

Resumes & Cover Letters 101

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THE UNIVERSITY OF ARIZONA

Student Engagement
& Career Development

**Why is an effective
resume so important?**

6

seconds

Did you know...?

61%

of employers dismiss a candidate from consideration due to typos

54%

of job seekers do not customize their resume

What is the purpose of a resume?

A. To get a job

B. To get an interview

C. Remind the interviewer why you are the best fit for the position

Answer: Both B & C

B. To get an interview

C. Remind the interviewer after
you're gone

Your resume is a quick look at
you & your accomplishments.
Making it effective could lead to
an interview... or not!

The background is a solid red color with a repeating pattern of white line-art icons. These icons include a laptop, a briefcase, a lightbulb, a bar chart, a handshake, a graduation cap, a pencil, a gear, a document, and a person. The icons are arranged in a grid-like pattern, with some larger and some smaller.

**How many pages
should my resume be?**

1-2 pages

Formatting

- Typical resume is 1 page (2 for more experience)
- Not smaller than size 10 font
- No pronouns or sentences
- Consistent formatting
- Use bold, italics, and underlining sparingly and strategically
- Updated dates and consistent verb tenses
- No headers or footers
- No graphics

Should I have an objective statement?

- A. Optional
- B. Always
- C. Never

My answer: Nah

Consider a profile statement summary of qualifications is optional.

Customize it to the job: Provide a snapshot of what you offer an employer related to your skills, experience, and achievements.

What should be included on your resume?

- A. Photos
- B. Home address
- C. LinkedIn profile URL

No photos. Home address optional.

Begin your resume with name,
phone number, professional email,
website, and/or LinkedIn

Talan Donnelly

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NIKITA PRASAD

For privacy, you might not include your mailing address.
Do include your telephone number, email, and *LinkedIn* address.

nprasad@gmail.com (503) 621-2588
<http://www.linkedin.com/pub/nikita-prasad>

A crisp, focused resume demonstrates an ability to synthesize, prioritize, and convey the most important information about you.

- Laszlo Bock, SVP People Operations, Google

The background is a light blue color with a repeating pattern of various business and professional icons. These icons include a handshake, a laptop, a briefcase, a lightbulb, a bar chart, a gear, a document, a person, and a graduation cap, all rendered in a simple, line-art style. The icons are scattered across the entire page, creating a textured, professional feel.

**How do you talk about
your experience on your
resume?**

Know the job description, company, and industry

- Pick out keywords and use them in your resume – especially for **Applicant Tracking Systems**
- Research employees with similar titles on LinkedIn
- Use the language of the job description
- Allocate real estate according to relevance

**A resume isn't a list
of job duties.**

It must showcase your
accomplishments.

**Don't tell us what your
job was – tell us why you
were GREAT at it.**

Articulating Your Experience

- Use 3 to 5 bullet points per position.
- Describe your experience, focusing on accomplishments rather than job duties
- Be specific (but not esoteric)
- Quantify and qualify

Specific bullet points

What did you actually do?
HOW did you do it?
What were the results?

NO: • Supported the development and sale of new products by employing innovative marketing strategies

YES: • Generated sales of new products through social media campaigns, using Twitter and Facebook to drive traffic to the website, increasing new product page views by 350%

Quantify

How many, how much, how often – compared to what?

But how do you make your accomplishments stand out? There's a simple formula. Every one of your accomplishments should be presented as:

Accomplished [X] as measured by [Y] by doing [Z]

In other words, start with an active verb, numerically measure what you accomplished, provide a baseline for comparison, and detail what you did to achieve your goal. Consider the following two descriptions of the same work, and ask yourself which would look better on a resume:

1. Studied financial performance of companies and made investment recommendations
2. Improved portfolio performance by 12% (\$1.2M) over one year by refining cost of capital calculations for information-poor markets and re-weighting portfolio based on resulting valuations

(Laszlo Bock again)



1. Professional experience

Founding member of Nova Systems funded by North Bridge and Charles River Venture Partners (Coco and MAP were initial investors too). Nova Systems builds RFID and RTLS products and solutions that are currently deployed at over 400 sites around the world in over 50 countries.

- Part of the core product team responsible for creating and refining the company's market strategy, product, marketing, sales, analysis, product positioning and marketing execution plans.
- Responsible for product development and validation effort - including hardware design, testing, alpha group product and customer trials.
- Responsible for product and equipment validation effort to support hardware design, testing in the field release of the software applications, and the complete hardware product addressing the needs of the market.
- Responsible for partner disclosure management of the new strategic effort.

- Developed new customer sites (via channels) in Europe and Middle East which were critical to scaling the company in 2009/2010.
- Instrumental in acquiring and managing channel partners worldwide - training, "priming the pump".
- Instrumental in key selling, negotiating and most importantly closing projects - resulting in growth of service revenue.
- Managed the software development team - team was distributed between US and China.
- Developed engineering product requirements based on customer and partner engagements.

- Co-developer of the algorithms in the Nova product. I lined patents.
- Implemented the RF control and management algorithms in the Nova product.
- Set the standardization of Low-level Reader Protocol (LLRP), a world-wide standard for reader interface protocol. This standard involved coordinating with and driving members from 80+ companies worldwide. My effort was recognized within a year which was a record time for such a perspective. Was named with the GS1 Person of the Year award in all three regions for that effort.
- Co-chair of the Reader Protocol group in GS1/EPCglobal.
- Co-led the massive technology demonstration of a new European EPC Standard that led to the explosive growth of RFID in Europe. This also paved the way for installing Metro - one of Nova's largest customers.
- Instrumental in securing partnerships with the key technology vendors.

- Instrumental in 2008 - Jan 2004
- AT&T Technical Sales
- Led the technical coordination effort with AT&T. Provided architectural direction and input to the customer architecture and strategy. Coordinated the technical aspects of the sales effort. Defined and managed the lab testing of the products. Worked with the CEO and VP Sales in defining successful sales strategy, calculating its objective by AT&T for next generation packet core network.
- FPGA team lead
- Led the team of 8 engineers (6 designers + 2 verification) on critical FPGA designs (leading edge cross-connect architecture for the VCAT platform) successfully brought them to completion.
- Worked with the CEO & CTO in working out the technical and sales strategy for partnerships and customer sales. Played a lead technical role in select major account activities including AT&T, Bell Canada, SBC.
- As the lead architect - undertook number of hardware, software and system architecture projects across 3 platforms (Cisco, Juniper, and Ixera)
 - Architected modules that plug into AT&T's backbone router chassis. The modules are (i) packet aggregation module and (ii) packet channelized OC-N module. Both these modules were key to the AT&T MSN network architecture.
 - Architected and implemented the module access protocol for packet transport on the ring. This architecture included a novel QoS and SLA aware distributed ring-wide bandwidth management algorithm; queuing and buffering subsystems at the ring ingress node and packet assembly at the ring egress node. The architecture included all-shelf network processor and FPGA (Ring MAC sub-system).
 - Architected and implemented a Time-Space-Time architecture for the TDM portion of the network element. This architecture involved multiple chips (mix of off-the-shelf chips and FPGAs). The FPGAs included (i) switching/queue (ii) time-multiplex and (iii) framing and (iv) column switch. The column-switch FPGA is a novel high-density switch fabric (12.5Gb/s for the small-foot-size platform and 32.5Gb/s for the high-end platform). The TDM switching architecture was implemented using Stratix FPGA (15K for 12.5Gb/s and 15-40 for 32.5Gb/s). This architecture is a unique circuit, capable of partitioning



TECHNOLOGY INNOVATION EXECUTIVE PRODUCT MANAGEMENT & STRATEGY R&D

Strategic and forward thinking Product Management and Business Development Executive with more than twenty years of experience in consumer products, consumer electronics, network, IT, hardware and software segments. Not only strategic needs-based but also customer needs-based in developing go-to-market strategies, drive the entire development lifecycle, and manage the entire product lifecycle from development and testing into new markets. Business success complemented by exceptional academic background including degrees in Computer Science.

Research & Development, Global Market Strategy, Product Lifecycle Management, Standards Development, IT Strategy, Product Design, Software Development, Project Management

PROFESSIONAL EXPERIENCE

Nova Systems - Westford, MA
Product analysis and R&E analysis and validation of customer R&D also analysis 2008 - Present

VICE PRESIDENT
One of the founding team members, acted as architect, subject matter expert, and multi-key contributors to Nova's product development. Authored world-class product and representative of standards groups. As the lead of solutions and technology, set, aligned focus, technology and product strategy with the needs and requirements of global customers planning to deploy RFID and RTLS solutions. Led solution engineering team and managed solutions development teams in China and US.

- Re-strategized and re-focused the company to Operational Patient Logistics in Healthcare - market entry, go-to-market, competitive analysis, product positioning and validation, and execution plans.
- Established channel partnerships with Europe and Middle East to build recurring revenue. Negotiated and closed a license deal of rights to manufacturing.
- Secured 8 patents for hundreds of algorithms that contributed to an award-winning Nova product. Authored 2 patent-disclosures in support of the new strategic Healthcare effort.
- Created worldwide standard for reader interface protocol - Low-level Reader Protocol (LLRP). Coordinated revenues from 80+ companies worldwide in recent time which was recognized with GS1 Person of the Year award in 2007. Served as co-chair of Reader Protocol group in GS1/EPC Global.
- Led a successful large-scale demonstration of new European EPC Standard that created explosive growth in Europe - in 2008 and established foundation to capture key account - Metro.

Intellectual Property - Sudbury, MA
Designer of multi-optical products enabling carriers to maximize utilization of SD-WAN infrastructure 2000 - 2004

DIRECTOR - NETWORK ARCHITECTURE
Led team of 8 engineers in design and implementation of the core algorithms in PGPA. Drove innovation with next generation architecture design. Performed competitive analysis and managed customer and vendor relations.

- Architected several critical components including:
 - Novel optical protocol for transport built with novel QoS and SLA aware distributed ring-wide bandwidth management algorithm. Full featured off-shelf network processors and FPGAs.
 - Time-Space-Time architecture for TDM portion of network element. Included multi-switch novel high-density switch fabric (12.5Gb/s for the small-foot-size platform, 32.5Gb/s for the high-end platform).
 - Time-Space-Time architecture that supported a diverse set of services across the network.
- Acted as lead architect and partnered directly with CEO and VP of Sales to support technical aspects of AT&T in selecting solution for their next generation packet core network.
- Secured 3 patents for CAM technology.

Astral Point - Chelmsford, MA
Designer of multi-optical products 2000

PERFORMANCE ANALYSIS CONSULTANT
Worked with AT&T on the VP of Engineering and the CTO on network performance, scheduling and QoS issues, and service level management.

Intellectual Property - Sudbury, MA
Network multi-optical products enabling carriers to maximize utilization of SD-WAN infrastructure 1998 - 2000

PRINCIPAL ENGINEER
Collaborated with AT&T on the next generation enterprise switch, including system architecture.

- Lead engineering of ATM network for a SmartSwitch Router, including system architecture, software and hardware development, service level verification, and debugging.

Intellectual Property - Chelmsford, MA
Worked with AT&T on the next generation enterprise switch, including system architecture 1998 - 1998

PRINCIPAL ENGINEER
Lead engineering of ATM network for a SmartSwitch Router, including system architecture, software and hardware development, service level verification, and debugging.

- Secured 3 patents in networking group and secured 200 million revenue switch project (SmartSwitch Digital Switch). Collaborated to design innovative multi-layered OC-N architecture in high capacity switch fabric. Invented OC-N switching algorithm that was one of the first to provide QoS and delay guarantees to a router switch fabric.
- Evaluated performance and recommended several improvements to ensure optimized buffer requirements including analysis of SmartSwitch Router box, multilayer performance, and setting of Head of Line (HOL) scheduling algorithm.
- Worked with AT&T on the next generation enterprise switch, including system architecture and development experience with AT&T and Texas A&M University.

EDUCATION

Computer Science - Texas A&M University - College Station, Texas
Electrical Engineering - Texas A&M University - College Station, Texas
Electrical Engineering - Indian Institute of Technology, Roorkee, India

**Thoughts,
questions, tips,
ideas?**



Cover letters

Your chance to pitch yourself

- for a specific job,
- to a real person,
- in your own words!

Who loves cover letters?!



How to get started

How would you talk to a friend about why you're interested in this job and why you'd be great at it?

Make a chart:

- Bullets from the job descriptions on one side
- Your related accomplishments, skills, experience, and knowledge on the other

You have 3-5 paragraphs:

- What are the top 3 skills required for this particular job? Show how you bring them.
- Show some enthusiasm
- Address any major red flags

It's about them, not you.

- Speak the language of the organization and the job posting.
- Address how you help THEM, not how they help you.

DO NOT USE A TEMPLATE

After reviewing your job description, it's clear that you're looking for a candidate that is extremely familiar with the responsibilities associated with the role, and can perform them confidently.

Customize, customize, and customize. And be human.

Hello Susan,

I am relocating (home!) to the Valley of the Sun and I could not be more excited about this opportunity!

I am currently the _____ at _____ where I focus on creating and strengthening mutually beneficial employer relationships, researching current employment trends and preparing my students for career readiness. Already this week, I was on the phone with a production company, an agency representative and a social marketing firm developing new and exclusive opportunities for our students.

I think you will find that my strong account management knowledge, relationship building skills, and demonstrated experience expanding employer connections will be invaluable. My proven ability to manage an ever-changing work environment and balance the telecommute / outreach / main campus work schedule likely sets me apart in the field of candidates.

I have attached my resume and cover letter to this email and will apply through Human Resources in the morning. I look forward to speaking with you more about this fantastic opportunity!

Bear Down and Go Cats!

Thoughts, ideas, tips, questions?

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