

Creating Effective Résumés and Cover Letters



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Rule of Thumb for Résumé Showcasing

Pick up your résumé. Where are your thumbs? They are probably at about the midpoint of the page. Most employers spend 15 – 30 seconds when first examining résumé, and only seeing the top half of your résumé. Therefore, everything above your thumbs should be the most important information that you want to convey to the employer, and everything below your thumbs should support the message you are communicating.

In this short amount of time employers determine your strengths and if you have something to offer. If they feel that you do, they will look at your resume in more depth. If not, you will be filed away. You need to make sure that the employer knows what you are capable of doing. If you don't tell them, no one else will. Employers want to **QUICKLY screen you out**. Your goal is to get screened **IN**.

How do you fashion your résumé so that it gets noticed? The employer doesn't have time to search your résumé for pertinent information – you must provide it on a silver platter – easy to obtain and elegantly presented.

Take the time to craft a résumé that is an accurate reflection of you. Don't do it alone! Tap into book and web resources, and ask others for input. Remember that you have the final say on your résumé's appearance – you must **like** it. When you look at it, you should say, "Wow, I'm good!!"



What is a Résumé?

IT IS NOT

- Your Autobiography
- Your Complete Obituary

IT IS

- A Document Starting Your Professional Credentials

ITS PURPOSE IS

- Not to Obtain a job
- To Obtain an Interview (**YOU** get the job)

Your Résumé Is Your Advertisement

In most instances your résumé is your first contact with an employer. Make sure that it gives a positive, professional impression. Your résumé is your advertising tool and should provide:

- **A sense of purpose** - Why are you sending the résumé?
- **Focus on achievements** - What separates you from everyone else?
- **Accuracy** - Was it 2008 or 2007? Find out!!
- **Clarity and Simplicity** - This is not the time to try to use the word *antidisestablishmentarianism* in a document.
- **An attractive package** - No jelly or coffee stains, please.
- **Salesmanship** - What measurable facts can you provide?
- **A sense of person behind the resume** - This flat piece of paper needs to sing and dance so the employer will want to meet you in person.
- **Credibility** - More than 80% of résumés contain some stretch of the truth. Don't do this. If you lose your professionalism, it will be nearly impossible to get it back.

Why Do I Need a Résumé?

Because employers expect you to submit them when applying for positions. Employers want to know exactly how you can be useful to them without having to read through excessive or unrelated details.

A résumé should provide a positive impact by being clear, accurate, and relevant to the job objective and focused on one industry or employer.

- **YOU** are the best person to write your résumé.
- In most cases your résumé is your first contact with an employer.
- Your résumé is a communication tool. Effective communication requires you to be responsible for conveying a clear message. If your reader doesn't get the information, you didn't communicate successfully.
- Your résumé summarizes who you are and what you can do.
- Your résumé helps the employer decide whether or not to interview you.
- Your résumé focuses on the employer's needs, not yours.
- Carry résumés with you when you are canvassing companies for job openings. Submit them with your application materials. When you send a résumé by mail or email, always include a cover letter to identify the job for which you are applying, and why the employer should hire you. Keep copies of your résumé in your car and have it available at a moments notice.

THE 20 SECOND RULE

The personnel directors of America's top corporations say again and again that ***if you haven't presented the most important information about yourself in the top half of the first page of your résumé, you can probably forget about getting the job.***

The head of personnel management for one of the largest and most prestigious employers in the Washington, D.C. area told the authors that she allows 20 seconds to scan each resume she receives. If in that brief time, she does not see anything that gets her attention, she rejects the resume.

Taken from *The 110 Biggest Mistakes Job Hunters Make* by Richard L. Hermann and Linda P. Sutherland

Résumé Formats

There are two basic résumé formats that can be used to showcase your talents. Both can highlight your skills and abilities and both are used in the workplace.

Do some industry research though, as some career fields prefer one over the other. We recommend several different versions of your resume, so you can utilize both formats.

CHRONOLOGICAL

This format is good for people with extensive work experience either with one company or a few companies, usually in the field in which they are seeking employment.

Work and educational experience is listed in reverse order of occurrence beginning with the most recent dates and working back.

Job duties are listed under the job title, organization and dates.

COMBINATION

This format is good for career changers, those with gaps in employment and those who want to clearly sell specific skills, paralleling the needs of the employer. This format allows a person to use skill clusters, while still listing dates, places of employment and job responsibilities.

This résumé format combines a chronological work experience with skill clusters. The work experience is organized in two separate sections:

- A skill clusters section, which highlights major areas of accomplishments from previous employment, training and/or education programs. This allows you to organize skills in an order that most supports your job objective.
- A chronological listing in reverse order containing job title, organization for which you worked, and dates of employment.

Sample Chronological Résumé for Students

Em Ployed

222 Market Street
Rochester, NY 14610
585-555-1212
employed@gmail.com

OBJECTIVE: To obtain a forensic identification specialist position with the Yates County Sheriff's Department.

EDUCATION:

Bachelor of Science, Criminology/Criminal Justice

Keuka College, Keuka Park, NY
May 2009
GPA 3.4/4.0

RELATED EXPERIENCE:

Intern, Monroe County Correctional Center, Rochester, NY 1/09-5/09

- Developed, collected, and preserved latent fingerprints by dusting, and applying various chemical processes and utilizing alternative light source technology.
- Prepared, entered, and compared latent fingerprints in the automated CAL-ID system.
- Made impressions of shoe prints, tire tracks, and other objects at crime scenes.
- Took aerial photographs and videotapes of crime scenes.

Teaching Assistant, Juvenile Justice, Keuka College, Keuka Park, NY 8/07-5/08

- Evaluated weekly papers for 60 students
- Led class discussions one day per week and held office hours
- Assisted professor with creating and evaluating exams

Skills

Fluent in Spanish
First Aid Certification
Eligible to carry a weapon
Driver's license

WORK EXPERIENCE

Manager, The Freez, Penn Yan, NY 11/08-5/09

- Trained, reviewed, and supervised 20 employees
- Evaluated and ordered \$100,000 inventory
- Balanced four cash drawers and made nightly deposits

ACTIVITIES

Member, Crime Scene Investigators Association 8/08 – present
Volunteer, Sunshine Nursing Home, Rochester, NY 6/07 – present
Member, Phi Theta Kappa, New York, NY 8/07 – present

Sample Chronological Résumé for Experienced Workers

Jane Doe

222 Market Street
Rochester, NY 14610
585-555-1212
employed@gmail.com

EXECUTIVE SUMMARY

- Over five years experience performing accurate latent print comparisons and the laboratory processes to detect latent prints and successful completion of a latent print examination.
- Five years experience in all phases of photography and successful completion of the Federal Bureau of Investigation Fingerprint Classification and Latent Fingerprint School
- Recognized expert in controlled substance identification, toxicology, serology/DNA and blood alcohol analysis.
- Graduated from an accredited college university with a Bachelor's Degree in Biochemistry
- Excellent communication skills

PROFESSIONAL EXPERIENCE

Mesa Police Department, Mesa, AZ

2007 - present

Supervisory Criminalist

- Oversee the Latent Print, Photo Laboratory, Crime Scene, Fingerprint Identification, Firearms, Biology (DNA/Serology), Toxicology, Controlled Substance, and Support Units within the Forensic Services Section.
- Ensure ASCLD/LAB requirements are instituted and maintained
- Train 20 laboratory personnel
- Create training programs for sworn personnel
- Direct caseload and turnaround time
- Develop and implement new laboratory techniques, methods and equipment
- Increase and maintain a quality assurance program for assigned units
- Ensure laboratory safety
- Prepare and maintain laboratory records and reference files
- Perform technical and administrative review of case reports
- Prepare and monitoring the unit's portion of the Forensic Services Section budget.

Schoder County Sheriff's Department, Durham, NC

2002 - 2007

Senior Criminalist

2006 - 2008

- Performed highly specialized criminalistics evaluations in connection with the identification and comparison of physical evidence submitted to the Forensic Services Section
- Prepared and conducted officer training
- Assisted with the development and monitoring of a quality assurance program
- Conducted field investigations at crime scenes; troubleshooting; maintenance and validation of instrumentation
- Consulted and coordinated with experts, police officers, and attorneys

Criminalist

2002 - 2006

- Performed specialized criminalistics evaluations utilizing chemical, microscopic, and chromatographic techniques and instrumentation to examine, identify, and evaluate physical evidence
- Compared silicone casts and photographs of impressions and marks from shoes, tires, instruments, and other objects
- Entered data into the National Integrated Ballistics Information Network (NIBIN)

ASSOCIATIONS

Member, Strategic Account Management Association
Member, American Marketing Association

2002-present
1990-present

PROFESSIONAL RECOGNITION

Mayor's Achievement Award, 2008
Circle of Excellence Award, 2006
Emerging Leaders Program, 2004
True Spirit Award, 2003
Rookie of the Year, 2002

SOFTWARE

Siebel CRM
Macromedia Dreamweaver and Flash
Adobe Photoshop

EDUCATION

Bachelor of Science, Biochemistry
Keuka College, Keuka Park, NY

Sample Combination Résumé

Jane Doe

222 Market Street
Rochester, NY 14610
585-555-1212
employed@gmail.com

Summary of Qualifications

- Motivated marketing professional with 12 years of proven success.
- Demonstrated ability to assess and address client needs to develop strong client loyalty.
- Recipient of two "Employee of the Year" awards
- Strong team player with 8 years of management experience.

Professional Experience

Marketing

- Generated a \$1,000,000 new client base.
- Developed "The Leading Edge" television campaign for Rocko Sports.
- Created the Nike "swish."
- Successfully maintain an existing client base of over 100 Fortune 500 companies.

Accomplishments

- Promoted to Lead Marketing Manager after 6 months in current position.
- Recognized by peers and clients for outstanding service, for two consecutive years.
- Consistently exceed marketing plan goals by 10 percent per year.

Management

- Train and supervise a team of 20.
- Interviewed, selected and trained 100 volunteers.
- Conduct performance reviews and professional development activities.

Work History

Lead Marketing Manager , Market This!, New York, NY	2000-Present
Marketing Manager , Markets-R-Us, New York, NY	1998-2000
Marketing Coordinator , American Red Cross, New York, NY	1996-1998

Education

Keuka College, Keuka Park, NY
Bachelor of Arts
Sociology

Volunteer Experience

Big Brothers/Big Sisters	2000-Present
Habitat for Humanity	2002

Sample Combination Résumé

Jane Doe

222 Market Street
Rochester, NY 14610
585-555-1212
employed@gmail.com

Executive Summary

- Dynamic, award-winning executive with over 12 years of proven success creating and launching new products for domestic and international markets.
- Led team of 55 to increase market share by 40%.
- Granted patent for innovative communication tool used to acquire new clients.
- Skilled in reducing marketing costs, managing cross-functional teams, and administering multi-billion dollar budgets.

Professional Experience

Management

- Oversee opportunity identification and evaluation; construct business cases; formulate new offers and promotions.
- Supervised in-house and outside agency creative staff of 16 in developing logos, website, direct mail, and e-mail acquisition marketing; functioned as point person in external partner negotiations
- Managed \$1 billion business unit; led supplier negotiations, oversaw financial and operational results.

Strategic Planning

- Create, track, and evaluate internal metrics and management reporting to identify marketing performance and effectiveness of programs, markets, and product mix.
- Analyze industry trends and competitive landscapes.
- Direct strategic planning of Internet and high speed access services with \$1.7 billion annual revenue
- Ensured success of new corporate venture by strategizing business plans, cases, and market scenarios.
- Defined operational plans to integrate GGC and TMT following \$14 billion acquisition.

Development

- Drive branding guidelines across the organization and with external partners.
- Directed formation of E-based capabilities, including website, E-sales, E-care, and E-billing/payment
- Created strategic business plan for new venture into consumer DSL broadband service.

Communication

- Supervised 10-person marketing team.
- Prepared strategic and business plan communications for presentations to Board of Directors, industry and financial analysts, suppliers, partners, and employees.
- Led team of 20 in launch of new high-speed internet services, including customer identification, sales planning, channel mix, pricing, promotion, and customer experience definition.

Work History

XYZ Corporation, New York, NY Division Manager, Marketing Strategy and Development	2000-present
ABC Corporation, Boston, MA Marketing and Sales Director, Consumer Services Product Management Director	1993-2000 1995-2000 1993-1995
Sesame Seed Company Strategic and Business Planning District Manager	1990-1993

Associations

Member, Strategic Account Management Association	2005-present
Member, American Marketing Association	2000-present

Professional Recognition

Vice Presidential Achievement Award	2009
Circle of Excellence Award	2006
Emerging Leaders Program	2005
True Spirit Award	2004
Patent Incentive Award	2003

Software

- Siebel CRM
- Macromedia Dreamweaver and Flash
- Adobe Photoshop

Education

Bachelor of Science
Keuka College, Keuka Park, NY
Management

Identification

This section should include your name, address, telephone numbers (home, and/or cell phone numbers), and e-mail address. Make sure the employer can reach you, or can easily leave a message.

Tips

- € Include area codes with all telephone numbers
- € Make sure your voice mail message or e-mail address is not offensive, unprofessional or “cutesy”
- € Examples of UNPROFESSIONAL emails:
 - Studmuffin@aol.com
 - emilyscarletohara@hotmail.com
 - sexychick@yahoo.com

Objective

Employers prefer to see objectives from those seeking internships, field periods, work-study, or new graduates.

Sample Strong Objectives

- A position as a General Sales Representative with Eli Lilly which will utilize my chemistry and sales background.

Sample of Weak Objectives

- Management position which will use my business administration degree and will provide opportunities for rapid advancement and annual salary increases.

Tips

- The objective should be as short as possible, and not include such phrases as “challenging position”, “utilizing my skills”, “growth potential”, “room for advancement”, etc.
- If you are applying for a specific job opening, always use the employer’s job title for that position.

If you have work experience, a “Highlights of Qualifications” or “Summary Statement” is preferable over a job objective.

Qualifications

This section often appears on the résumé to highlight and summarize your areas of expertise, and your credentials, usually including 3 – 5 lines making reference to your

Examples

- Recently completed BS degree in Criminology/Criminal Justice
- Over 3 years experience as Teen Court volunteer
- Fluent in Spanish and ASL

OR

Summary Statement

When you have a number of years experience in a particular field or industry, this statement is often used as an alternative to an objective or as an addition. It portrays a summary of your credentials in sentence or paragraph form.

Example

Over ten years of successful experience providing professional customer service. Proven ability to effectively handle difficult situations. Highly motivated, energetic and very creative.

Tips

Put strong statements at the beginning of your résumé. The most important information should come first and be supported throughout the résumé.

Education

You should list any training specific to the job desired, as well as your Keuka experience, noting major fields of study. List diplomas and degrees with your most recent education first and include education in reverse chronological order. Also note post graduate and special training courses or seminars you have completed. Cite special job related skills, such as knowledge of a foreign language or specialized certification.

If you are a new graduate with little work experience, you might place your educational background before your work experience, especially if your recent education or training is what qualifies you for the job. On most résumés

the education section is placed at the end of the resume. You can expand the education section with more details to show how your studies and extracurricular activities relate to the work you seek.

Example

Keuka College, Keuka Park, NY

Program of Study

Degree Received, date (if within the last 5 years)

Tips

- Dates are not necessary unless they are favorable to you, I.E. recent education. (You might have to supply them if the employer wants to verify.)
- If you have attended or completed college, omit high school.
- Include your GPA if it is higher than 3.0. If your major GPA is higher than your overall GPA, include it, but indicate that it is your major GPA.

Employment History

You will need to include your job titles, places and dates of employment, and job responsibilities. You may separate your experience into that for which you were paid and experience for which you were not paid. Remember, however, that experience is valuable, even if you were not paid to do it.

Tips

- Don't go back more than 10-15 years.
- Don't list supervisor contact information. It belongs on a separate reference sheet.

Additional Information – only include if pertinent to job

DO include such things as business, professional, social or civic affiliations; honors and awards; and military service.

OMIT all personal information including marital status, age, state of health, etc. (it is illegal for an employer to request that information).

Worksheet: Showcase Your Accomplishments

Showcasing your abilities can a challenge, because most of us don't "brag" on a

daily basis. However, to successfully communicate your skills to the employer, you need to learn how to “sell” yourself.

Take some time to list your accomplishments. Start now, but come back to it later, when you’ve thought of more things. Draw on all your experiences: paid, unpaid, volunteer, and home. Once you have a list you can pick and choose what you want to highlight.

There is no right or wrong way to do this, but try to include as much information as possible. If you trained people, how many? The employer doesn’t know your capabilities, so your job is to educate him/her on what you can bring to the position!

Examples

- Successfully managed \$500,000 accounts receivables and reduced delinquent accounts by 15 percent.
- Trained over 100 staff members in CPR and First Aid procedures.
- Developed 35 new accounts while maintaining 60 existing accounts.

Accomplishments

Keep in mind the variety of experiences you have had which can transfer to other job duties. Following is a list of some skill areas which may help you categorize your skills.

Skill Clusters - Both transferable skills and special knowledge skill areas

Accounting	Community Relations	Management
Administration	Construction	Marketing
Advertising	Database Management	Public Relations
Budgeting	Development	Purchasing
Business	Employee	Product Development
Communication	Relations	
Business	Human Resources	Supervision
Management		
Client Services	Labor Relations	Teaching
Coaching	Laboratory	Training

Career Transferable Skills

INFORMATION MANAGEMENT SKILLS: ability to...

- sort data and objects
- compile and rank information
- apply information creatively to specific problems or tasks
- synthesize facts, concepts, and principles
- understand and use organizing principles
- evaluate information against appropriate standards

DESIGN AND PLANNING SKILLS: ability to...

- identify alternative courses of action
- set realistic goals
- follow through with a plan or decision
- manage time effectively
- predict future trends and patterns
- accommodate multiple demands for commitment of time, energy and resources
- assess needs
- make and keep a schedule
- set priorities

RESEARCH AND INVESTIGATION SKILLS: ability to...

- use a variety of sources of information
- apply a variety of sources of information
- identify problems and needs
- design an experiment, plan or model that systematically defines a problem
- special needs or problems
- formulate questions relevant to clarifying a particular problem, topic or issue

COMMUNICATION SKILLS: ability to...

- listen with objectivity and paraphrase the content of a message
- use various forms and styles of written communication
- speak effectively to individuals and groups
- use media formats to present ideas imaginatively
- express one's needs, wants, opinions and preferences without offending the sensitivities of others
- identify and communicate value judgments effectively
- describe objects or events with a minimum of factual errors
- convey a positive self-image to others

HUMAN RELATIONS AND INTERPERSONAL SKILLS: ability to...

- keep a group "on track" and moving toward the achievement of a common goal
- maintain group cooperation and support

- delegate tasks and responsibilities
- interact effectively with peers, superiors and subordinates
- express one's feeling appropriately
- understand the feelings of others
- use argumentation techniques to persuade others
- make commitments to persons
- be willing to take risks
- teach a skill, concept or principle to others
- analyze behavior of self and others in group situations
- demonstrate effective social behavior in a variety of settings and under different circumstances
- work under time and environmental pressures

CRITICAL THINKING SKILLS: ability to ...

- identify quickly and accurately the critical issues when making a decision or solving a problem
- identify a general principle that explains interrelated experiences or factual data
- define the parameters of a problem
- identify reasonable criteria for assessing the value of appropriateness of a action or behavior
- adapt one's concepts and behavior to changing conventions and norms
- apply appropriate criteria to strategies and action plans
- take given premises and reason to their conclusion
- create innovative solutions to complex problems
- analyze the interrelationships of events and ideas from several perspectives

MANAGEMENT AND ADMINISTRATION SKILLS: ability to ...

- analyze tasks
- identify people who can contribute to the solution of a problem or task
- identify resource materials useful in the solution of a problem
- identify one's own values
- motivate and lead people
- organize people and tasks to achieve specific goals

VALUING SKILLS: ability to ...

- assess a course of action in terms of its long-range effects on the general human welfare
- make decisions that will maximize both individual and collective good
- appreciate the contributions of art, literature, science, and technology to contemporary society

- identify one's own values
- assess one's values in relation to important life decisions

PERSONAL/CAREER DEVELOPMENT SKILLS: ability to ...

- analyze and learn from life experiences--both one's own and other's
- relate the skills developed in one environment (e.g. school) to the requirements of another environment (e.g. work)
- match knowledge about one's own characteristics and abilities to information about job or career opportunities
- identify, describe and assess the relative importance of one's needs, values, interest, strengths and weaknesses
- develop personal growth goals that are motivating
- identify and describe skills acquired through formal education and general life experience
- identify one's own strengths and weaknesses
- accept and learn from negative criticism
- persist with a project when faced with failure unless it is clear that the project cannot be carried out or is not worth the time or effort needed to complete it
- recognize when a project cannot be carried out or is not worth the time or effort required to complete it
- generate trust and confidence in others
- take risks
- accept the consequences of one's actions
- "market" oneself to prospective employers

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ACTION VERBS

Accelerate	Allocated	Attained	Boosted	Transmitted
Hasten	Allowed	Accomplished	Heightened	Compared
Quicken	Apportioned	Achieved	Hiked	Assimilated
Shake up	Assigned	Gained	Increased	Equated
Accomplish	Analyzed	Reached	Raised	Matched

Complete	Broke down	Won	Built	Completed
Finish	Dissected	Audited	Constructed	Concluded
Achieved	Answered	Analyzed	Manufactured	Ended
Executed	Rejoined	Examined	Calculated	Finished
Overcame	Replied	Inspected	Computed	Composed
Reached	Responded	Reviewed	Estimated	Comprised
Realized	Returned	Scanned	Figured	Created
Acted	Applied	Augmented	Captivated	Formed
Operated	Pertained	Compounded	Allured	Condensed
Performed	Pressed	Enlarged	Attracted	Compressed
Activated	Related	Expanded	Charmed	Contracted
Energized	Urged	Extended	Enchanted	Shrunk
Stimulated	Appraised	Heightened	Fascinated	Conferred
Vitalized	Assessed	Increased	Cataloged	Awarded
Adapted	Estimated	Authorized	Enrolled	Consulted
Accommodated	Evaluated	Approved	Inscribed	Gave
Adjusted	Rated	Facilitated	Listed	Granted
Addressed	Surveyed	Enabled	Charted	Consolidated
Concentrated	Valued	Endorsed	Arranged	Compacted
Focused	Approved	Promoted	Designed	Unified
Adjusted	Accepted	Awarded	Devised	Constructed
Familiarized	Favored	Allotted	Planned	Assembled
Administered	Arbitrated	Assigned	Checked	Built
Administrated	Judged	Endowed	Corrected	Fabricated
Executed	Umpired	Balanced	Clarified	Formed
Governed	Arranged	Adjusted	Cleared up	Made
Supervised	Disposed	Compensated	Explained	Produced
Advanced	Ordered	Corresponded	Illustrated	Conceived
Encouraged	Organized	Outweighed	Settled	Envisioned
Fostered	Systematized	Redeemed	Collected	Visualized
Promoted	Assembled	Began	Assembled	Consulted
Advised	Called	Commenced	Gathered	Advised
Conferred	Convened	Inaugurated	Combined	Conferred
Consulted	Summoned	Initiated	Associated	Continued
Advocated	Assessed	Launched	Connected	Endured
Encouraged	Appraised	Boosted	Joined	Persisted
Favored	Evaluated	Heightened	Linked	Contributed
Aided	Assigned	Hiked	United	Aided
Assisted	Allocated	Increased	Communicated	Assisted
Helped	Allotted	Raised	Conveyed	Helped
Allowed	Discovered			
Controlled	Formulated	Diagnosed	Enforced	Expanded
Composed	Devised	Determined	Effected	Developed
Contained	Nourished	Distinguished	Engineered	Elaborated
Regulated	Nurtured	Identified	Maneuvered	Increased
Restrained	Produced	Directed	Wangled	Experienced
Converted	Decided	Conducted	Enhanced	Proficient

Impelled	Concluded	Controlled	Deepened	Skilled
Moved	Determined	Guided	Heightened	Versed
Persuaded	Figured	Managed	Intensified	Explained
Swayed	Resolved	Discovered	Magnified	Clarified
Conveyed	Settled	Revealed	Enlarged	Explored
Channeled	Defined	Unmasked	Amplified	Expounded
Communicated	Described	Displayed	Developed	Inquired
Conducted	Prescribed	Exhibited	Elaborated	Interpreted
Transmitted	Delegated	Revealed	Expanded	Investigated
Convinced	Administered	Showed	Enlisted	Probed
Assured	Appointed	Distributed	Enrolled	Expressed
Persuaded	Assigned	Circulated	Joined	Formulated
Prompted	Delivered	Disbursed	Ensured	Signified
Satisfied	Designated	Dispensed	Assured	Stated
Coordinated	Gave	Divided	Diverted	Extended
Accommodated	Selected	Documented	Entertained	Expanded
Arranged	Demonstrated	Recorded	Insured	Offered
Corresponded	Displayed	Drafted	Recreated	Presented
Agreed	Exhibited	Formulated	Secured	Fashioned
Approached	Illustrated	Outlined	Established	Fabricated
Conformed	Showed	Prepared	Constituted	Formed
Counseled	Designed	Sketched	Created	Produced
Advised	Arranged	Earned	Enacted	Focus
Directed	Constructed	Acquired	Instituted	Concentrated
Recommended	Created	Deserved	Estimated	Formed
Suggested	Planned	Won	Appraised	Composed
Created	Detected	Educated	Approximated	Constructed
Composed	Encountered	Disciplined	Assessed	Developed
Formulated	Found	Instructed	Calculated	Fabricated
Generated	Determined	Taught	Computed	Fashioned
Made	Decided	Effected	Evaluated	Produced
Originated	Destined	Caused	Rated	Drafted
Produced	Performed	Enforced	Evaluated	Expressed
Critiqued	Developed	Implemented	Appraised	Prepared
Commented	Amplified	Eliminated	Assessed	Fostered
Criticized	Elaborated	Accentuated	Classified	Cultivated
Reviewed	Enlarged	Accentuated	Estimated	Encouraged
Cultivated	Expanded	Dismissed	Rated	Promoted
Developed	Devised	Emphasized	Executed	Found
Educated	Concocted	Encouraged	Achieved	Based
Fostered	Created	Fostered	Administrated	Completed
Instructed	Invented	Inspired	Implemented	Established

Managed	Planned	Nourished	Performed	Executed
Studied	Connected	Fulfilled	Headed	Mediated
Implemented	Addressed	Surveyed	Related	Interceded
Preformed	Directed	Inspired	United	Intermediate

Satisfied	Originated	Exhilarated	Judged	Intervened
Furnished	Heightened	Impressed	Collected	Merged
Equipped	Enhanced	Influenced	Concluded	Blended
Provided	Expanded	Installed	Deduced	Compounded
Supplied	Increased	Encouraged	Deducted	Intermingled
Gained	Intensified	Inducted	Derived	Mingled
Accomplished	Hired	Initiated	Inferred	Mixed
Achieved	Chartered	Instituted	Launched	Mobilized
Acquired	Employed	Created	Began	Activated
Attained	Engaged	Established	Commenced	Circulated
Earned	Identified	Introduced	Embarked	Moved
Improved	Distinguished	Launched	Initiated	Propelled
Secured	Recognized	Originated	Introduced	Modified
Gathered	Illustrated	Instructed	Originated	Altered
Assembled	Clarified	Created	Lead (led)	Changed
Collected	Demonstrated	Directed	Conducted	Refashioned
Deducted	Exemplified	Trained	Directed	Turned
Derived	Explained	Interpreted	Guided	Monitored
Generated	Implemented	Described	Introduced	Controlled
Created	Completed	Explained	Lectured	Oversaw
Originated	Enforced	Expounded	Addressed	Watched
Produced	Executed	Integrated	Listened	Motivated
Governed	Fulfilled	Blended	Attended	Excited
Administered	Performed	Coordinated	Heeded	Galvanized
Directed	Improved	Incorporated	Located	Moved
Executed	Enlightened	Unified	Placed	Provoked
Granted	Incorporated	Introduced	Positioned	Roused
Acknowledged	Combined	Initiated	Sited	Stimulated
Allowed	Embodied	Instituted	Situated	Navigated
Awarded	Integrated	Invented	Maintained	Directed
Guaranteed	Increased	Contrived	Presented	Mapped out
Certified	Expanded	Devised	Provided	Negotiated
Warranted	Heightened	Formulated	Supported	Adjusted
Guided	Raised	Involved	Sustained	Agreed
Conducted	Influenced	Affected	Managed	Arranged
Directed	Affected	Concerned	Conducted	Bargained
Piloted	Impressed	Implicated	Directed	Contracted
Handled	Inspired	Issued	Governed	Settled
Exercised	Initiated	Emanated	Magnified	Observed
Governed	Commenced	Originated	Maximized	Distinguished
Managed	Introduced	Published	Operated	Noted
Operated	Launched	Joined	Measured	Noticed
Responded to	Inspected	Associated	Gauged	Perceived

Utilized	Examined	Combined	Scaled	Viewed
Obtained	Performed	Fixed	Fabricated	Characterized
Acquired	Outline	Laid	Formed	Entitled

Gained	Defined	Put	Generated	Raised
Got	Overhauled	Settled	Grew	Assembled
Secured	Fixed	Planned	Manufactured	Collected
Opened	Mended	Arranged	Originated	Elevated
Began	Overtook	Contemplated	Raised	Instigated
Cleared	Patched	Designed	Yielded	Lifted
Exposed	Rebuilt	Devised	Programmed	Produced
Freed	Reconstructed	Drafted	Scheduled	Provoked
Initiated	Oversaw	Organized	Set up	Upheld
Released	Chaperoned	Outlined	Projected	Ran
Revealed	Overlook	Played	Arranged	Acted
Started	Supervised	Diverted	Conceived	Directed
Uncovered	Surveyed	Enacted	Designed	Extended
Operated	Participated	Engaged	Devised	Handled
Administered	Entered into	Handled	Envisioned	Made
Handled	Joined in	Prepared	Featured	Worked
Oversaw	Shared	Drafted	Proposed	Rated
Ran	Performed	Fixed	Aimed	Judged
Supervised	Accomplished	Formulated	Contemplate	Reached
Orchestrated	Achieved	Framed	Designed	Accomplished
Arranged	Behaved	Made	Intended	Achieved
Blended	Completed	Presented	Preferred	Approached
Harmonized	Enacted	Addressed	Proved	Attained
Integrated	Executed	Directed	Demonstrated	Conceived
Unified	Fulfilled	Gave	Determined	Envisioned
Ordered	Functioned	Offered	Established	Featured
Adjusted	Implemented	Presided	Examined	Imagined
Arranged	Operated	Carried on	Showed	Thought
Classified	Persuaded	Conducted	Tested	Visualized
Disposed	Convinced	Controlled	Provided	Recommended
Organized	Prevailed	Directed	Delivered	Acclaimed
Regulated	Pinpointed	Managed	Dispensed	Advised
Originated	Determined	Prevented	Gave	Commended
Acted	Diagnosed	Anticipated	Supplied	Counseled
Behaved	Distinguished	Averted	Transferred	Reconciled
Commenced	Identified	Deferred	Published	Accommodated
Conducted	Placed	Printed	Advertised	Attuned
Created	Recognized	Imprinted	Announced	Conformed
Functional	Spotted	Stamped	Declare	Coordinated
Generated	Pioneered	Wrote	Proclaimed	Harmonized
Handled	Created	Processed	Purchased	Integrated
Initiated	Made	Built	Bought	Tuned
Managed	Originated	Constructed	Took	Recorded
Maneuvered	Placed	Created	Qualified	Indicated
Operated	Established	Cultivated	Authorized	Marked
Registered	Scheduled	Specialized	Surpassed	Traded
Reduced	Booked	Enumerated	Exceeded	Changed

Decreased	Carded	Itemized	Excelled	Exchanged
Diminished	Listed	Particularized	Surveyed	Substituted
Lessened	Recorded	Specified	Assessed	Trained
Lowered	Timed	Specified	Evaluated	Enticed
Researched	Searched	Mentioned	Examined	Instructed
Inquired	Examined	Named	Inspected	Reeducated
Investigated	Inspected	Started	Oversaw	Translated
Probed	Rummaged	Began	Sustained	Converted
Responded	Scanned	Created	Abided	Rendered
Answered	Scoured	Established	Endured	Transposed
Replied	Secured	Initiated	Preserved	Uncovered
Returned	Acquired	Organized	Upheld	Disclosed
Responsible	Assured	Streamlined	Synthesized	Discovered
Accountable	Insured	Simplified	Arranged	Revealed
Answerable	Obtained	Strengthened	Harmonized	Unveiled
Liable	Protected	Encouraged	Integrated	Unified
Restored	Shielded	Energized	Unified	Concentrated
Recalled	Selected	Reinforced	Systematized	Integrated
Reclaimed	Chose	Studied	Arranged	United
Recovered	Elected	Contemplated	Ordered	Updated
Reestablished	Opted (for)	Examined	Organized	Modernized
Refurbished	Preferred	Inspected	Targeted	Refreshed
Reinstated	Shaped	Surveyed	Aimed	Refurbished
Reintroduced	Assembled	Suggested	Taught	Upgraded
Rejuvenated	Built	Implied	Disciplined	Advanced
Renewed	Constructed	Indicated	Educated	Elevated
Revived	Fabricated	Insinuated	Instructed	Preferred
Revamped	Formed	Summarized	Trained	Promoted
Mended	Framed	Summed	Terminated	Utilized
Rebuilt	Made	Synopsized	Adjourned	Applied
Reconstructed	Molded	Supervised	Closed	Employed
Redrafted	Simulated	Oversaw	Completed	Handled
Repaired	Acted	Superintended	Dismissed	Used
Revised	Assumed	Supplied	Finished	Validated
Rewrote	Resembled	Delivered	Left	Confirmed
Reviewed	Sold	Dispensed	Resigned	Justified
Reconsidered	Marketed	Provided	Tested	Verified
Reevaluated	Merchandised	Transferred	Checked	Worked
Reexamined	Retailed	Supported	Demonstrated	Acted
Revised	Vended	Advocated	Examined	Handled
Redrafted	Solved	Encouraged	Proved	Operated
Redrew	Fixed	Endured	Tried	Performed
Restyled	Resolved	Provided	Totaled	Ran
Reworked	Worked out	Sustained	Added	
Rewrote	Upheld	Aggregated		

Résumé Building Tips for Success

- Remember that there is no one correct way to create a résumé. What one person likes, another may not. Ask for a lot of input before deciding on the résumé that is right for you.
- Keep it to one page unless you have significant experience in your field. If you do have a two page résumé, make sure they are two relatively complete pages.
- If you will be moving soon, use the two-address format.
- Keep typeface simple. It's best to use Times-Roman or Arial.
- 8 1/2" x 11" white or light colored, good quality paper is best. Avoid flashy "look at me" colors. Use matching paper for cover letter and avoid folding your résumé into a mailing envelope. Send it in a 9" x 11" mailing envelope.
- Justify the left margin, but not the right. It's easier to read.
- Highlight important information (your name, address, and titles of jobs, major categories) with **boldface** type.
- Use 11 or 12-point type. Do not use graphics unless you are in the design field.
- Save it on a computer disk. It's easier to update and/or change this way. Keep the disk safe, and make a back-up copy. Saving your résumé also lets you make targeted résumés for specific positions to which you are applying.
- Everything you put in your résumé is fair game for the interview. Be able to discuss every point without having to refer to notes or ask for time to respond to a question.
- Bring extra résumés to your interview; even if you are sure your interviewer has a copy.
- Use action words (see page 20) when describing what you have done. Examples include: created, managed, developed, revised, presented, etc.
- Proof. Proof. Proof. One mistake generally means you're out the door. The quality of your résumé reflects the quality of your work and professionalism. If you make a mistake on your résumé, will you make a mistake in your job? Employers will think so.
- Remember the 3-Example Rule: If you list a skill, you need to come up with three examples to support it.
- Highlight computer/technology knowledge and skills as well as experience working as part of a group or team.

Make Sure you're resume don's have mistakes

by Robert Half

Robert Half, founder of the California based personnel service Accountemps, has collected résumé bloopers from his Resumania file for more than 40 years. Some excerpts:

- “Extensive background in public accounting. I can also stand on my head!”
- “Education: College, August, 1880 – May 1984.” (Must have been a tough curriculum.)
- “Cover Letter: Thank you for your consideration. Hope to hear from you shortly!” (Hey, let’s not get personal.)
- “Strengths: Ability to meet deadlines while maintaining composer.” (Would that be Mozart, or Beethoven?)
- “Education: B.A. in Loberal Arts.”
- “Please disregard the attached resume – it is terribly out of date.”
- “Here are my qualifications for you to overlook.”
- “I perform my job with effortless efficiency, effectiveness, efficacy and expertise.” (And an eye on the “e” section of the dictionary, evidently.)
- “Personal: Married 20 years; own a home, along with a friendly mortgage company.”
- “Insufficient writing skills, thought processes have slowed down some. If I am not one of the best, I will look for another opportunity.”
- “Seek challenges that test my mind and body, since the two are usually inseparable.”
- “Work Experience: Responsibilities included checking customers out.” (And then did he rank them on a scale of one-to-ten?)
- “My compensation should be at least equal to my age.”
- “Personal Qualities: Outstanding worker; flexible 24 hours a day, seven days a week, 365 days a year.” (It’s Gumby!)
- “I don’t usually blow my own horn, but in this case, I will go right ahead and do so.”
- “My intensity and focus are at inordinately high levels, and my ability to complete projects on time is unspeakable.”

Résumé Worksheet

Name _____

Address _____

Phone _____

E-mail _____

Job Objective _____

HIGHLIGHTS OF QUALIFICATIONS OR SUMMARY OF EXPERIENCE

✂ _____

✂ _____

✂ _____

✂ _____

SKILL CLUSTERS (Titles such as Customer Service, Computer Skills, Management Skills, etc.)

_____ Skills:

✂ _____

✂ _____

✂ _____

✂ _____

_____ Skills:

✂ _____

✂ _____

✂ _____

✂ _____

_____ Skills:

✂ _____
✂ _____
✂ _____
✂ _____

Work History

Employer _____

Location _____

Dates _____ To _____

Position or Title _____

List as many responsibilities, accomplishments or results that describe your performance.

✂ _____
✂ _____
✂ _____
✂ _____

Employer _____

Location _____

Dates _____ To _____

Position or Title _____

List as many responsibilities, accomplishments or results that describe your performance.

✂ _____
✂ _____
✂ _____
✂ _____

Education

School _____

City, State _____

Diploma, Degree, Certificate or Field of Study _____

Date (only if very recent) _____

School _____

City, State _____

Diploma, Degree, Certificate or Field of Study _____

Date (only if very recent) _____

Additional Training or Education

Community or Volunteer Work

Additional Information

Resume Critique Checklist

- _____ Material fits neatly on one page, two pages if there is enough relevant experience.
- _____ No spelling, grammar, or punctuation errors. Typing is neat, clean, and professional looking.
- _____ Name, address, telephone, and e-mail are at the top and easy to locate.
- _____ Margins at sides and bottom are not less than one-half inch.
- _____ Layout and design are easy to read and pleasing to the eye.
- _____ Important titles are emphasized by using text enhancements where appropriate (caps, bolds, underline, italics), but not overdone.
- _____ Indentations or appropriate symbols are used to organize information logically.
- _____ Overall appearance invites one to read it.
- _____ Action words are used to communicate accomplishments and results.
- _____ Extraneous personal information (height, weight, age, sex, etc.) has been left out.
- _____ If using a career objective, make sure it is specific, clear, and targeted.
- _____ Remember the RULE OF THUMB- the most important information is in the first half.
- _____ Use conservative colors like white, off-white, beige, or gray parchment.
- _____ Avoid graphics and colorful paper unless you are in the design field.
- _____ Always use reverse chronological order.
- _____ Employment that is older than 10 years is not listed.
- _____ Language specific only to the company in which you worked has been translated to apply to other areas.
- _____ Strongest statements are at the top, working downward.
- _____ Dates of employment and education are included and accurate.
- _____ "References Available Upon Request" has been substituted with more skills.
- _____ Quantities, amounts, and dollar values are used to enhance the description of your job.
- _____ References are listed on a separate sheet of paper with the same heading as the resume.
- _____ Addresses and phone numbers of previous employers are omitted.
- _____ Hobbies or social skills are not listed unless they are related to the targeted job.
- _____ The word "I" is used only in the cover letter.

**RESUME CRITIQUES ARE AVAILABLE IN THE CENTER FOR EXPERIENTIAL LEARNING:
HEGEMAN HALL 107, 315-279-5274**

Electronic Résumés

Electronic résumés are similar to traditional résumés in that the purpose is the same - to get you an interview. They are also similar to scannable résumés; they are reduced to digital form for an employer to search. Traditionally, the résumé focused on visual aesthetics. The content focused on action verbs and was structured to grab a person's attention. The focus with an electronic resume is to grab a computer's attention. The best electronic résumé is one that is scannable, searchable, and uploadable.

Is Your Résumé Searchable?

Many companies are requesting that you submit your résumé online, totally avoiding the paper version. Your résumé is directly uploaded into their computers, which, in turn, format your résumé to their standards and allow them to search the database. You will want to use key words specific to your field and the position for which you are applying.

Electronic Forms

These are typically found on an organization's web site. You will be asked to type certain information into blank text boxes and when completed, to click on a button to submit the information. Sometimes you are given extra space to type a cover letter or a summary of qualifications. In order to utilize electronic forms, you must be using a browser that will support them, such as Netscape Navigator or Microsoft Internet Explorer.

E-mail

This is the most direct method. You can send your résumé as a text-only message or as an attachment. Since there are a wide variety of e-mail systems that people use for home and business, you need to make sure that the employer receives your resume.

Reducing your resume to a text-only version such as ASCII (American Standard Code for Information Interchange) is a reliable method. The characters in your resume will be universally recognized with little room for confusion. Incidentally, electronic forms process information as ASCII text. To create a good ASCII resume file, you will want to remove ALL formatting from your resume (italics, boldface, bullets, vertical and horizontal lines, etc.). Since ASCII usually appears in Courier font in most systems, you may want to initially type your resume in Courier. Start your resume with a flush left margin of zero, keeping your right margin at about 65 characters. You may want to test your resume by sending it to a friend or copying yourself to see how it actually looks. Be sure to check to see if the employer has specific instructions on how to submit your resume.

If you are instructed to send an attachment, using a Word document is best. The employer may not have the ability to open a document in a PDF or zip file.

Sample Electronic Résumé

JANE DOE
1000 Anywhere Street
Lewisburg, PA 17837
570-555-1212
DoeJ@yahoo.com

OBJECTIVE: To secure a position in the Public Relations field

EDUCATION:

Bachelor of Science in Management, May 2005
Keuka College, Keuka Park, NY
Major GPA: 3.7/4.0

RELATED EXPERIENCE:

P.R. Intern, Public Relations, Paycheckx, Rochester, NY
8-09 to present

- *Promoter of office events and programs
- *Presenter of office services to campus organizations and classes
- *Publisher of advertisements using PageMaker software

Public Affairs Intern, Mead Paper Company, Corning, NY 5-08 to 8-09

Interviewer, researcher and writer of weekly employee newsletter

- *Researched data on numerous projects
- *Coordinated special meetings and events

P.R. Chairperson, Sigma Alpha Pi, Keuka College, Keuka Park, NY

8-06 to 5-09

- *Produced advertisements for the student newspaper
- *Liaison between events and chapter members
- *Promoted high level of chapter attendance at internal activities

President, Sigma Beta Delta, Keuka College, Keuka Park, NY

8-08 to 5-09

- *Organized publicity for meetings
- *Developed monthly chapter newsletter
- *Conducted bi-weekly meetings

OTHER EXPERIENCE

Sales Associate, JC Penny, Inc., Rochester, NY

COMPUTER SKILLS

Quark Express, PageMaker, WordPerfect, WriteNow, Microsoft Word,
Claris Works, WWW, E-mail, Microsoft Excel, Ventura

HONORS AND ACTIVITIES

Dean's List

Member, Women in Communications, Inc.

Using a Curriculum Vitae (C.V.)

When is a Curriculum Vitae Appropriate?

A C.V. is a comprehensive, biographical statement (generally two, three or more pages) emphasizing your professional qualifications and activities. A C.V. is typically used in the following instances:

- Applications for admission to Graduate or Professional Schools
- Applications for positions in academia, including:
 - Teaching positions in Elementary or Secondary School
 - School Administration (e.g., elementary or secondary principals, elementary or secondary assistant principals, heads of schools, coordinators/supervisors, assistant superintendents and superintendents)
 - Higher Education positions in teaching, research, and administration
 - Institutional research and consulting
- Applications for some internships
- Independent consulting in a variety of settings
- Providing information related to professional activities (e.g., for applications for professional memberships, for professional leadership positions, for presentations at professional conferences)
- Proposals for fellowships or for grants

Often, a briefer one- to two-page document can also be developed as a distillation of the more important points in the C.V. If a job announcement requests a resume (particularly if it is a job in an educational field), you may send the briefer document in an initial response letter, with a notation in your cover letter that the C.V. can be sent if they so desire. If you are confused about whether a hiring individual or institution really wants a resume or a vita, you should contact them if possible, and ask. Often they use the terms interchangeably; however, if they do want a C.V., you should have yours prepared to send.

What is Usually Included in a C.V.?

The categories listed below are often included in C.V.s. However, no C.V. contains all of them, and some C.V.s will contain other categories that are not listed here. The basic rule is that your own unique educational and work experiences should be carefully considered when deciding which categories will be most effective in accomplishing your particular goals. Arrange whichever categories you use to reflect your strengths in the most advantageous way.

The first step in actually developing your C.V. is to sit down and to write down all relevant information. Later you can organize it into categories, then do whatever editing is necessary. After you have written down all relevant information, you should develop a hierarchy, placing the most important and relevant categories and information first. All other information can be listed in descending order of importance.

Possible Sections to Include in Your C.V.

Heading: Name, address(es), and phone number(s), including area code(s).

Education: List of earned academic degrees beginning with the degree in progress or most recent earned. Include: name of institution; city and state; degree type (B.A., B.S., M.A., etc.) and area of concentration (Mathematics, Biology, Political Science); month and year degree was (or will be) received. You may wish to include the title (using the format appropriate to your particular academic field) of your thesis here. In addition, if you are an undergraduate and your GPA is 3.5 or higher, you may include that here.

Certification(s): List all areas of certification relevant to the position, include type and year received.

Honors or Awards: Receipt of competitive scholarships, fellowships, assistantships, etc. Dean's List recognition, names of scholastic honoraries and teaching or research awards.

Relevant Experience: Listing of positions (part-time, full-time, temporary and permanent) which relate to the type of work sought. Include department/firm/agency/organization, complete name, city and state, job/position title, and dates. Also include a brief description of your activities/duties, using strong action verbs. Usually you will list these with most recent experience first (i.e., reverse chronological order).

Other Experience: Groupings of kinds of other experiences (including volunteer and/or internships) can enhance your C.V. Your experience can also be broken into other categories such as: "Teaching," "Counseling," "Administration," "Volunteer," "Community," "Internship," etc. Entries within each section should be in reverse chronological order.

Grants Received: Include name of grant, name of granting agency, date received, title or purpose of research project.

Professional Associations: Memberships (with dates) should be listed for current (or recent, if relevant) memberships in national, regional, state, and local professional organizations, and any significant appointments and/or elections to positions or committees in these associations. Student memberships in professional associations should be listed.

Publications: Give bibliographic citations (using the format appropriate to your particular academic discipline) for articles, pamphlets, chapters in books, research reports, etc. that you have authored or co-authored. For people in fine arts areas, this can include descriptions of recitals, art exhibits, etc.

Presentations: Give titles of professional presentations (using the format appropriate to your particular academic discipline), name of conference or event, dates, and location. If appropriate in your discipline, you can also include a brief description. Also list any professional workshops you have conducted here. Presentations should be listed in reverse chronological order.

Recent/Current Research: Description of research projects recently conducted or in progress: type of research, purpose, etc.

Institutional Service: This includes names of institutional committees you have served on (including any offices held), student groups you have supervised, special academic projects you have directed, etc. This is a category that only becomes relevant after you have obtained a position in academia and gained some related experience.

Courses Taught: Once you have obtained a teaching position, you will often list the names of courses you have taught, institution and dates where taught, and brief course descriptions.

Community Involvement: Volunteer work, church work, community service organizations, etc.

Educational Travel: Names of countries, dates, purpose (typically only included if relevant to the position or grant for which you are applying).

References: Optional to end vita with statement "Available upon Request." If you are responding to an advertisement that asks for references, include those requested on a separate addendum sheet.

Qualifications or Skills: A summary of particular or relevant strengths or skills that you want to highlight. Typically this is not included as a separate section, but addressed in other sections, but occasionally it may be appropriate to list special skills such as computing and languages.

Writing/Critiquing/Printing Your C.V.

After listing the information above, organize it and any other information that did not fit into those sections into what you think is a coherent, clear vita that presents your abilities and background effectively. Make a printed copy so it is almost in final form. Now check for clarity, conciseness, completeness, consistency, and currency. Also evaluate its visual appeal. Finally, ask several colleagues or faculty in your field to read it and provide you with feedback.

When it is in final form, you should print it using a laser printer or have it printed on good quality paper. As is the case with resumes, use white or ivory paper.

Points to Consider

As is true with resumes, your C.V. may get as little as 30-60 seconds of consideration by a potential employer, grant reviewer, or other reader. So, an effective vita must be able to attract positive attention, stimulate the reader's interest, create a desire to get to know you better, and generate action. To maximize effectiveness, it should be:

Clear - this means well organized, logical, readable, and easily understandable.

Concise - since the C.V. is typically longer than the resume, there is sometimes a tendency to pad, but you should avoid that temptation. Be absolutely sure that there are no double entries. No item should appear in the C.V. in more than one place. Present everything that is relevant and necessary, but keep it brief.

Complete - be sure that you have included all of the important and relevant information that the reader needs in order to make an informed decision about your application.

Consistent - do not use an extensive mix of styles (such as an array of different fonts), and be sure to use the same order in presenting information.

Current - remember to include dates with all information. In addition, with a C.V., it is particularly critical to continually update the information. Ideally the C.V. should be revised at least once a year.

Finally, while the content is critical, you should also be conscious of the image you present with this document. Remember that your C.V. and accompanying letter may be your first contact with a prospective graduate program, employer, or grant reviewer. So it needs to be visually appealing and should not contain any typographical or grammatical errors.

References - Why Have Them?

- They know people who can help.
- People who are evaluating your candidacy may know them.
- They indicate the breadth of your experiences (professional, academic, personal, etc.)

Who Should Be Included?

- Current Practitioner - Someone who is doing what you're applying to do. Do you have what it takes to do the job? This person should be able to say an unqualified YES!
- Academics - Someone who can attest to your academic proficiency.
- Work - Someone who can speak to your qualities as an employee and worker.
- Personal - Someone who can speak about you as a person.

Who You Should NOT Include

- Relatives and/or parents
- Brothers and/or sisters
- People who don't know you
- "Big Name" people you don't know

Reference Page

- This is a separate page from your résumé and cover letter.
- This page should be included with any application material you submit.
- It should be done on the same paper as your résumé, and should have the same heading with your contact information at the top.
- You never know who knows someone else.

You Should Always

- Follow directions and supply the type of references the employer requests.
- **ASK** your references if they feel comfortable being your reference.
- Give your references copies of your resume as well as a description of the job you are applying for. They are doing you a favor- help them!
- Thank your references!

Adapted from a handout prepared by the SUNY Oswego Career Services office.

Sample Reference Page

Jane Doe

1000 Anywhere Street
Anywhere, NY 10014
(212) 555-1212
doej@hotmail.com

References

Dr. Sarah Smith
Professor of Political Science
Keuka College
Keuka Park, NY 14478
(315) 279-0000

Mr. Leon Johnson
Attorney at Law
Komisarow, Baach & Snouffer, P.C.
1010 Anywhere Blvd.
Rochester, NY 14450
(585) 742-0000

Ms. Karen Danish
President
Karen Danish & Associates
2000 Anytown Street
New York, NY 10001
(600) 348-1000

Cover Letter

By Catherine McGinnis, Assistant Director of Career Services
Keuka College, Keuka Park, NY

The purpose of a cover letter is to introduce you to an employer, give them a frame of reference, and provide a sample of your writing ability. Some employers focus on the cover letter, others focus on the resume. Make sure you invest time in developing both, and you will present yourself in a more professional light.

Once you have developed a cover letter you are happy with, hang on to it with both hands. The body of the letter will always highlight and showcase the key points you wish to stress. Then, all you will need to do is personalize it to fit an employer's specific requirements. Keep the following things in mind when developing your cover letter:

Be Specific

Always address your letter to a specific person or title. "To Whom it May Concern," or "Dear Sir or Madam," just doesn't cut it anymore. Call the school corporation to find out to which you should address the letter. Ask how to spell the person's name, what his/her title is, and if you aren't sure, if the person is a he or a she (ex: Chris Smith). It's always better to err on the side of caution.

I worked with a gentleman named "Doug" who has received mail addressed to "Dough." It is good for an office laugh, but the person will never get an interview after a mistake like that. We all like to see our correct name and title in print. Play to the employer's vanity, and by doing so, you will set yourself apart from other job seekers. If you can't find out to whom to send the letter, (if the company does not state the name), address it to a specific position, such as "Director of Certified Personnel."

Sum It Up

Make your cover letter short, sweet, and to the point. Many times people go on and on in a cover letter, even though the average amount of time it will be in the employer's hands is 8 seconds. Prove that you can showcase your abilities, skills, and strengths concisely. The employer will appreciate it.

Writing Skills

Unlike a resume, a cover letter requires complete sentences, which sometimes makes it more challenging to write. Don't rely on spell check and grammar check. Getting a few different people to look at your cover letter (and resume, while you're at it) is invaluable. You can have your resume and cover letter critiqued in the Center for Experiential Learning (Hegeman 107; 315-279-5274).

Use business letter format, typed in an eye-pleasing, easy-to-read font, printed on the same bond paper used for your resume. Use words you are comfortable with, and that reflect who you are. Don't try to make yourself sound like someone else.

What about e-mail?

If you are e-mailing your resume, you still need to introduce yourself by way of a cover note (unabridged version of the cover letter). The same rules apply and you need to follow them to get noticed.

Cover Letters - In General

- Cover letters should be tailored to the individual organization/person to whom you are applying for a job. The resume can stay the same; cover letters must be more specific, pointed, and personal.
- Their life expectancy in a recruiter's hands is about 8 seconds.
- Therefore, cover letters should be brief, to the point, and accurate.
- They should connect your qualifications to the needs of the job.

Tips for Success

- Always send a cover letter - even if one isn't required. It's the professional thing to do.
- Use good quality business stationery that matches your resume.
- Use a laser printer.
- Address the letter to a specific person whenever possible.
- If you have a copy of the job description/advertisement, refer to it and the duties/qualifications listed in your letter.
- Address your letter to the person who has the power to hire you.
- Be sure of the person's proper title (i.e., Mr., Ms., Dr., etc.)
- If you don't know who to address the letter to - a simple phone call to the organization's Personnel/Human Resource Department will help.
- Keep the letter short - 3-5 paragraphs at the most.
- Your letter should highlight your qualifications for the position but not repeat information contained in your resume.
- Keep a copy of each letter you send. They help when you write follow-up letters.
- As with your resume - Proofread, proofread, proofread!
- Employers will be using your cover letter to assess your communication and writing abilities. Make sure there are no typos or grammatical errors.
- If you think your cover letter will be fed into a computerized scanning system, follow the guidelines for scannable resumes.

Sample Cover Letters

Your mailing address
City, State Zip

Today's date

Contact Name
Job Title
Company Name
Company Address
City, State Zip

Dear Mr./Ms. (Last Name Only):

Why are you writing? Identify the specific position or type of work for which you are applying. State where you heard of the job opportunity and express your interest in the position. Remember to include the name of a mutual contact, if you have one. Add some relevant information about the company and briefly outline how your qualifications might be a match. This section should grab the reader's attention so that he/she is compelled to continue reading the entire letter. Keep this section relatively brief; it should not be more than 3-5 sentences long.

What you have to offer. The role of a cover letter is to draw a clear connection between the job you are seeking and major accomplishments related to the job. Do not simply reiterate your résumé- make connections between your abilities and their needs. Most importantly, explain why your qualifications and the job requirements are a good match. Work in detailed examples and specifics about related aspects of your education and experience. Remember you are translating your résumé, make sure you substantiate the claims you make about your skills.

How you will follow up. Thank the employer for his/her time and consideration. Indicate that you would like an interview in person or by phone. Say that you look forward to hearing from him/her. You may mention the best time and place for the contact person to reach you, and phone number/e-mail address. You may state that you will follow up, and provide the professional courtesy of indicating when you will call. (One week's time is typical.) You may want to shorten the time between sending out your résumé and follow-up if you fax or e-mail it.

Sincerely,

Your Signature

Your Full Typewritten Name

Enclosure(s)/
Attachment(s)

1000 Anywhere Street
Keuka Park, NY 14478
August 13, 200_

ABC Company Representative
310 West 34th Street
New York, NY 10010

Dear ABC Company Representative:

In response to the position announcement on your website for Director of Human Resources, I enthusiastically submit my materials for your review. I am confident that my extensive experience organizing, directing and evaluating programs related to recruitment, development and retention of employees will meet the needs of your organization. As an active member of SHRM, I am familiar with ABC's cutting-edge programs and would welcome the opportunity to join your team.

I am a seasoned professional with over ten years of progressively responsible human resources experience. I utilize my strong interpersonal and analytical skills to develop and oversee programs designed to attract, retain and motivate employees as well as comply with all labor, equal employment opportunity and employee relations statutes and regulations. I believe strongly in, and adhere to, the ethics and professionalism required in this position. Some highlights of my qualifications include:

- In-depth and up-to-date knowledge of employee compensation, employee benefits and employee relations laws and technology,
- A Master's degree in *Human Resources Management* which focused on the special needs of a workforce in transition.
- Proven ability to effectively represent the corporation to outside agencies, often in highly sensitive situations, and to discuss and resolve complex employee relations problems among all levels of employees
- Senior Professional in Human Resources certification with expertise in the areas of Compensation and Benefits, Employment, Education and Training, Employee Relations and Labor Relations.
- Experience utilizing advanced analytical skills to develop and implement new Human Resources systems, techniques and/or procedures; determine corporate-wide personnel needs; develop and administer departmental expense and revenue budgets; and prepare complex special and recurring reports and analyses.
- Expertise utilizing the Human Resource Information System.

I have much to offer the ABC Company and would welcome the opportunity to discuss my skills and abilities. I can be reached at 202-555-1212 or at janedoe@aol.com. I look forward to talking with you regarding this position. Thank you for your consideration.

Sincerely,

Jane Doe
Attachments

Cover Letter Critique Checklist

- _____ The first paragraph gives the employer a frame of reference.
- _____ No spelling, grammar or punctuation errors.
- _____ Typing is neat, clean and professional-looking.
- _____ Margins at sides and bottom are not less than one-half inch.
- _____ Layout and design are easy to read and pleasing to the eye.
- _____ Use simple language. Keep it short, sweet and to the point.
- _____ The cover letter is typed, never hand-written.
- _____ Overall appearance invites one to read it.
- _____ Action words are used to communicate accomplishments and results.
- _____ No extraneous personal information (height, weight, age, sex, etc.).
- _____ I've used the same paper for my cover letter and resume.
- _____ If answering an ad, the cover letter is written specifically to the ad.
- _____ I have individualized each cover letter.
- _____ I have not included salary information.
- _____ I have described myself in terms of the contributions I can make to the employer.
- _____ The tone of my cover letter is proactive.



Curriculum Vitae Cover Letter Model

123 Your Street
Your City, ST Zip

Today's Date

Name of Hiring Person
Hiring Person's Title
Name of Organization
1234 Their Street
Their City, ST Zip

Dear Title Name:

First Paragraph: State your interest in the position, where you heard about it, and why you are applying. Include one or more sentences referring to your particular interest in the organization and its goals, directions, etc. In providing this information, you may want to briefly summarize some pertinent qualification which links you to the job (e.g., "After three years' experience working with economically disadvantaged children in an after-school program, I was interested to learn that ABC After School Care is seeking a new Assistant Director.")

Second and Third Paragraph: Highlight key themes or accomplishments (or research experiences) which illustrate that you have the skills necessary to do the job. Spell these out in greater detail than may appear on your c.v., emphasizing personal qualities (if appropriate) as well as pertinent activities, events, and sequences of events.

Fourth Paragraph: Discuss your personal philosophy (if appropriate); your research and teaching interests (for academic jobs); other special qualities or knowledge and how these relate to the position/opportunity for which you are applying.

Closing Paragraph: Suggest your enthusiasm for being interviewed. Include your telephone number and hours when you can be reached. Offer to provide further information if so desired.

Sincerely,

Your Name

Enclosure(s)

Adapted from a handout prepared by the Colorado College Career Center

What is a Thank You Letter?

Set Yourself Apart From 99.9% of Other Job Seekers

This is one of the most important yet least used tools in a job search. Its purpose is to establish good will, express appreciation and/or to strengthen your candidacy. The basic rule of thumb is to send a letter to everyone who helps you in any way. When used after employment interviews, thank you letters should be sent within 24 hours of each contact. Also, be sure to send thank you letters to individuals who granted you information interviews, and to people who provided references for you.

Hints for a Thank You Letter

- ✓ Make it brief.
- ✓ If you feel you have a personal relationship with the person with whom you interviewed, then a hand-written (if legible) “thank you” note card is appropriate.
- ✓ Note the date of your interview in your letter. It will help the recipient remember who you are.
- ✓ Highlight a key point from your interview that you believe the interviewer will remember, and therefore remember you.
- ✓ Re-state your strong interest (if you have one) in the position, and highlight your qualifications once again.
- ✓ Try to be specific about why you are interested and how you are a good fit for the organization.
- ✓ Thank everyone with whom you interviewed.
- ✓ Send one even if you don’t want the job. You never know when you will meet the person again.

Sample Thank You Letter - Block Format

123 Main Street
Geneseo, NY 14454

January 25, 201_

Dr. John Smith
President
Technical Design Group
222 South Street
New York, NY 10010

Dear Dr. Smith:

Thank you for interviewing me yesterday for the associate engineer position. I enjoyed meeting you and learning more about your research and design work. I am confident that my abilities are a strong match for your organization and I look forward to working with you.

Sincerely,

Jane Smith