

Resumes

A well crafted resume can set you apart from other candidates. Strong resumes do more than summarize your educational background and work history; they emphasize the **results** of your efforts and draw clear parallels between your skills and experience and an employer's needs.

Curriculum Vitae (CV's)

CV's are commonly used outside of the United States. CVs are typically used to apply for a job abroad or when searching for an academic or research oriented position. CVs are more than two pages and cover your education accomplishments such as research, publications, patents, teaching experience, poster sessions and professional memberships.

THE 5 STEPS OF RESUME DEVELOPMENT

Step 1: Analyze the Position Description

Read the position descriptions thoroughly and then highlight all of the keywords which indicate required and preferred skills, abilities, attributes, and qualifications. If an employer is looking for someone who is innovative, punctual, and attentive to detail, consider using these same or similar words in your resume.

Step 2: Generate a List of Accomplishments

Create an inventory of your accomplishments—tasks you enjoyed doing, did well, and are proud of. Include education/training, volunteer experience, jobs, projects, travel, group or team activities, and skills. Focus on the outcomes of your efforts, including skills you have developed. Quantify your results if possible. Don't sell yourself short! Resumes are promotional tools.

Step 3: Identify Relevant Skill Areas

Frame your experience so that it focuses on skills and achievements that are desirable for that particular position/field/industry. Make sure each accomplishment you list highlights a skill the employer is seeking, often listed in the position responsibilities and qualifications.

Remember **transferable skills**, skills you've developed that can be used in many different settings! If you are applying to your first position in a field/industry, consider in detail which skills you have developed (and how) from past experiences that may translate to this new environment.

Step 4: Write Descriptive Phrases

Using **action verbs** (see p. 18), write concise phrases to describe experiences that demonstrate your relevant skills. The accomplishments on your resume should ultimately be targeted to address an employer's needs. Do your best to place them in order of relevance with the most relevant information as close as possible to the top.

Step 5: Choose a Format

Within **one page**, aim to develop a focused, succinct marketing document that clearly communicates your value and relevant experience and skills.



Management Skills

Achieved	Analyzed	Assigned	Attained	Chaired	Conceived	Consolidated
Coordinated	Decided	Encouraged	Improved	Incorporated	Increased	Inspired
Launched	Managed	Outlined	Produced	Recommended	Reevaluated	Reported
United						

Communication Skills

Arbitrated	Arranged	Authored	Collaborated	Convinced	Counseled	Defined
Developed	Directed	Drafted	Edited	Enlisted	Formulated	Influenced
Mediated	Moderated	Motivated	Negotiated	Persuaded	Promoted	Reconciled
Recruited	Renegotiated	Reported	Researched	Spoke	Translated	

Research Skills

Clarified	Collected	Conceived	Critiqued	Detected	Diagnosed	Disproved
Evaluated	Examined	Extracted	Identified	Inspected	Interpreted	Interviewed
Investigated	Organized	Reported	Researched	Searched	Studied	Summarized
Surveyed	Systematized	Wrote				

Technical Skills

Analyzed	Assembled	Built	Calculated	Computed	Designed	Devised
Engineered	Fabricated	Inspected	Maintained	Operated	Overhauled	Programmed
Remodeled	Repaired	Solved	Trained	Upgraded		

Financial Skills

Adjusted	Administered	Allocated	Analyzed	Appraised	Audited	Balanced
Budgeted	Calculated	Compared	Computed	Developed	Estimated	Forecasted
Managed	Marketed	Planned	Projected	Reevaluated	Researched	

Creative Skills

Acted	Applied	Composed	Conceived	Created	Customized	Conceptualized
Designed	Developed	Directed	Established	Evaluated	Fashioned	Formed
Formulated	Founded	Illustrated	Initiated	Instituted	Integrated	Introduced
Invented	Originated	Performed	Planned	Produced	Projected	Refined
Researched	Revitalized	Rewrote	Shaped	Updated		

Helping Skills

Advised	Aided	Assessed	Assisted	Brought	Coordinated	Counseled
Demonstrated	Diagnosed	Educated	Encouraged	Enlisted	Expedited	Facilitated
Familiarized	Guided	Helped	Inspired	Maintained	Modified	Motivated
Performed	Referred	Rehabilitated	Represented	Supported	Upheld	

Detail Oriented Skills

Arranged	Compiled	Described	Edited	Estimated	Executed	Generated
Implemented	Maintained	Monitored	Observed	Operated	Organized	Prepared
Proofread	Recorded	Screened	Systematized	Tabulated	Validated	

RESUME CHECKLIST

- Are your name, address, city, state, zip code, phone number and email address at the top of the page?
- Is the resume pleasing to the eye with an easy-to-read font size and typeface, and an easy-to-follow layout? Can an employer learn the basics about you with a 10-second glance at it?
- Did you use bullets, bold, all capitals, and/or underlining to highlight the parts you want to emphasize (e.g., job titles)?
- Did you tailor your resume for the position by including key skills and experiences the employer wants?
- Is information listed in order of importance and relevance to the requirements listed in the job description?
- Does the resume avoid generalities and provide specific information about context, actions taken, and results?
- Do most phrases begin with action verbs such as “developed,” “initiated,” etc.?
- Have you been accurate and truthful about your accomplishments rather than being too modest or exaggerating?
- Did you check the spelling of every word and make sure the grammar and punctuation are correct?
- If you know your resume will be scanned, did you omit columns, underlining, and bullets?
- Have you had a Career Center Counselor or Peer Advisor critique it?
- If you were the employer, would you call you for an interview?

Do's & Dont's

Do:

- Draft a clear and well-organized document.
- Bachelor's candidate resumes should be no more than two pages of relevant information.
- CVs should be no more than 4 pages in length.
- Check the spelling of every word and ensure there are no errors. Customize the content for the organization or opportunity.
- Describe duties and accomplishments in bullets. Quantify results when possible. Keep format consistent throughout document.

Don't:

- Include a picture or personal information such as weight, height, marital status, SSN, age, race, and religion.
- Use personal pronouns such as I, me, or my. Exaggerate your experiences.
- Start bullet points with “Responsible for” or “Duties included.”
- State current or previous salaries unless explicitly instructed to do so.

Proofreading

- Any typo or grammatical mistake on your resume or CV can indicate that you are not detail oriented.
- Do not rely on spell check to catch misspelled words. You should have several reliable people proofread your document before you send it out.

A well written cover letter should always accompany your resume or application. Its purpose is to introduce yourself, expand on the experience in your resume as it relates to the job description, and explain why you are interested in that specific company/ organization.

A good cover letter should:

- Open with a compelling paragraph that tells a story and catches the reader’s attention.
- Connect your experiences and qualifications with the desired qualifications of the employer.
- Include *specific information about why you want to work for the employer and industry.*
- Exemplify clear and concise writing skills with NO grammar/spelling errors.
- Demonstrate your knowledge of the position AND the company.



Cover Letters for Job or Internship Listings

Know the employer

1. Research the employer’s organization to see how your experience, skills, and abilities meet its needs. In your cover letter, show why you are a good fit. Send the letter to a specific person whenever possible; otherwise, use “Dear Hiring Manager,” “Dear Members of the Selection Committee,” or “Dear Hiring Team.”

2. Analyze the job description

Carefully review the position responsibilities and qualifications and design your cover letter to match these as much as possible. Sometimes position listings are vague. In these cases, draw from your experience of similar positions to infer which skills and abilities might be required or research similar positions online.

3. Analyze your background

Think about your background in relation to the position responsibilities and qualifications. Ask yourself, “What have I done that is similar to what this position entails?” Consider courses taken, classroom projects, work experience, summer jobs, internships, volunteer experience, extracurricular involvement, and travel. Be sure to indicate in the first paragraph what position you’re seeking. If a specific person recommended you for or alerted you about the position, include their name and title up front. For example “Jason Ryner, your Marketing Manager, recommended that I apply for this position.”

Prospecting Letters

If you are inquiring about possible openings, you are sending an Inquiry or Prospecting Letter. Address your letter to a specific individual, usually the person who supervises the functional area where you’d like to work. Be as specific as possible about the type of position that interests you. Ideally, your research will reveal the job titles used by this employer. If not, use generic job titles commonly understood in the field.

COVER LETTER SAMPLE

STOP! Don't submit your cover letter until you have completed the following:

- Write an original targeted cover letter for each employer and position.
- State in the first sentence why you are writing and why you are interested.
- Show that your career goals are aligned with both the position and the organization.
- Make your points succinctly; every point should support your readiness to contribute.
- Proofread for typos and accuracy of contact information. Have another set of eyes review it, too.
- Run spell check before sending your final copy, but remember that it does not catch everything.
- Follow up with the employer if you hear nothing after 2-3 weeks. Inquire if any further information is needed and reiterate your interest.

YOUR NAME

Email - Phone Number - Address

Month Date, Year

Employer or HR Manager's Name

Company Name

Employer Street Address

City, State Zip code

Dear Mr./Ms./Dr. Last Name of Addressee:

Opening Paragraph

State the position you are applying for, how you found out about it, and ask for consideration based on your skills and experiences you have to offer. If you were referred by someone (ie: someone you know at the company, a recruiter you met at a career fair, etc) state that here. Make a general statement summarizing what qualifies you most for the job.

2nd Paragraph

In this section, you want to build a direct connection between the company's needs and your background and skills. Stress what you have to offer, avoid talking about what you want from them. Identify those parts of your experience that will interest THIS employer (refer to the job description if possible). You can draw attention to relevant course work, special projects and campus activities if they show direct relationship to this position. Do not restate what's in your resume, rather expand upon a specific project or accomplishment.

3rd Paragraph – Optional

Convince the employer that you have the personal qualities, passion and motivation to succeed at this specific company. Relate your interests/passion to what you know about the company. (Convince the employer that you not only have the *skills to do well at the job, but a vested interest in the company, the industry, and the work itself.*)

Closing Paragraph

Restate your interest in this position and how your unique qualifications fit the position. Request an interview, or tell the reader that you will contact him/her soon in order to schedule a mutually convenient time to meet. Thank the reader for his/her time and consideration.

Sincerely,

Your Signature

Type Your Name

Be Careful Not To...

- Make your introduction long winded or forget to include your job objective to cause confusion about what you're applying for.
- Forget to proofread your letter or use spell check!
- Write a great deal about your experiences without explaining why they are relevant. Do provide details that will let the employer know that you understand what their company does or what the job entails.
- Write more than one page, forcing employers to hunt for your qualifications.
- Explain what the employer can do for you, instead of what you can do for them.
- Send the same generic cover letter to all employers.

Cover Letter Draft

A cover letter tells the story of your qualifications as they relate to the position for which you are applying. Let the job description be your guide when considering which experiences to share. Use keywords and qualifications in the description to reflect on areas in which you have experience or transferrable skills. The more customized your cover letter is to the job; the easier it is for the employer to see you performing the job!

Paragraph 1: ATTENTION Introduce yourself briefly. Indicate the job you are applying to and how your background makes you a good fit for the position. Include a contact from the organization if you know someone.

Paragraph 2: INTEREST Explain why you are interested in the position or the organization. This is your chance to show the employer that you have read the job description and know the company. Use the space below to consider these questions:

What stands out to you about the position? For example, if a position requires the use of Spanish-speaking skills, tell the employer how you used this skill as a conversation partner in campus club. _____

Why do you want to work at this company? Is it the company culture, their mission or an initiative of interest? Be specific.

Paragraph 3: FIT Give concrete examples of experiences or skills you have that make you a good fit for the position. Use keywords or qualifications from the job description. Here is an example:

Job Description Qualification:

The ideal candidate will be able to build strong relationships with customers.

Your Customized Cover Letter:

As a Guest Services Assistant with the Carolina Union, I addressed customers' needs by frequently checking on them throughout their event. I promptly accommodated modifications to the event details, which led me to build strong relationships with our customers as evidenced by a 100% positive evaluation rate.

How would you relate an experience or story to a job description? _____

Paragraph 4: CLOSING Reiterate your interest by indicating that you would like to request an interview and thank the employer for their time. _____
