



FALL 2020

STUDENT & ALUMNI

Cover Letter, Résumé, and Reference Guide

In this guide, you will find:

- How to decipher a job description
- How to match your skills to the position
- How to draft a cover letter
- Cover letter templates & samples
- How to draft a résumé
- Information about bullet points
- List of action verbs
- Résumé templates & samples
- Cover letter and résumé checklist
- Information about references

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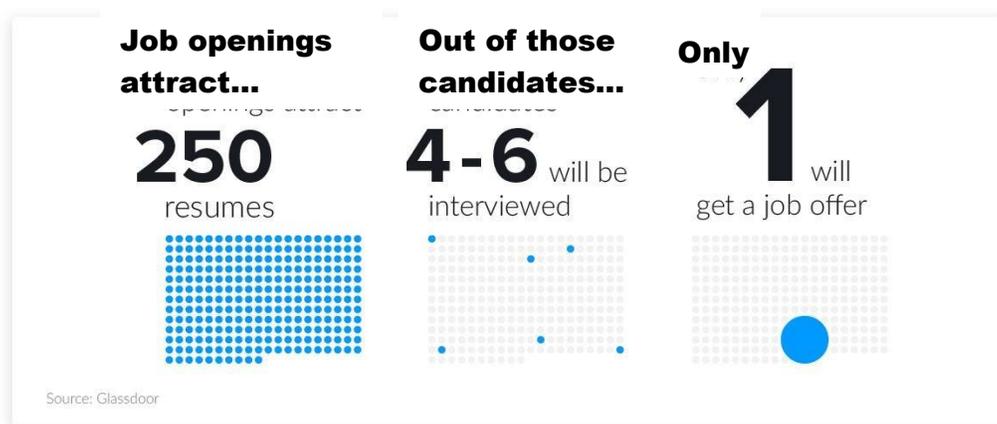
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Introduction to Cover Letters & Résumés

To be successful in your internship or job search, the concepts in this guide must be followed closely. Read each section thoroughly and pay attention to details, which are crucial. When you are ready, use the blank versions of the worksheets and complete with your own information.

The purpose of your cover letter and résumé is to provide a summary of your professional experience, skills, and the impact you made in a way that is relevant to what the employer seeks. Both are not meant to be exhaustive documents. They are concise tools used to highlight your accomplishments and compel the employer to call you for an interview.

According to Glassdoor research, the average professional position has over 250 applicants and Forbes reports employers spend an average of 6.28 seconds looking for keywords, skills, and accomplishments before they call for an interview. Therefore, it is critical that you grab the employer's attention in each cover letter and résumé you produce, or they will not be read.



This cover letter and résumé cheat sheet will walk you through the development of each document. There are two cover letter templates and examples: one for Undergraduate students and one for Alumni. In addition, there are **four** critical sections for each résumé: **Summary**, **Skills**, **Experience** and **Education**; as well as what could be contained in an **optional** fifth section.

HOW TO LAND AN INTERVIEW



STUDY THE JOB DESCRIPTION

JOB DESCRIPTIONS CONTAIN INVALUABLE INFORMATION TO THE HIRING PROCESS. BE SURE TO STUDY THE JOB DESCRIPTION BEFORE YOUR INTERVIEW.



KEEP YOUR RESUME SIMPLE

APPLICANT TRACKING SYSTEMS EFFECTIVELY SCREEN CANDIDATES AND THROW OUT RESUMES DUE TO FORMATTING ERRORS, INCORRECT GRAMMAR, ETC



RESEARCH THE COMPANY

EMPLOYERS WANT TO HIRE A CANDIDATE THAT IS WELL PREPARED. RESEARCH THE COMPANY'S CULTURE, MISSION, CORE VALUES, AND HISTORY.

Cover Letters

There are several types of letters you will need to create throughout your career but the one that is the most important is the cover letter. The “*Power Impact Technique*” is discussed here and begins with a powerful opening and focuses on how you would fill the employer’s needs (Ryan, 2003). In the body of your letter, you need to sell yourself as a person with a unique solution to the challenges the company faces. The trick is to link your skills, experience, and education to the needs of the company while being specific.

TIP: You do not need to reiterate everything you have on your résumé. Only use a handful of highlights to entice the employer to call you. Then you can share more details.

Include past accomplishments, or highlights, as evidence of your unique **Value Proposition** and focus on two or three strong selling points from things you have accomplished in the past. Your past impact has prepared you for the future so understanding what you have done will help you sell yourself as the right person who can help the employer in the future. Each employer has different challenges and requirements so each cover letter and résumé should match and be customized for each job description in which you are applying.

These documents do not get you the job but are simply tools to generate a phone call for an interview. This cover letter format should be no longer than one page and should include your personality, along with any examples of the following:

- Show how your background fits a particular job posting
- Describe how your interest in a firm or type of company/employer will help them accomplish their goals
- Expand upon statements from your résumé that are relevant
- Demonstrate that you have done your homework on the company and how you would be an asset

TIP: The rule of thumb is that if you can do at least 60% of what the employer seeks, it is safe to assume you have enough skills to pique their interest and receive a call for an interview, granted you customize and qualify yourself accordingly for each position in which you apply.

Getting a professional job right out of college can seem daunting when you have little to no work experience. College students worry about their lack of experience and skills, whereas every student has acquired what we call soft-skills, or transitional-skills. It is important to take the time to learn about yourself and which of those soft skills you have demonstrated and examples of what you did while using those skills. Below is a list of some common soft skills to get you started. You will also find, on page 10, a list, and examples of the “8 Competencies (soft-skills)” The National Association of Colleges and Employers also reports that most employers seek.

- Research
- Time Budgeting/Management
- Organizational
- Decision-Making
- Customer Service
- Initiative

Whichever skills you possess, you must be able to support your claim. If you say you have good researching skills and understand computer applications, you must be able to back up those skills with examples.

When describing your skills, responsibilities, and accomplishments you want to optimize key word usage in your résumé by always utilizing a job description first:

1. Analyze the entire job description and highlight any keywords, and phrases, that you have experience with. It is critical that you use those keywords and phrases to show you are qualified and should be hired.
2. If you can do at least 60% of what the employer is seeking, you should still apply. However, you MUST be able to talk about examples of what you accomplished and how you would meet their needs.
3. Create a worksheet. On one side, list the things you highlighted. On the other side, list an example of how you accomplished that requirement. This is called “Qualifying Yourself.”
4. Once you understand how you qualify, use bullet points in your documents to show what you accomplished. If you have no experience in something move onto something in which you do.
5. **Always personalize your cover letter – specifically address how your skills and accomplishments will fulfill the employer’s needs.**

HELP WANTED

**ENTRY LEVEL MARKETING /
ADVERTISING**

Looking for a talented and hardworking person who wants to begin their career with a **fast-paced** company. Our ideal employee will be a **self-starter, with strong organizational, and leadership qualities.** Job duties will include, but not limited to, **website development, company branding and writing reports and presentations.**

Must have outstanding **verbal & writing skills, able to prioritize and work independently** with minimal supervision, advanced **computer skills, and can handle pressure while prioritizing and managing time efficiently.**

Qualified candidates can email their cover letter and résumé to ABCInc@gmail.com. No phone calls please. EEO employer.

EXAMPLE WORKSHEET

JOB REQUIREMENT/KEYWORDS	HOW DO I QUALIFY?
Fast-paced	Worked at McDonalds
Self-starter, work independently	Classes – required to work within deadlines and follow strict research guidelines; GPA 3.7
Website development, branding, marketing	Internship – Kept company intranet updated and accurate. Logged hundreds of hours researching marketing trends, branding techniques related to website development then presented the findings to the advertising staff - required to write weekly reports.
Strong communication skills: writing, verbal	Internship - Wrote weekly reports and presented minutes at weekly meetings
Time management skills - Can prioritize and is organized	McDonalds – Had to prioritize and be organized to survive working at McDonalds
Computer skills	Worked with Microsoft Office applications: Word, Excel, PowerPoint, Publisher, Outlook
Leadership skills	Acted as shift leader and trainer at McDonalds

COVER LETTER STRUCTURE

Your letter should have a beginning paragraph stating the qualities you bring to the table. The second paragraph should have highlights of your experience in relation to the position and the third paragraph should be the closing. You do not need to reiterate everything in your résumé. You just want to tease the reader to make them want to turn the page and continue reading – or call for an interview.

It may take longer to create customized letters and résumé, but they will work faster for you than if you send out generic cover letters and résumé. Your professional documents should be unique and original – they should speak to the employer and highlight you as a SUPERSTAR.

Cover Letter: Version #1 Template (if you are an undergrad)

Use Same Heading from Résumé

[Date]

[Name of Contact]

[Contact Title] You do not need to list this if you do not know it.

[Contact Department] You do not need to list this if you do not know it.

[Company Name]

[Company Street, City, State, Zip]

[Company Phone Number] You do not need to list this if you do not know it.

[Company Fax Number] You do not need to list this if you do not know it.

Re: [Purpose of this letter]

(ex. Re: Internship or Re: Marketing Coordinator Position, etc.)

Dear Ms./Mr. [Last Name Only]: Never use “To Whom It May Concern” or “Hiring Manager” and never assume the woman is married. Always use “ : ” after the salutation.

I am a current senior at [your school] majoring in [your major], with a concentration in [your concentration or minor], and plan to graduate in [Month 20XX]. I am interested in applying for the [list internship name or position name] with [list name of company]. My strengths are [list three strengths that are related to the internship/job]. Therefore, I assure you I can accomplish [employer’s need] if hired for this opportunity.

Highlights of my professional/college experience include:

- [First highlight or accomplishment that is related to what it is you are applying for.]
- [Second highlight or accomplishment that is related to what it is you are applying for.]
- [Third highlight or accomplishment that is related to what it is you are applying for.]
- [Fourth highlight or accomplishment that is related to what it is you are applying for.]

The opportunity at [company name] sounds very exciting to me because of [include why it is exciting to you] and I am impressed with how [company name] [list something you found impressive while researching comments from the company’s website, LinkedIn profile, or relevant information that publicly known].

I feel there is a great deal I can bring to [company name] and I welcome the opportunity to meet with you. I am free during [list days and times you can meet]. I look forward to your call and I can be reached at [list phone number and email address]. Thank you for your consideration.

Sincerely,

Your Signature

[Your Typed Name]

Incl: [List type of document/s you included with this letter. Always scan everything as one document and send that.]

Cover Letter: Version #1 Sample (if you are an undergrad)

JOHN SMITH

123 Your Street, Your Town, CT 06XXX
(555) 555-5555
John.Smith@gmail.com

December 16, 20XX

Jane Doe
Assistant Director
Human Resources
ABC Company
123 Main Street, Danbury, CT 06810
(203) 555-1234

Re: Internship Position

Dear Ms. Doe:

I am a current senior at America's Best University, majoring in Communication, with a concentration in Writing, and plan to graduate in May 20XX. I am interested in applying for the Social Media Internship with ABC Company. My strengths are in writing social media posts, attention to detail while scheduling multiple posts per day/week, and experience using Microsoft Office Applications social media platforms such as Twitter, Instagram, Facebook, and LinkedIn. Therefore, I assure you I can accomplish your social media goals if hired for this opportunity.

Highlights of my professional/college experience include:

- Increased social media viewership by 60% within the first six months of last internship
- Has clocked over 500 hours of detailed orientated work and research using Microsoft Excel and Word applications
- Excelled at writing clear and concise marketing pieces and weekly reports for the campus Marketing Club

The opportunity at ABC Company sounds very exciting to me because of the current work you are doing with the town of Danbury and I am impressed with how ABC Company has given back to the community and local school children by collecting winter coats and canned food goods for the holiday season.

I feel there is a great deal I can bring to ABC Company and I welcome the opportunity to meet with you. I am free during Monday, Wednesday and Fridays, any time after 3pm. I look forward to your call and I can be reached at (555) 555-5555 or Colonial.Chuck@gmail.com. Thank you for your consideration.

Sincerely,

Your Signature

Colonial Chuck

Incl: résumé, letters of recommendation, transcripts

Cover Letter: Version #2 Template (if you are an alum)

Use Same Heading from Résumé

[Date]

[Name of Contact]

[Contact Title] You do not need to list this if you do not know it.

[Contact Department] You do not need to list this if you do not know it.

[Company Name]

[Company Street, City, State, Zip]

[Company Phone Number] You do not need to list this if you do not know it.

[Company Fax Number] You do not need to list this if you do not know it.

Re: [Purpose of this letter]

(ex. Re: Internship or Re: Marketing Coordinator Position, etc.)

Dear Ms./Mr. [Last Name Only]: (Never use “To Whom It May Concern” or “Hiring Manager” and never assume the woman is married. Always use “Ms.” if addressing to a woman and include “ : ” after the salutation.)

Over [number] years of experience as [name of position or type of work] is the expertise I would bring to the table regarding your position as [name of position] with [name of company]. My strengths are in [strength related to position], [strength related to position] and [strength related to position].

Currently, I work in [name of current company] where I work [include a daily accomplishment related to position you are applying for]. I also [name another daily accomplishment the employer will care about related to the position in which you are applying].

Highlights of my professional/college experience include:

- [First highlight or accomplishment that is related to what it is you are applying for.]
- [Second highlight or accomplishment that is related to what it is you are applying for.]
- [Third highlight or accomplishment that is related to what it is you are applying for.]
- [Fourth highlight or accomplishment that is related to what it is you are applying for.]

The opportunity at [company name] sounds very exciting to me because of [include why it is exciting to you] and I am impressed with how [company name] [list something you found impressive while researching comments from the company’s website, LinkedIn profile, or relevant information that publicly known].

I feel there is a great deal I can bring to [company name] and I welcome the opportunity to meet with you. I look forward to your call and I can be reached at [include phone number] or [include email address] to discuss the valuable contributions I can make as part of your team. Thank you for your consideration and I look forward to talking with you soon.

Sincerely,

Your Signature

[Your Typed Name]

Incl: [List type of document/s you included with this letter. Always scan everything as one document and send that.]

Cover Letter: Version #2 Sample (if you are an alum)

JOHN SMITH

123 Your Street, Your Town, CT 06XXX
(555) 555-5555
John.Smith@gmail.com

December 16, 20XX

Jane Doe
Director
Regional Sales Office
WXYZ Radio Station
123 Main Street, Danbury, CT 06810
(203) 555-1234

Re: Local Sales Executive

Dear Ms. Doe:

Over seven years of experience as a local sales executive in radio and television is the expertise I would bring to the table regarding your position as Local Sales Executive with WXYZ Radio. My strengths are in marketing and social media, project management and working with a diverse consumer population including men and women in the 16-54 age demographics.

Currently, I work in WABC Radio where I work with multiple regional accounts consisting of Fortune 500 companies to help them reach their marketing goals. I also write and present weekly reports for the station manager and group board members.

Some highlights of my work experience include:

- Network and built relationships with business owners to help build their businesses
- Write and produce commercials for first-time clients and consistently retains 80% of business after initial contract completion
- Recruit and interview potential interns for various sales and marketing related internships

The opportunity at WXYZ Radio sounds very exciting to me because of the current work you are doing with the town of Danbury and I am impressed with how WXYZ Radio has given back to the community and local school children by collecting winter coats and canned food goods for the holiday season.

I feel there is a great deal I can bring to WXYZ Radio and I welcome the opportunity to meet with you. I look forward to your call and I can be reached at (555) 555-5555 or Westconn.Chuck@gmail.com to discuss the valuable contributions I can make as part of your team. Thank you for your consideration and I look forward to talking with you soon.

Sincerely,

Your Signature

Westconn Chuck

Incl: résumé, letters of recommendation, transcripts

Have a “Summary” – Do not List an “Objective”

The very top section of your résumé is the most important section simply because this is the first-place employers look when they receive your résumé (see résumé example on page 20). Typically, it is called the “**Profile**” section or “**Summary of Qualifications**.” It should NOT be called an “**Objective**.”

Start by using three (3) to five (5) short, concise phrases to add power to your résumé. These phrases, or statements, need to focus the hiring manager’s needs to grab their attention. Think of the most important qualities, achievements, and abilities you have to offer in relation to what is included in the “requirements or qualifications” section of any job description and use that as your starting point. These things will change from job to job, therefore, customizing each résumé you send out is vital to the success of being called for an interview. Without qualifying yourself for each position, the employer will have no idea what you have done, and what you can do for them, if hired.

TIP: When writing bullet points, do not use periods. Bullet points are not meant to be sentences and should not have periods. Always use short concise phrases and begin each with a strong Action Verb.

It is important to understand that your résumé is not about what YOU want. It is about what you can OFFER the employer. Take what you have done in the past and relate it to how you can help the employer.

If you are having trouble thinking of your accomplishments, then think of problems you have solved and consider examples of the things we know employers look for. According to the National Association of Colleges and Employers (NACE), employers are most interested in the soft skills (competencies) that you can provide as an employee. By understanding and having examples that demonstrate how you have used these skills, you are more likely to have a successful interview and a higher chance of finding a job/career.

We have provided **examples of the 8 competencies** below to help you get started. Feel free to use these on your résumé, if they are appropriate, or create your own. Doing so, will show how you can bring value to the company if you are hired. Those who have examples of competencies on their résumés, have shown to have higher hiring rates.

On the next page, are the eight competencies (which most job descriptions require) most employers look for. These skills are associated with “CAREER READINESS.” Having examples on your résumé of how you have demonstrated these skills, are crucial to the success of whether or not you are contacted for a job interview.

The 8 Competencies

1. Critical Thinking/Problem Solving
2. Oral/Written Communications
3. Teamwork/Collaboration
4. Leadership
5. Digital Technology
6. Professionalism/Work Ethic
7. Career Management
8. Global/Intercultural Fluency

CRITICAL THINKING/PROBLEM SOLVING

- Established inventory management system that helped reduce inventory levels from 3% to 0.2% in 2007, while increasing by 41%
- Implemented product design changes that resulted in fewer rejects
- Reduced quarterly operating expenses by 35 percent

ORAL/WRITTEN COMMUNICATIONS

- Represented and promoted WCSU during Prospective Student Day, Orientation and Alumni Day, engaging future students, parents, alumni, and other visitors
- **Gave study tips, answered questions, helped calculate math problems, assisted in deciphering professors' lectures and prepared students for upcoming tests**
- **Trained incoming interns by creating 50-page guidebook with vivid and detailed instructions**

TEAMWORK/COLLABORATION

- Part of a major team effort to develop new business of over \$100 million; leveraged internal partnerships and increased communication among sales teams
- Worked with children, staff, and parents to develop plans for children experiencing difficulties; identified natural supports and provided referrals and advocacy with outside services, monitored ongoing progress

LEADERSHIP

- Successfully kept all delinquent accounts under 5 percent each week
- Developed a new employee training that increased employee retention by more than 80 percent
- **Coordinated three fundraising events for local shelters which raised over \$8,000 (20% over goal) and greatly improved community awareness**

DIGITAL TECHNOLOGY

- Increased followers on social media by 150% on average (Twitter, G+, Facebook, and LinkedIn), resulting in \$45,000 in increased sales via the Internet and significant increase in brand awareness
- **Authored exhibit script and app materials, recorded and edited original material, and collaborated with a staff of 5 to develop exhibit and app**
- **Introduced Google Documents infrastructure to coordinate project tasks between offices to increase efficiency**

PROFESSIONAL/WORK ETHIC

- Consistently earned 5 out of 5 stars [list the specific awarding authority] for outstanding guest services
- Adhered to departmental controls and regulations maintained ethical conduct at all times
- **Achieved record-high ratings on customer satisfaction surveys from an average of 89% to 96%**

CAREER MANAGEMENT

- Collaborated with a team of five technicians in caring for and examining animals; Monitored up to 20 sick animals and prepared conference room and contributed to weekly staff meetings of 35
- Implemented a marketing strategy that directly increased quarterly sales by 25 percent
- **Worked with Dr. Barry Kripke to write the grant proposal for a new fusion reactor**

GLOBAL/INTERCULTURAL FLUENCY

- Selected for freshman year experience; worked in two rural communities building a ceramic water filter for residents as well as developing the framework for an after-school education program for children ages 5 to 10

Below, you will find ways this section can be formatted:

PROFILE

Well-developed field research competence with adolescents, teens and other populations; Created an after school program for under privileged students in an inner city setting; Exemplified innate ability to understand and motivate children in a learning environment; Planned and implemented the 7th grade math curriculum while interning; Fluent in Spanish and Italian

OR

SUMMARY OF QUALIFICATIONS

- Well-developed field research competence with adolescents, teens, and other populations
- Created an after-school program for under privileged students in an inner city setting
- Exemplified innate ability to understand and motivate children in a learning environment
- Planned and implemented the 7th grade math curriculum while interning
- Fluent in Spanish and Italian

Action Verbs

By beginning each bulleted statement with a strong **ACTION VERB**, this helps to highlight your successes and allows the reader to get a sense of your skills. It is a good idea to vary the action verbs on your résumé to demonstrate the vocabulary of a college graduate. A list of action verbs is included, on the next page. However, the internet offers a wide section of verbs if one Googles "**Action Verbs**," if you would like more ideas.

YOU LED A PROJECT...

If you oversaw a project or initiative from start to finish, skip "led" and instead try:

- | | | |
|---------------|----------------|--------------|
| • Chaired | • Headed | • Oversaw |
| • Controlled | • Operated | • Planned |
| • Coordinated | • Orchestrated | • Produced |
| • Executed | • Organized | • Programmed |

YOU SAVED THE COMPANY TIME OR MONEY...

Hiring managers love candidates who have helped a team operate more efficiently or cost-effectively. To show just how much you saved, try:

- Conserved
- Consolidated
- Decreased
- Deducted
- Diagnosed
- Lessened
- Reconciled
- Reduced
- Yielded

YOU ENVISIONED AND BROUGHT TO LIFE A PROJECT...

If you developed, created, or introduced a project into your company? Try:

- Administered
- Built
- Charted
- Created
- Designed
- Developed
- Devised
- Founded
- Engineered
- Established
- Formalized
- Formed
- Formulated
- Implemented
- Incorporated
- Initiated
- Instituted
- Introduced
- Launched
- Pioneered
- Spearheaded

YOU INCREASED EFFICIENCY, SALES, REVENUE, OR CUSTOMER SATISFACTION...

Along similar lines, if you can show that your work boosted the company's numbers in some way, you are bound to impress. In these cases, consider:

- Accelerated
- Achieved
- Advanced
- Amplified
- Boosted
- Capitalized
- Delivered
- Enhanced
- Expanded
- Expedited
- Furthered
- Gained
- Generated
- Improved
- Lifted
- Maximized
- Outpaced
- Stimulated
- Sustained

YOU CHANGED OR IMPROVED SOMETHING...

So, you brought your department's invoicing system out of the Stone Age and onto the Inter-webs? Talk about the amazing changes you made at your office with these words:

- Converted
- Customized
- Influenced
- Rehabilitated
- Remodeled
- Reorganized
- Streamlined
- Strengthened
- Upgraded

YOU SUPPORTED CUSTOMERS...

Because manning the phones or answering questions really means you are advising customers and meeting their needs, use:

- Advised
- Advocated
- Arbitrated
- Coached
- Consulted
- Educated
- Fielded
- Informed
- Resolved

YOU PROVIDED RESEARCH...

CREATE BULLET POINTS

How to create the perfect BULLET POINT and tell your story

Start with a powerful action verb, include what your task was or what skill you accomplished or acquired, and end with the impact or result you made. Remember, it is all about what you have done in the past and how you are going to help the employer if they hire you. Do this for every short concise phrase or bullet point you have on your résumé.

ACTION VERB + SKILL/TASK + IMPACT/RESULT you made = BULLETED PHRASE

ACTION VERB	SKILL/TASK	IMPACT/RESULT
What did you do?	What was the situation?	What did you accomplish?

NOW, BRING IT ALL TOGETHER AND BUILD YOUR BULLET POINT IN THE LINES BELOW...

Elements of a Basic “Chronological” Résumé

Before writing down what you want to include on your résumé, look at this sample to get an idea of the basic section sets to include. Then, use the worksheets on the next pages to guide you.

CONTACT INFORMATION

List your name in bold, all upper case, and in size 14 – 16 font so it stands out.

Street Address, Town, State (abbreviated) – Phone # – Email Address

Customized LinkedIn profile URL if you would like, but not required.

Example:

JANE DOE

123 Your Street, Your Town, CT 06555 – (555) 123-4567 – Your.Name@gmail.com

www.Linkedin.com/in/Your.Name

PROFILE

- Bullet points always begin with an action verb, include your task and end with the result
- Must be short concise phrases that show what you accomplished or achieved – no period
- Do not use pronouns such as “Me,” “My,” “I,” “Our,” etc.

Example:

- Recent graduate who maintained a 3.8 G.P.A. while working full-time
- Clocked over 500 hours utilizing Microsoft Office Word, Excel, and PowerPoint
- Collaborated as the Basketball team captain and promoted leadership skills
- Class President, 20XX to 20XX

KEY CORE/HARD SKILLS

o _____ o _____ o _____
o _____ o _____ o _____

Example:

- Social Media: Facebook, Instagram
- Website Programming/Branding
- Public Speaking
- Microsoft Office Applications: Word, Outlook
- Customer Service
- Merchandising

EDUCATION

School Name, City, ST

Bachelor of Science (Arts, etc.) Degree in _____ (Major); Minor: _____

Expected date of graduation: _____

G.P.A. ___./4.0 (*Only include if it is at least 3.0 or higher.*)

(Remember that when writing a résumé, you only want to utilize all the space on the page sparingly. Do not waste space by telling the employer something they will not care about, and/or anything they can already assume. To do so would be a waste of valuable space. Knowing that, do NOT include information about High School or Associate Degrees in the Education section. Employers will not care about this information. Finally, please remember that all degree needs to go in reverse chronological order.)

Coursework: *(Insert a few upper-level classes if you need to fill extra space. If you already have a lot of stuff on your résumé the coursework section is not required. Do not waste space by listing introductory courses or Level I or II courses because those are courses everyone takes and therefore, will not impress employers.)*

_____, _____, _____,
 _____, _____, _____

Example:

America’s Best University, Town, CT
Bachelor of Science Degree in Marketing; Minored in Psychology
 Expected date of graduation: 20XX – G.P.A. 3.8/4.0

Coursework: Consumer Behavior, Marketing Management, Marketing Research,
 Microeconomics, International Business, Industrial Marketing, Social Media in Marketing

INTERNSHIP

_____	,	_____	,	_____	,	_____	-	_____
Title		Company Name		Town		ST		Mo/Yr to Mo/Yr
• _____	+	_____	=	_____				
Start with Action Verb		How you completed an Action/Task		Results & Outcomes by doing your Action/Task				
• _____								
• _____								

(Remember, all job entries whether internships or other related employment, always go in reverse chronological order.)

Example:

Assistant/Intern, SMART Magazine, New York, NY 20XX – Present

- Contacted leading manufacturers to obtain sample merchandise
- Assisted the Fashion Editor at photo shoots and organized clothing and accessories for use
- Wrote captions and explained new seasonal fashion trends
- Directly assisted in transforming and writing the “Makeover” feature for the magazine

OTHER WORK EXPERIENCE

_____	,	_____	,	_____	,	_____	-	_____
Title		Company Name		Town		ST		Mo/Yr to Mo/Yr
• _____	+	_____	=	_____				
Start with Action Verb		How you completed an Action/Task		Results & Outcomes by doing your Action/Task				
• _____								
• _____								

Ideas of things you can include:

- Increased (or decreased) company complaints by ___% within _____ (minutes, hours, days, weeks, etc.)

- Saved \$(include how much) or percentage of money by _____
- Served _____# customers within _____ (minutes, hours, days, weeks)

Example:

Customer Care Representative, Amazon, Danbury, CT 20XX – Present

- Increased customer ratings by 110% within three months by creating a customer satisfaction survey and following up within 24 hours of any sales transactions
- Saved the Company \$24,000 annually by creating a recycling program to save unneeded paper waste
- Served approximately 200 customers daily while providing exceptional customer service

(The further down something is on a résumé, the least important it becomes. Therefore, Volunteer Work, Memberships & Associations, Awards & Honors, Hobbies & Interests, etc., typically are the first things to “fall off of a résumé” when you begin to look for more space. If something is very important and you need the employer to see it right away, you must put it higher up on the résumé, or in the Profile section so employers do not miss it.)

VOLUNTEER WORK

_____, _____, _____; _____; _____ - _____
 Company Name Town ST Position/How you are Involved Mo/Yr to Mo/Yr

Example:

- Komen Race for a Cure, New Britain, CT; Volunteer Race Organizer: 20XX – Present

MEMBERSHIPS/ASSOCIATIONS

_____, _____, _____; _____; _____ - _____
 Company Name Town ST Position/How you are Involved Mo/Yr to Mo/Yr

Example:

- Student Government Association (SGA); Class President, 20XX – 20XX

HONORS/AWARDS

_____, _____, _____
 Award Name Awarded for what? Date/s you received the award

Example:

Who's Who Among College Students, Recognized for outstanding student achievement, 20XX

[See finished resume sample on page 20.](#)

This is another worksheet that may help you...

Basic “Chronological” Résumé Worksheet

(Use the backs of the pages if needed.)

CONTACT INFORMATION

NAME: _____

STREET ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____

EMAIL: _____

PROFILE:

- These should be formatted like bullet points with no periods
- Bullet points always begin with an action verb, include your task and end with the result
- They should be short concise phrases that show what you accomplished or achieved
- Do not use pronouns such as “Me,” “My,” “I,” “Our,” etc.

Use this space to list short concise phrases below:

-
-
-

KEY CORE/HARD-SKILLS:

- This section includes a list of hard skills you have
- Hard skills are teachable abilities or skill sets that are easily measurable; Hard Skills are defined as the technical abilities that fit the job you are applying for
- These skills are not opinions of yourself, but rather concepts or computer technology you use that helps you get things accomplished in your job, career, or schoolwork

• List Skill

EDUCATION:

COLLEGE: _____

COLLEGE CITY: _____ COLLEGE STATE: _____

MAJOR: _____ GRADUATION DATE: _____

DEGREE RECEIVED: _____

RELEVANT COURSES: (Courses can be included under or inside the Education section only if you have space. Only include courses that are upper level courses and do not list entry level courses, "Fundamental" courses, or level I and/or II courses.)

CERTIFICATIONS (optional):

NAME/EXPIRATION DATE:

RELEVANT ACCOMPLISHMENTS FOR ABOVE CERTIFICATION (optional) ex; websites, published essays, etc.:

INTERNSHIP:

COMPANY NAME: _____ TOWN: _____ STATE: _____

POSITION HELD/TITLE: _____

DATES OF EMPLOYMENT: (Month 20XX) _____

What did you accomplish or achieve with regards to your daily work duties?:

HOW DID YOU HELP IMPROVE THE COMPANY (use #'s and/or %'s if any.)?

OTHER WORK EXPERIENCE:

COMPANY NAME: _____ TOWN: _____ STATE: _____

POSITION HELD/TITLE: _____

DATES OF EMPLOYMENT: (Month 20XX) _____

What did you accomplish or achieve with regards to your daily work duties?

HOW DID YOU HELP IMPROVE THE COMPANY?

VOLUNTEER EXPERIENCE:

COMPANY NAME: _____ TOWN: _____ STATE: _____

POSITION HELD/TITLE: _____

DATES OF EMPLOYMENT: (Month 20XX) _____

PROFESSIONAL MEMBERSHIPS/ASSOCIATIONS (optional):

NAME: _____ DATES: (Month/20XX – Month/20XX)

OFFICE HELD: (optional)

NAME: _____ DATES: (Month/20XX – Month/20XX)

OFFICE HELD: (optional)

HONORS/AWARDS (optional):

NAME OF AWARD: _____

COMPANY: _____

DATE: _____

WHAT WAS AWARD FOR: _____

When you are all done, this is what it should look like...

Basic “Chronological” Résumé Sample

JANE DOE

123 Your Street, Your Town, CT 06555 – (555) 123-4567 – Your.Name@gmail.com
www.Linkedin.com/in/Your.Name

PROFILE

- Recent graduate who maintained a 3.8 G.P.A. while working full-time
- Clocked over 500 hours utilizing Microsoft Office Word, Excel, and PowerPoint
- Collaborated as the Basketball team captain and promoted leadership skills
- Class President, 20XX to 20XX

KEY CORE/HARD SKILLS

- Social Media: Facebook, Instagram
- Website Programming/Branding
- Public Speaking
- Microsoft Office Applications: Word, Outlook
- Customer Service
- Merchandising

EDUCATION

America’s Best University, Town, CT

Bachelor of Science Degree in Marketing; Minored in Psychology

Expected date of graduation: 20XX – G.P.A. 3.8/4.0

Coursework: Consumer Behavior, Marketing Management, Marketing Research, Microeconomics, International Business, Industrial Marketing, Social Media in Marketing

INTERNSHIP

Assistant/Intern, SMART Magazine, New York, NY 20XX – Present

- Contacted leading manufacturers to obtain sample merchandise
- Assisted the Fashion Editor at photo shoots and organized clothing and accessories for use
- Wrote captions and explained new seasonal fashion trends
- Directly assisted in transforming and writing the “Makeover” feature for the magazine

OTHER WORK EXPERIENCE

Customer Care Representative, Amazon, Danbury, CT 20XX – Present

- Increased customer ratings by 110% within three months by creating a customer satisfaction survey and following up within 24 hours of any sales transactions
- Saved \$24,000 annually by creating a recycling program to save unneeded paper waste
- Served approximately 200 customers daily while providing exceptional customer service

VOLUNTEER WORK

Komen Race for a Cure, New Britain, CT; Volunteer Race Organizer: 20XX – Present

MEMBERSHIPS/ASSOCIATIONS

Student Government Association (SGA); Class President, 20XX – 20XX

HONORS/AWARDS

Who’s Who Among College Students, Recognized for outstanding student achievement, 20XX

Cover Letter and Résumé Checklist

Use a job description (or relevant aspirational job description) to direct your unique résumé.

Formatting

- Borders are even and spaced ½ to 1-inch on all sides
- Format for Applicant Tracking System (ATS): Arial, Tahoma or Calibri font and no lines; minimize caps/bold/italics
- Main sections should be 10-12 pt. font size; dates are in same month/day format
- Only include information for no more than 12 – 15 years so you do not risk looking old and outdated
- Confirm hashes between all dates are formatted uniformly
- Must be completely error free:** check for grammar/typos
- Do not use pronouns in a résumé; in cover letters you can

Header/Contact Information

- Name includes first and last name; All CAPS; 14-16 font and bold such as **JANE DOE** and not Jane Doe
- Format is clear, spaced, and neat; address is current; email address is professional looking; use Gmail accounts for email addresses ONLY
- Phone number is a direct line, formatted like (203) 123-1234; ensure answering message is professional sounding and there is no music playing at any time
- LinkedIn profile address is added and customized as some version of your full name; no numbers or miscellaneous letters should be included

Profile/Summary Statement

- Goes directly above the Education (or Experience) section
- Brief; written in bullets or short concise phrases; no sentences and no periods after any bullet point
- Must give a short/concise snapshot of your experience and skills/qualifications that match the job description; each job is different so each résumé you send out should be customized for the position in which you are applying
- Do not list subjective opinions such as “Detailed-Oriented,” or “Hard Working,” etc.: Must have examples to list for the skills or attributes you say you have
- Included most relevant technical skills in this section and not at the bottom of the page
- Include the impact or what you have improved; what distinguishes you from everyone else?
- Add Languages spoken/written; software knowledge, qualifying if relevant

Education

- If you are a student and have no relevant experience, place **Education** directly under your **Profile/Summary**
- Spell out degrees and include major/minor, grad date (use “anticipated” if not yet graduated)

Example:

Your School, Town, CT

Bachelor of Science Degree in Psychology; Minor in Writing

Anticipated date of graduation: May 20XX

GPA 3.7/4.0

- Do not include information related to **high school or community college**
- If GPA is above 3.0 include it; Do NOT include GPA if it is less than 3.0; Do not forget to include the scale in which it is calculated: GPA 3.7/4.0
- List upper level coursework and international study if relevant; Do not list introductory courses or Level I & II courses that everyone takes because it is not optimal use of space
- List honors received upon graduation, if any: "Magna Cum Laude"
- Include certifications or 3rd party training achievements

Experience

- All entries are in reverse chronological order
- Each entry must include company's name and city/state but no zip code; Include commas after company names if the town and state directly follow
- Bullet format: begin with powerful verb + brief description of work accomplished + impact/result/why
- Each bullet is concise description of activity and achievement; include most impactful career skills; Do NOT include menial job functions such as: "Open and closed," "Filled orders," "Organized shelves," etc. You MUST include what it was you accomplished while doing the job or task you had at hand

Clubs, Organizations, Professional Affiliations, Volunteer, Sports, etc.

- Add if relevant and supportive of skills helpful to job to which you are applying
- List offices/leadership held within organizations
- This section is not required if there is no space available for it on the page

Other Miscellaneous

- Use consistent verb tense: If experience was in the past, use past-tense
- Exclude irrelevant personal information
- Spell out acronyms and abbreviations that are not universally known; spell out words like "Rd.," "St." Blvd.," etc.
- Check punctuation usage; appropriate use of capitalization; no periods at end of phrases/bullets
- Do not put your references or other people's names on your résumé
- Do not add "**References available upon request**" at the end of your résumé
- Should be no longer than two pages, max; If there is a second page, the information on the second page must meet the half-way mark of the second page. if not, you must condense the info on second page back to one page.***

Use this equation for help in creating bullet points...

ACTION VERB + SKILL/TASK + IMPACT/RESULT YOU HAD = BULLETED PHRASE

References

A reference list is a one-page list of three to five professionals you have worked with who can vouch for your professionalism and work ethic. They should not be people with whom you are related.

- Always bring several copies of this list with you when you go to any type of interview.
- The way you list your contact information at the top of this page should be formatted the same way it is for both your cover letter and résumé.
- It should not be a part part of your résumé and the words, "**Reference Available Upon Request,**" should never be stated at the bottom of your résumé.
- Always print your cover letter, résumé, and references on professional résumé paper. You can find this type of professional paper at any office store and it will say "*Résumé Paper*" on the box. This type of paper is typically thicker and has fiber woven into it.
- Always make sure you print all documents in the same direction in which you see the watermark printed on the professional paper you choose. To find the watermark, hold it up to the light and you will see the logo of the company who made the paper.
- Finally, do not forget to ask those you choose to use as references if it is OK to use them. Let them know about the position in which you applied and be aware of what they might say about you. Never include a reference without informing the person first and asking them if it is ok.

TEMPLATE

CONTACT INFORMATION

- **Name of Person, Their Current Title**
Current Company Name
Town, State
Phone Number
Email Address
- **Name of Person, Their Current Title**
Current Company Name
Town, State
Phone Number
Email Address
- **Name of Person, Their Current Title**
Current Company Name
Town, State
Phone Number
Email Address
- **Name of Person, Their Current Title**
Current Company Name
Town, State
Phone Number
Email Address

SAMPLE

JANE DOE
12 Main Street, Danbury, CT 06810
(555) 123-1234 • Your.Name@gmail.com

- **Kevin Smith, Supervisor**
ABC Company
Danbury, CT
(555) 444-9999
Smith.Kevin@ABCCompany.com
- **Stacy Peach**
XYZ Products
Danbury, CT
(555) 555-4444
PeachS@XYZCompany.com
- **Joe Cyr**
The Best Company
Bethel, CT
(555) 555-8888
Cyr@BestProductions.com
- **Patty Smith**
Danbury Products Corporation
Danbury, CT
(555) 555-5555