

Guide to Writing Resumes
and
Cover Letters

WHAT IS A RESUME AND HOW IS IT USED?

A resume is a marketing tool that you use to sell yourself to a company. It shows off achievements, attributes, strengths and areas of expertise. It never contains negative information or weaknesses. The primary purpose of the resume is to obtain an interview.

A resume should show employers what they want to see and read in 10-15 seconds. Your best “selling points” should be offered in the first 5-10 lines and should be written in the language that employers use in their job advertisements. (Flowery or classroom writing is a turnoff!)

A resume should always have a target and be focused from A - Z to address the employer’s specific needs or requirements. A focused resume will continue to sell you during interviews and also afterwards when your resume is compared to others.

TYPES OF RESUMES

There are several types of Resumes. The best resume for you, depends on your history and experience. It is one that clearly and effectively communicates your skills, abilities, and future potential.

1. Chronological Resume

A chronological resume is the most common type of resume. It lists your work experience in reverse chronological order. Your most recent work experience is listed first, then the one prior to that and so on.

Best used when person has a consistent work history

2. Functional Resume

A functional resume organizes your work experience by job function rather than by chronological order. This type of resume emphasizes your skills, abilities and areas of expertise rather than your career history. For instance, a functional resume could be divided into headings such as Supervisory Experience, Accounting Experience, Direct Services Experience or Technology Experience. The Career History or Work Experience is listed after the skill categories to show the progression of your career and work history.

Best used when person has varied work history, when specific experience is required for the job, or when education or current position is not relevant to the job target

3. Combination Resume

A combination resume format combines the functional and chronological resume formats. A combination resume format may allow you to be very specific when applying for positions. In a combination resume, work, education and other activities are listed in reverse chronological order, but within each work experience the information is listed in categories. An applicant who has had a position with varied responsibilities can list the tasks by category rather than a long list of non-related tasks and responsibilities. Group your tasks and create categories to help your accomplishments stand out.

Best used when a person has worked for the same company, but has held different positions within that company

WHAT TO INCLUDE:

- **Name, Home Address, Phone Number(s), E-mail:** No nicknames, use complete address, use the phone number of the phone that is more likely to be answered, and use a conservative or professional email.
- **Objective:** An objective is considered optional. State it only if you know your specific objective and the qualifications for that objective. Stay away from general statements.
- **Education:** Degree, Name of Institution, City and State, Major(s), Date of Graduation.
- **Experience:** Position Titles, Organization Name, Responsibilities, Achievements, and Dates. This section should cover the past 10 years.
- **Activities:** Professional, Educational or Organizational involvement and leadership responsibilities assumed.
- **Computer Skills:** List the software and/or hardware with which you are familiar.

WHAT NOT TO INCLUDE:

- **Reference List:** This should be on a separate sheet.
- **Salary Expectations:** This will be discussed in a later interview or in a job offer setting.
- **Irrelevant personal information:** age, marital status, religion, national origin, social security number.
- **Photograph**

APPEARANCE

- Attractive and easy to read: Use capital letters, bullets, underlining, highlighting, appropriate margins and spacing.
- Use a visually appealing format. Avoid a cluttered or overcrowded appearance.
- Be concise: Typically 1 - 2 pages. Knowing what to leave out or downplay is just as important as knowing what to include, emphasize or highlight.
- Free of spelling, grammatical, and typographical errors. Don't count on your computer's spell check to catch everything. Thoroughly proofread it at least once after printing it.
- Font should be easy to read, no smaller than 10 pt. Times New Roman and Arial are good fonts to choose.
- Use the default margins for resumes. If you need to adjust the margins keep the margins within reason – no less than ½ inch on either side.
- If you decide to use a template, customize it so that it reflects your individual style and contains specific information relevant to the position you are applying for.
- Print on neutral color paper.

TIPS FOR A COMPUTER-FRIENDLY RESUME

If you are uploading a resume to a website or into the body of an email create a plain text or PDF of your resume.

- Use standard fonts - standard fonts work best such as Arial and Times New Roman. Avoid ornate fonts and fonts where the characters touch. Font size is important. Sizes between 10 and 12 points work best.
- Avoid graphics, shading and shadowing.
- Do not compress or expand the space between letters or lines. Also, do not double space within sections.
- Resumes should be original. They should be printed with a laser printer on white or light colored 8 ½ x 11 inch paper. Print on one side only.

SELF-ASSESSMENT QUESTIONS

To help you to summarize your experience, consider the following questions:

- What skills have you developed as a result of your experiences?
- What were your job responsibilities? How did they change or otherwise develop over the course of the experience?
- Did you supervise or lead any people? Did you help other people in any way? Have you worked on a team?
- Were you involved in any planning responsibilities? Did you operate any equipment?
- Did you produce any written documents and/or written reports?
- Can you measure the results of your work? (e.g., number of customers served, percentage increase in sales)

MARKETING YOUR TRANSFERRABLE SKILLS

Transferrable Skills are those that can be used at almost any job, and that you have gained through many of your experiences. Employers want to see the skills that you bring with you to a position.

1. Analytical skills
2. Communication Skills
3. Computer skills
4. Creativity
5. Detail-oriented
6. Entrepreneurial skills/risk-taker
7. Flexibility/adaptability
8. Friendly/outgoing personality
9. Honesty/integrity
10. Interpersonal skills (relates well to others)
11. Leadership and management skills
12. Motivation/initiative
13. Organizational and time management skills
14. Real Life Experiences
15. Self-confidence
16. Strong work ethic
17. Tactfulness
18. Teamwork skills (works well with others)
19. Technical Skills
20. Well-mannered/polite

ACTION VERBS

A

Abated
Abbreviated
Abolished
Abridged
Absorbed
Abstracted
Accelerated
Accompanied
Accomplished
Achieved
Acquired
Acted
Activated
Adapted
Added
Addressed
Adjusted
Administered
Adopted
Advanced
Advertised
Advised
Advocated
Affirmed
Aided
Alerted
Alleviated
Allocated
Altered
Amassed
Ameliorated
Analyzed
Anchored
Answered
Anticipated
Applied
Appointed
Appraised
Appropriated
Approved
Arbitrated
Arranged
Articulated
Assembled
Assessed
Assigned
Assisted
Assured
Attained
Attracted
Augmented
Authenticated
Authored
Authorized
Automated
Averted
Avoided
Awarded

B

Balanced
Banked
Billed
Blended
Bolstered
Booked
Boosted

Braced

Briefed
Budgeted
Built

C

Calculated
Called
Calmed
Canceled
Capitalized
Centered
Centralized
Certified
Challenged
Championed
Changed
Channeled
Charged
Charted
Checked
Circumscribed
Circumvented
Clarified
Classified
Completed
Cured

D

Debated
Decorated
Decreased
Defined
Delegated
Deleted
Deliberated
Delineated
Delivered
Demonstrated
Derived
Designed
Developed
Devised
Directed
Distinguished
Distributed
Doubled

E

Earned
Edited
Eliminated
Enabled
Established
Evaluated
Examined
Executed
Expanded
Explored
Extracted

F

Fashioned
Fielded
Finished
Forecast
Formed
Founded
Funded

G

Gathered

Generated

Grounded
Guarded
Guided

H

Halted
Handled
Hastened
Headed
Helped
Hired

I

Identified
Implemented
Improved
Increased
Individualized
Innovated
Instructed
Introduced
Invented
Invested
Itemized

J

Joined
Judged
Justified

L

Landed
Launched
Led
Located
Lowered

M

Made
Maintained
Managed
Measured
Mended
Minimized
Molded
Motivated
Multiplied

N

Narrowed
Negotiated
Nurtured

O

Observed
Operated
Organized
Outlined

P

Packaged
Performed
Persuaded
Planned
Positioned
Presented
Probed
Programmed
Proposed
Published
Purged

Q

Qualified
Quickened
Quizzed

R

Raised
Rated
Rebuilt
Recruited
Reduced
Regained
Regulated
Reinforced
Relieved
Removed
Renewed
Renovated
Reorganized
Repaired
Researched
Resisted
Resolved
Retained
Revised

S

Saved
Scheduled
Screened
Segmented
Selected
Serviced
Shared
Shortened
Slashed
Sold
Sorted
Staffed
Stimulated
Stocked
Streamlined
Strengthened
Stressed
Submitted
Summarized
Summed
Supervised
Supported
Sustained

T

Taught
Tested
Thinned
Tightened
Tracked
Transformed
Translated
Transported

U

Unified
United
Utilized

V

Vacated
Validated
Verified

W

Widened
Withdrew
Won

Y

Yielded

Mara N. Kamin

212 Oak Street - Elkton, MD 21204
(201) 555-3333 (cell)
M_ara@yahoo.com

Remove the
Hyperlink

Be consistent
with Date
format

Be Specific. Do not use
general statements

OBJECTIVE

Internship in a non-governmental organization or non-profit focusing on international social service

EDUCATION

Bachelor of Arts in International Relations, University of Delaware, Newark, DE - May 2012
Minor: Political Science

Study Abroad: Spain and France

2009 - 2010

Related course work: International Business Management, Management: Comparative Government, International Economics, International Law, International Marketing, Finance, Intermediate Spanish.

Use ALL CAPS or **Bold** for section headings

SKILLS

Knowledge of Microsoft Office - Excel, PowerPoint, Microsoft Word, SPSS; Basic knowledge of French; Conversant in Spanish; Superior research, communication, and writing skills. Special training in diversity and sexual assault awareness.

EXPERIENCE

Be consistent with order of Position Title,
Place, Location, & Date

Intern, Peru Teach Abroad, Aciento, Peru

2011 - 2011

- Taught intensive English to 25 high school students.
- Received "Teacher of the Term" award.

Student Advisor, University of Delaware, Newark, DE

2010 - 2011

- Presented 15 advisement workshops to 121 students.
- Advised seniors on graduation requirements.
- Reviewed credits of nearly 100 undeclared students.
- Coordinated and conducted community outreach programs.

Use Action Verbs

ELI Tutor, English Language Institute, University of Delaware, Newark, DE

2009 - 2010

- Assigned to international students from Korea, China, Argentina and Guam.
- Provided up to 20 hours of intensive English training weekly.
- Tutored all subjects including math.

Keep verb tense parallel. Use past tense for previous
job duties and present tense for current job duties

Camp Counselor, Camp Imabasakki, Elizabeth, NJ

2008 - 2008

- Supervised 25 sixth grade students.
- Worked on a team to develop new strategies for managing discipline.
- Trained and motivated new counselors.

Use activities and honors related to
the position you are applying for

ACTIVITIES/HONORS

Supporting K.I.D.D.S Volunteer (The United Way)
Hosted foreign exchange student from Sweden.

2008 - 2009
2005 - 2006

Stephen W. Altman

1589 Louisburg Drive
Winston-Salem, NC 27109
555-555-5555 (home) 566-486-2222 (cell)
SWAltman09@whoohoo.com

Experience

Key Holder

Montblanc, Inc.

April 2007 – February 2011

- Opened new specialty boutique
- Placed orders to restock merchandise and handled receiving of products
- Managed payroll, scheduling, reports, email, inventory, and maintained clientele book and records
- Integrated new register functions
- Worked with visual standards and merchandised high-ticket items

Sales Associate

Haley's Department Store – Collectors and Couture Departments

July 2005 – April 2007

- Merchandised designer women's wear
- Set-up trunk shows and attended clinics for new incoming fashion lines
- Worked with tailors and seamstresses for fittings
- Scheduled private shopping appointments with high-end customers

Bartender

Bob's Corner Bar and Grill

February 2003 – July 2005

- Provided customer service in fast-paced bar atmosphere
- Maintained and restocked inventory
- Handled administrative responsibilities including processing hour and tip information for payroll and closing register

Education

Ramapo College, Arlington, Virginia

Computer Skills

Proficient with Microsoft Word, Excel, and PowerPoint, and Internet

THOMAS P. HORTON

477 Farmer Avenue, Cleveland, OH 12345

(123) 535-3456

thomash@thenet.com

OBJECTIVE

Executive Director of a nonprofit organization

HIGHLIGHTS

- Over five years of management experience emphasizing a collaborative yet decisive style.
 - Experienced at building productive relationships to further the organization's goals.
 - Persuasive skills, both written and verbal.
-
-

PROFESSIONAL EXPERIENCE

(Caldwell, Stevenson & Horton)

MANAGEMENT

- Achieved a revenue growth from \$600K to \$1.5M per year within my area of management, while keeping overhead low.
- Planned and adhered to a budget of up to \$750K.
- Supervised a staff of 15, involving training, work flow, quality control, conflict resolution, and review processes.
- Directed the acquisition, installation, and maintenance of a 40-workstation system

DEVELOPMENT/MOTIVATION

- Built a large loyal client base through personal attention, quality service, and consistent follow through.
- Assisted clients in identifying their interests, and motivated them to act accordingly.
- Wrote persuasive letters and documents, frequently influencing decision makers.
- Involved personnel in goal sharing, resulting in dramatically increased productivity.

WORK HISTORY

Partner	Law Offices of Caldwell, Stevenson & Horton, Cleveland, OH	2007 – 2011
Claims Examiner	Prudential Insurance Company, Cleveland, OH	2005 – 2007

EDUCATION

J.D. Collins College of Law, Berkeley, CA, 1993
B.A., Finance, Georgetown University, Washington, DC, 1987

Kristen Lyndon

548 West 32th Street • New York, New York 10001
555.555.5555
kristenlyndon123@gmail.com

SKILLS AND QUALIFICATIONS

Bilingual: Spanish and English • Proficient in the use of the Bloomberg Terminal System and Thompson One Financial Software • Microsoft Office Suite Proficient

EDUCATION, TRAINING AND LICENSING

Bachelor of Professional Studies in *Business Management*, Cazenovia College, Cazenovia, New York, May 2008
License: Series 11

FINANCIAL SERVICES EXPERIENCE

Smith Barney, Syracuse, New York, 2007 - Present

Operations Associate

Began as an Intern and was hired as an Operations Associate to coordinate several back room operations; Train new employees and interns to perform operational tasks

Assistant Representative

- Take unsolicited orders and service reps accounts and discuss account issues and concerns with clients

Trade Orders and Processing

- Receive trade orders from reps and clients for input into the Thomson One System and include buy and sell orders of mutual funds, stocks and options
- As a licensed Series 11 Sales Assistant, take unsolicited trade orders from clients

Cashiering

- Process check, wire, Letters of Authorization and distribution requests
- Enter requests into the subsystem of the Thomson One and send LOA's and IRA distribution requests to clearing firm for processing

Account Establishment

- Receive new account forms from Reps; review information for accuracy and open accounts and generate account numbers and establish client files; account types are individual, joint, custodial, investments clubs, corporate, trusts, partnerships, IRA's (Traditional, Rollover, Roth, SEP and SIMPLE)

Sub Clearing Firms Coordinator

- Review partnership requests with external non-registered advisors and establish client accounts
- Process trades and perform account maintenance

ADDITIONAL WORK EXPERIENCE

Tutor and Peer Mentor Higher Education Opportunity Program, Cazenovia College, Cazenovia, New York, 2005 - 2007

- Tutored summer college students in multiple content areas and served as a role model for summer college students to assist with the transition between high school and college

Help Desk Assistant, Information Technology Department, Cazenovia College Cazenovia, New York, 2005 – 2006

- Assisted students, faculty, administrators and staff with software and hardware questions

COVER LETTERS

THREE PARTS OF A COVER LETTER:

1. The first paragraph tells why you are writing: identifies the employer and position by name, and conveys how/where you found the job lead.
2. The second section, which can be more than one paragraph, tells how your background, experience, and skills are related to this job.
3. The third paragraph is your close: what do you want to happen next?

DO:

- Send a cover letter with every resume you send
- Address the letter to a specific person and title (when possible)
- Print each letter individually (no copies!)
- Limit to one page
- Sign your name

DON'T:

- Address to a title of department, "To Whom It May Concern", or Dear Search Committee" (unless there is NO alternative)
- Be pushy or assuming; just state your qualifications.
- Mass produce; all letters must be specific to the organization and job.

CONSTRUCTING E-MAIL COVER LETTERS

Keep your cover letter short. Brevity is critical. One or two paragraphs - under 150 words- should be sufficient. An e-cover letter is more of a "cover note."

Always use standard cover letter protocol. Just because it's an email doesn't mean you should abandon standard business letter writing. Make sure to include a salutation (Dear Ms. Roth) and a standard closing (such as Sincerely or Yours truly). Leave blank lines between paragraphs. Avoid using emoticons, abbreviations, wild colors, etc.

What should be included in the E-Cover "Note"? There should be a statement about who you are; what job you're applying or hoping for; how you heard about this job; and an indication of your knowledge of the organization.

Take advantage of keywords. Use keywords pertinent to the job you are seeking, and focus on key industry buzzwords and critical skill sets.

Don't waste your subject line. Don't ever leave the subject line of your email blank. Use the subject line to entice the reader into your cover letter. If you are applying to a specific position, mention the job title for easy reference.

Justify your left-hand margins. Avoid indenting and other formatting devices because formatting is often altered in electronic transmission.

Never hit "send" without thoroughly spell checking and proofreading your email cover note. Don't just rely on your email software's spellchecker. Take the time to really proofread it. A simple typo could undermine a brilliant cover letter.

Be sure to test your message before sending it to the company. Even if you're sure your letter is perfect, send it to a friend or another one of your e-mail accounts first and check for the content and style one more time.

COVER LETTER - PARAGRAPH FORMAT

37B Duke Street
Newark, Delaware 19711

April 2, 2011

Ms. Kathy Zistl
Beck & Turpin, Inc.
590 Madison Ave. 12th floor
New York, NY 10022

Dear Ms. Zistl:

I was given your name by Mitsuko Clemmons, graduate assistant at the Career Services Center at the University of Delaware. I am interested in securing a professional position with Beck & Turpin, Inc. in the field of Management Consulting and/or Marketing. I was unable to interview with you on campus in February because of my late return to the US after spending winter session studying International Marketing and International Law in The Czech Republic.

I received a Bachelor of Science degree in Marketing with a minor in International Business in May, 2011. As a Communications Fellow and presenter at two conferences, I demonstrated excellent oral communication skills, as required for the position with Beck and Turpin, Inc. Further, my individual research using Excel and Access data bases has provided the tools I need to analyze and summarize information. Additionally, as a student assistant at Career Services, helping students develop their resumes, I honed my teaching and interpersonal skills. A review of my resume summarizes the skills and abilities I can offer Beck & Turpin. In addition, I am willing to relocate to any part of the country where a challenging job may await me.

My enclosed resume will provide more details about my skills and accomplishments. As you requested, I have also enclosed a list of three references. I am very eager to discuss potential employment with Beck & Turpin and would welcome an interview at your earliest convenience. I may be reached at my current address, by phone at: (302) 266-6879, or by way of e-mail at: kawalek@udel.edu. I look forward to hearing from you.

Sincerely,

Jeffrey M. Kawalek

Jeffrey M. Kawalek
Enclosures: Resume; List of References

COVER LETTER IN BULLETED FORMAT

4100 Rembrant Circle
Newark, Delaware 19711

August 23, 2011

Min Poe
The Walt Disney Cruise Line
210 Celebration Place, Suite 400
Celebration, Florida 34747-4600

Dear Min Poe:

I am currently interested in obtaining an entry-level marketing/management position with the Walt Disney Cruise Line. Currently I am in the first semester of my senior year at the University of Delaware and will receive a Bachelor of Science degree in Marketing with a minor in International Business in May, 2012. My interest in the Walt Disney Cruise Line is based on a desire to continue my employment with the Walt Disney Company.

As a participant in the Walt Disney World College Program, I served as a Merchandising Host during the summers of 2008 and 2009. Specifically, this job has given me an in-depth knowledge of The Walt Disney World Company, its operations, and its corporate culture. Other qualifications, which I possess, include the following:

- A team-builder who communicates effectively interpersonally and within groups.
- A highly motivated individual with strong analytical and research skills.
- Visionary, creative, and able to see opportunities for process improvement.
- Completed various courses in marketing, management, sales, and international business.
- Proficient with Walt Disney World Company Policies and Guidelines.

My enclosed resume will provide further details about my skills and accomplishments. I am confident that my academic background, qualifications, as well as my past experiences with your company will prove to be mutually beneficial for a marketing/management position with The Walt Disney Cruise Line. I may be reached at my current address, by phone at: (302) 266-5555, or by e-mail: kawalek@udel.edu. I look forward to hearing from you.

Sincerely,

Grace Mason

Grace Mason
Enclosures: Resume, References

SAMPLE E-COVER LETTERS

Subject: STRONG TECHNICAL WRITER WITH PORTFOLIO

From: David Munroe Smith

Dear Ms. Allen:

Professor Ames told me that you are looking for a technical writer for Impact, Inc. and suggested that I e-mail you my resume. I have used some of Impact's publications in my classes and am very excited about the prospect of being part of a top communications company. I am well qualified for the position with a grade point average of 3.5 and successful experience in two technical writing internships where I honed my desktop publishing, editing, and proofreading skills.

After reviewing the attached resume, I hope you will want to arrange an interview with me to discuss the position further.

Sincerely,
David M. Smith

Subject: Business experience and liberal arts background

From: Sam DeSalvo

Dear Mr. Marquart:

I was unable to participate in the Campus Interview program in the fall when you visited the University of Delaware campus. At this time, I am ready to pursue an entry-level job as a marketing representative with Dannon Foods. My uncle, Leon DeSalvo, a sales manager with Dannon Foods has had a successful career with your company and suggested that I apply.

Please look over my attached resume. I hope you will find me a good match for the marketing position.

Yours truly,
Sam DeSalvo

Subject: Multilingual student seeks social services internship

From: Sylvia Juegos

Dear Ms. Kramer:

I am interested in applying for the position of social services intern you listed in Blue Hen Careers at the University of Delaware. I have some volunteer experience with adolescents, but would like to gain in depth experience by pursuing an internship with the Hispanic Community Center. My eventual goal is to become a clinical social worker specializing in treating adolescents.

Please review my attached resume. I would be happy to provide additional information or come to the Center for an interview. I'll call you next week to follow up.

Best regards,
Sylvia Juegos

Resume Worksheet

Name: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

Objective: _____

Education:

College: _____ Location (City, State): _____

Degree/Diploma: _____

GPA (Optional): _____

High School: _____ Location (City, State): _____

Diploma? YES or NO (circle one) GPA (Optional): _____

Other Schooling: _____

EXPERIENCE:

Job Title: _____ Dates: _____

Company Name: _____

Location (City and State): _____

Description of what you did, how you did it and how well you did it:

- _____
- _____
- _____

Job Title: _____ Dates: _____

Company Name: _____

Location (City and State): _____

Description of what you did, how you did it and how well you did it:

- _____
- _____
- _____

Job Title: _____ Dates: _____

Company Name: _____

Location (City and State): _____

Description of what you did, how you did it and how well you did it:

- _____
- _____
- _____

MEMBERSHIPS:

Membership/Leadership Title: _____

Organization: _____ Dates: _____

Membership/Leadership Title: _____

Organization: _____ Dates: _____

AWARDS:

Name of Award: _____

Organization: _____ Dates: _____

Name of Award: _____

Organization: _____ Dates: _____

OTHER INFORMATION:

Other Skills or Notable Information: _____

REFERENCES: (On separate sheet)

Name: _____

Job Title: _____

Name of Company: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

Name: _____

Job Title: _____

Name of Company: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

Name: _____

Job Title: _____

Name of Company: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

Name: _____

Job Title: _____

Name of Company: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email: _____