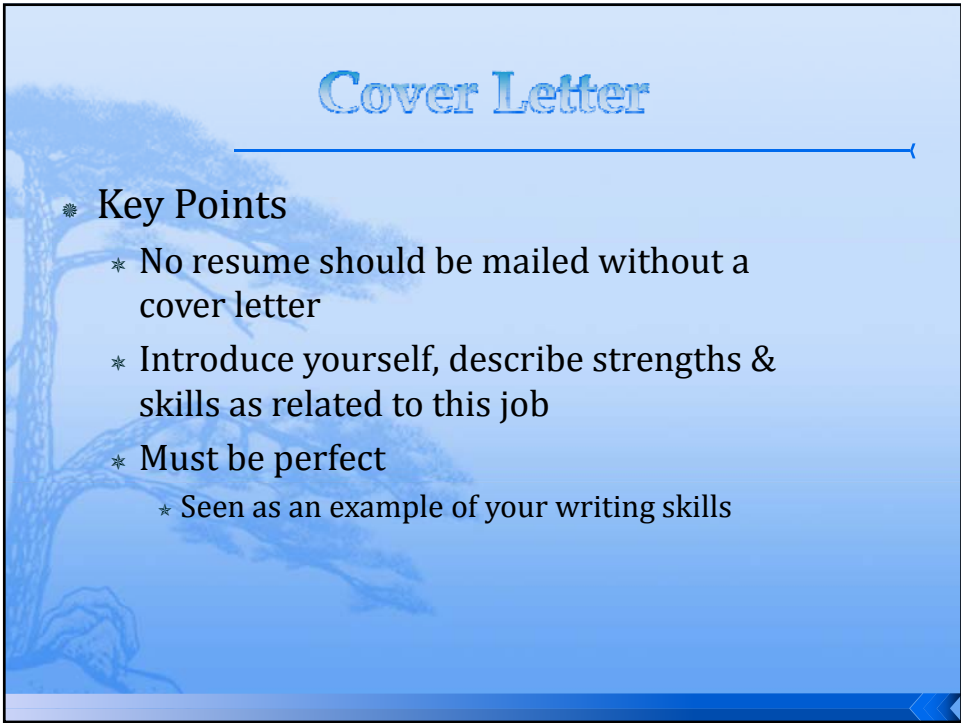
Additional Information

* References

- * Don't assume you will receive one without asking!
- * If a faculty member give them a
 - * Resume
 - * List of classes
 - + List of projects
 - * Helps if you let faculty member know in advance they may be receiving a call
 - + Provide details about position
- * You do not have to include
 - * References upon request on your resume

Don't

- * Handwrite your resume
- * Include personal data such as height, weight, marital status, or hobbies
- * Ruin a beautiful resume by using a low-quality printer, an old printer cartridge, or reproduce on a dirty copier.
- * Keep it to yourself.



Cover Letter - 1st of 3 elements

* Introductory Paragraph

- * Mention the specific position title
 - * can be handled with a RE: line after the address before the Dear:
 - ^ RE: Sales position posted in Star News 8/7/05
- * Mention how you found position
 - * Mr. Joseph Smith, CEO of PPD NOT Joey Smith pres of a drug company in Wilmington
- * Push the benefits of hiring you
 - * You desire an employee with a Bachelor of Arts in Communication Studies and at least one year experience. I will receive my ... and have eighteen months experience through my internships.

1st of 3 elements continued

- * Tell why applying to this specific organization
 - * “Outstanding reputation” or “Environmentally friendly” or “New product to launch”
 - * Illustrates you have researched the organization

Cover Letter - 2nd of 3 elements

* Body

- * 1 or 2 paragraphs
- * Why this job interests you
 - * skills you have
 - * knowledge you have about the organization
- * Brag about self and accomplishments

- * Educational
- * Relevant experience

Focus on what you bring to them
Do not regurgitate your resume
Show how you fit them

- * Incorporate industry buzzwords

Cover Letter - 3rd element

* Closing

- * Be polite yet explicit regarding what you expect
 - * "I would like to arrange an interview at your earliest convenience."
 - * "I will be in your area the week of March 9, 2009."
- * Tell how you can be reached
- * Tell them you will call on a specific day

Cover Letter - tips

- Reveal your enthusiasm and tell them why you are worthy
- Personalize your cover letter
 - * create your own stationary
 - * must use same letterhead as resume
- Spell names accurately
 - * call or use website to find names
- Keep to one page
- Have white space
- Same paper/font as resume

“Would you please consider my request for a personal interview to discuss my qualifications and to learn more about this opportunity.”

Do not assume that just because it is in a guidebook that it is appropriate. Use your own common sense.

Thank You Notes

What is wrong with the following?

Susan Smith
1234 Seahawk Lane
Wilmington, NC 28401

July 28, 2005

Dear Mr. Bingham

I would like to thank you for the opportunity to interview for the Practice Administrator position in your organization on July 21, 2005, in which I felt went extremely well. After our in dept conversation of what you organization is searching for in a Practice Administrator I feel that my qualifications would allow me to be a valuable contributor to your team. I look forward to hearing from you in the near future.

Sincerely,
Susan Smith

Thank You Note

- * The same day as your interview send the thank you note
- * Email okay but not great
 - * Unless technology based organization
 - * Doesn't hurt to follow with mailed version

Thank You Notes - Style

- * **Typed**
 - * Use same stationary as your resume and cover letter
 - * Can be on a note card
 - * Can be example of your tech. Skills
- * **Hand written**
 - * Handwriting must be neat and legible
 - * No whiteout or scratched through words
 - * Use Stationary or note card

Thank You Note - Tips

- Send a personalized one to everyone that interviews you
 - * Get name and title correct
 - * Ask for business card
- Some argue have prepared to drop in mail as you walk out the door – I'm horrified at this idea
 - * How can you personalize
- Send even if you don't want to work for organization or you don't think you have a chance because interview didn't go well.
 - * You never know who they know!