

Resume Cover Letter

**Presented by:
Career Services**

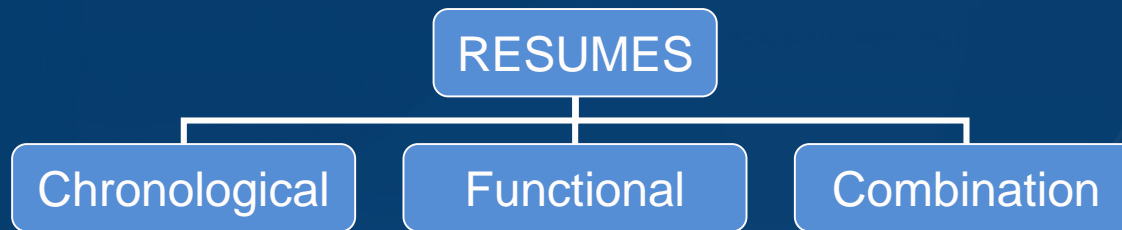


Application Materials

- Resume
- Cover Letter
- Reference Page



Types of Resumes



Do's and Don'ts

- Do
 - Limit to one page
 - Use action words
 - Proofread
 - List the most important information first in each section
 - Keep font size 11 or larger and use approximately 1" margins
 - Send as PDF, example FabianBrendaResume
- Don't
 - Use abbreviations (except GPA, state, address information)
 - Send without a cover letter
 - Use paragraphs
 - Exaggerate or be dishonest
 - **USE TOO MANY METHODS OF HIGHLIGHTING INFORMATION**



7 Words to Delete from Your Resume

by Brenda Bernstein

- **Assisted and helped**
 - a. Helped artists and network personnel.
 - b. Mediated contract disputes between artists and network personnel.
- **Responsible For...**
 - a. Responsible for raising \$250,000 by recruiting staff to run door-to-door canvas reaching 200,000 people.
 - b. Raised \$250,000 by recruiting staff to run door-to-door canvas reaching 200,000 people.
- **Various, Variety and Etc.**
 - a. Performed legal research and wrote memoranda and briefs on various civil procedural and substantive issues.
 - b. Performed legal research and wrote memoranda and briefs on civil procedural and substantive issues, including unconscionability, issue preclusion and equitable estoppel.



Contact Information

Ima B. Student

567 Street Road
Apt. 5B
Anytown, PA 12345
(676) 876-1234
student@psu.edu



Ima B. Student

Current Address:

Campus Box 78
Penn State University
University Park, PA 16802
(814) 372-6789

Permanent Address:

567 Street Road
Apt. 5B
Anytown, PA 12345
(215) 789-2134



IMA B. STUDENT

123 Street Road, Anytown, PA 12345, (814) 789-3456, student@psu.edu, linkedin.com/in/ima-b-student



Summary of Skills



- Exceptional communication and interpersonal skills further developed through individual advising, teaching, and presenting at national conferences.
- Proven analytical abilities demonstrated by successful completion of graduate certificates in institutional research and business analytics.
- Experience implementing nationally recognized best practices in small groups, teams, and classrooms.
- Excellent leadership skills enhanced as president of MBA Consulting Association, vice-president of Centre County Cares, and earning first place in three national case competitions.
- More than five years of budgeting, programming, and supervisory experience.



Experience

Nike

Beaverton, OR

Junior Brand Manager, Brand Management

6/12 - 7/16

- Managed products with total net revenue of \$20.8 million for German, Austrian, and Swiss markets
- Evaluated product life cycles and 1,730 SKUs to generate 10% more sales within one year
- Negotiated new product developments with Global Brand Management and increased nightwear SKU efficiency by 30%
- Coordinated magazine insert of nightwear collection with Marketing and Sales, which boosted sales for nightwear segment by 10%
- Developed business plan to re-launch polo line with 40% projected turnover increase
- Conducted analysis to meet market needs and increased sales by 10% for polo segment
- Delivered product presentations of product USPs and business developments to sales teams, journalists, and buyers
- Supervised three interns

Possible Resume Headings

Objective	Summary of Qualifications	Skills Summary
Education	Study Abroad	Relevant Coursework
Related Experience	_____ Experience	Internship Experience
Work Experience	Volunteer Experience	Military Experience
Additional Experience	Awards	Honors
Activities	Research Experience	Computer Skills
Language Skills	Practicum Experience	Academic Experience
Professional Associations	Conferences	Leadership Positions
Publications	Presentations	Certifications

Real Resume Bloopers

- Suspected to graduate early next year
- Study Aboard
- Curses in liberal arts
- Pubic Relations
- Assistant Manger
- Rabid typist
- Received a plague for “Salesperson of the Year”
- Instrumental in ruining entire operation...
- Ability to meet deadlines while maintaining composer
- Dealt with customer conflicts that arouse
- Provide superior costumer service
- Serve in a leadership roll
- Seeking new position as I have recently been laid
- Bachelor o fArts

Cover Letters

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10 Rules of Cover Letters

1. Don't draft generic letters.
2. Address your letter to a specific person with correct job title.
3. Communicate something unique.
4. Show how you meet the needs of the organization, rather than what you hope they do for you.
5. Highlight your education and experience relevant to the position.
6. Qualify and quantify your experiences and achievements using examples.
7. Ask for an interview.
8. Keep sentences beginning with "I" to a minimum.
9. Write a one-page letter, spell check, and proofread.
10. Sign the letter and enclose your résumé.



Do:

- Keep it brief and to the point.
- Name-drop if possible.
- Keep your letter focused on the employer.
- Describe yourself in the first, not third person.
- Write in a professional, business style.
- Accent your strengths, not shortcomings.
- Limit your letter to one page.
- Choose sharp, simple, easy to read typefaces.
- Establish your credibility by using industry-specific terms.



Don't:

- Send form letters.
- Address your letter “To Whom it May Concern.”
- Be gimmicky or cute.
- Mention salary (unless requested), benefits or vacation time.
- Be wordy.
- Talk about your personal life or feelings.
- Use “I think”, “I feel,” “I hope,” or “I believe” statements.
- Present negative information.



Online or Email Applications

- Professional etiquette is still expected.
- Choose a professional email address.
- Ensure that your subject line is informative (job code or title).
- Create an email signature with your contact information.
- Send your documents as attachments with a professional file name such as JonesResume.doc or JonesLetter.doc.
- Submit your documents as PDF files.
- Have both cover letter and resume as separate attachments.
- If an employer requests references or samples of your work, include these documents as additional attachments.
- Track your applications and allow four to six weeks for review.

Email Body

Dear Ms. McCann:

Attached please find my letter of application, résumé, and references in response to your recent announcement for a management intern at Prudential Financial. As a candidate I offer excellent communication, teamwork, and organizational skills. Thank you for your time and consideration.

Sincerely,

Beth L. McCune



R E F E R E N C E S

Ima B. Student
723 West Maple Lane
University Park, PA 16802
(814) 372-9187
imastudent@psu.edu

References

Mr. Brian Werner
Northeast Regional Manager at Verizon
One Verizon Way
Basking Ridge, NJ 07920
(908) 444-1212
werner@verizon.com
Former Supervisor

Ms. Loretta Jones
Director of Marketing at Michelin
2420 Two Notch Road
Lexington, SC 29072
(866) 675-8767
jones_l@michelin.com
Internship Supervisor

Mr. Mark Russell
Probiotics Marketing Leader at DuPont
6100 Henry Avenue
Philadelphia, PA 19128
(215) 488-7881
mlr33@dupont.com
Former Supervisor