

Friends University
Cover Letter & Résumé Packet

According to researchers, the average résumé gets between 8-30 seconds of review time...

Make Your Seconds Count!

How can you make a strong first impression on your résumé?

***Tailor Your Résumé**

Employers have a very clear picture of who they are looking for to fill their position. It is important that you produce the clearest and most appropriate picture possible through using relevant information. "If I want to buy a Saturn, don't try to sell me a Corvette."

***Market Yourself**

Instead of focusing on the daily duties of the position, focus on your accomplishments. It is important to communicate what makes you better than other job candidates and what great accomplishments you'll bring to the company.

***Impeccable Grammar**

This is a sample of your work, there is absolutely no room for spelling and grammar errors. Proofread your work and then have a professional review your information! Find out more about résumés inside this packet!

Campus & Career Transitions
316.295.5832 or 316.295.5623
career@friends.edu

Résumé Guidelines

Your resume and cover letter have a single purpose: to obtain an interview. The résumé is an advertising tool; it is an organized summary about your qualifications as a potential employee. Start the career planning process by taking a personal inventory of your skills, interests, accomplishments, and experiences. The Campus and Career Transitions Office can assist you with this process.

- Since employers may spend as little as 30 seconds reviewing a résumé, you must quickly convey a positive vision of who you are and what you can do for the employer. The résumé must catch the reader's attention with an attractive, powerful summary.

Résumé Sections

Contact Information

- Always placed at the top of the page since electronic databases scan for this information within the first few lines of the résumé.
- Include your name, street address, city, state, zip code, home telephone number and an email address.
- If you feel comfortable, you may include your business telephone number.

Career Objective

Convince the employer to interview you by relating everything on your resume to the job objective.

- Use in most situations.
- Provide a concise statement of the position and/or the industry or field desired.
- If you do not include a job objective, be sure to describe your objective in the cover letter.
- Specifically name the job title and industry you want to target.
- Describe the skills you offer that relate to the position; focus on the **employer's** needs.

Education

- Any education-related information that enhances the employer's view of you.
- High school information is usually excluded unless it significantly contributes to the vision.
- May be listed before the Experience section if it is more relevant to the employer than your jobs.

Include the following information:

- Your degree (e.g. BS or Bachelor of Science), major, and minor. If you have more than one degree, list your most recent and relevant degree first. You may spell out the degree (Bachelor of Arts) or use abbreviations (BA) if commonly understood.
- The name of the college or university, city, state, and graduation date.
- Similar information for any past degrees.

Optional items:

- A short list of relevant classes or projects completed.
- High GPA, honors, awards, scholarships, special projects, and certifications.

Experience

- Include your most recent job title, employer, city, state, beginning and end dates of employment (month and year), a description of job accomplishments, and outcomes.
- Quantify accomplishments using numbers, percentages, time frames, and other specific details.
- Describe your accomplishments and outcomes using bullets and action verbs.
- If you lack paid job experience, include relevant unpaid experience (internship or volunteer).

Accomplishments

Employers want to learn about your accomplishments and results in the following areas:

- Saving time or money
- Solving problems
- Enhancing performance services
- Improving products or services
- Managing a crisis
- Increasing profits or services

References

- The names, addresses, and phone numbers of references are not listed on your résumé.
- References are usually former employers who can speak about the quality of your work. College professors are appropriate to list if they can discuss your qualifications.
- Obtain permission from your potential references to use them as references.
- Give your references a resume and keep them informed of employers who may contact them.
- Consider coaching your references on your strengths as they relate to specific jobs.

Additional Headings

You can create headings to fit the skills you want to highlight. Foreign languages, computer languages, and hardware/software are also often included in a special section. Include a heading if it is relevant in helping the employer get the best possible impression of you and if it relates to the job.

Sample Headings

Leadership Experience	Professional Associations
Honors and Awards	Publications
Extracurricular Activities	Volunteer/Service Work
Computer Skills	Foreign Languages
International Experience	Presentations
Research Projects	Certifications and Licenses

Suggestions for those with Extensive Professional Experience

A Summary of Qualifications section highlights your skills, relevant accomplishments, and educational background in either a paragraph or bulleted format at the top of the résumé (below the contact information). The summary may be used in place of, or in addition to, a career objective.

Sample of Summary of Qualification—in paragraph format:

Over six years experience teaching young children. Bachelor of Arts Degree in Psychology. Certificate in Elementary Education. Successfully organized early childhood programs. Bilingual in Spanish and English.

Sample of Summary of Qualifications—with bullets:

- Sixteen years of CIS and Telecommunications consulting experience with Fortune 100 companies.
- Comprehensive expertise in frame relay fiber optics, computer networks, ATM's and telephony.
- Master in Telecommunications and Bachelor of Science in CIS from the University of Denver.
- Six years experience in Project Management with cross functional teams of up to 40 people.

Special Situations

Some people have individual situations or concerns that may impact their résumés. If you are unsure of how to best present yourself on a résumé, please schedule a meeting with a staff member in the office of Campus & Career Transitions, 316.295.5832, to discuss your concerns.

Special situations may include:

- Gaps in employment history
- Being downsized or laid off
- Involvement in controversial organizations
- Termination from a job

Keys to an Effective Résumé

- Customize:** If you are seeking more than one type of job, you will need several résumés with different career objectives or job targets.
- Length:** Unless you have extensive, relevant experience, limit yourself to one page.
- Specific:** Concise, detailed, results-oriented phrases get maximum interest, e.g., "Trained and managed three sales clerks in women's clothing section, averaging highest weekly sales out of six departments." Concisely describe your career objective, skills/qualifications, education, work history, and interests. Think of the job or internship as an unmet need of an employer. Research the key skills for the type of position you are applying for. Write statements that reflect these skills.
- Language:** When possible, use the terminology or jargon of the employer.
- Quantify:** Describe your duties and accomplishments with measurable data, e.g. dollars, percents, numbers, and frequency. Use adjectives and adverbs to describe your actions and results with detailed descriptions. Be specific about your skills and competencies; emphasize those skills most related to the position.
- Design:** Make the résumé inviting to read with attractive headings, a good balance of black and white, wide margins, and a limited selection of font sizes and styles. Do not use less than 10-point font. Bullets and columns can make it easier for employers to quickly review your resume.
- Highlight:** The reader's eye goes first to the top, left side of the résumé and this is where to place your most important information. Headings and important details can be given extra emphasis by careful use of indenting, italicizing, underlining, or bolding.
- Proofread:** Have your résumé critiqued by several people, including a professional in your field and a staff member in the Campus & Career Transitions Office. Grammar, spelling, or typographical errors are unacceptable.
- Consistency:** It is critical to provide information in a consistent format within each section of your résumé. For example, present each of your jobs consistently with job titles, employer name, location, and dates in the same order.

Printing: Laser quality print on 24# weight laser-compatible paper is suggested. If you fax or scan your résumé, always use white paper.

Résumé Checklist

General:

- Always include a cover letter. A well-written cover letter can only increase your chance for an interview.
- Write your résumé yourself. If you cannot effectively write about yourself, you may be ineffective in selling yourself during an interview.
- Proofread for typographical, spelling, and grammar errors.
- Ask a Career Counselor to critique your résumé.
- Use quality paper and a quality laser printer.
- Understand the impact of potentially controversial information such as inclusion of your religious or political affiliations, your sexual orientation, or detailed, personal information. Is there a compelling reason for including the information? Does it relate to the job?
- Keep your résumé focused and targeted to a specific job.
- Prioritize experience and education sections depending upon the employer's needs.
- Focus on higher level and transferable skills.
- Include specific examples of significant accomplishments and results.

Language:

- Avoid vague objectives such as "Seeking a challenging position."
- Find appropriate synonyms rather than using the same words repeatedly.
- Describe the positive results or outcomes of your actions or duties.
- Exclude abbreviations that the employer is not likely to understand.
- Speak positively about your background and skills, persuasively relating them to your job objective.
- Be consistent with verb tenses. Use past tense verbs with jobs in the past, and present tense verbs for current positions.
- Use action verbs to start the phrases in the experience section of your résumé.
- Use key words (nouns and short phrases) when you know your résumé will be scanned into a database.
- Eliminate extraneous information.

Special Cautions for an Online Job Search

In the age of identity theft, there are steps you can take to protect yourself during an online job search.

- Select the option to post an “identity-suppressed resume” that is available on reputable job posting sites.
- Set up a separate, anonymous email address just for your job search.
- Read the job posting site’s privacy statement and your ability to delete your résumé after you find a job. Find out if your résumé will be shared with other job sites. Avoid using sites that do not give you information on how your data will be used, shared, or stored.
- Be wary of employer’s requests for copies of driver’s licenses or other personal information. Call the employer directly (find the number on your own) and verify the information they are seeking.
- Keep track of everything you post online to make it easier to delete and prove exactly what you posted and where you posted it.
- If it sounds too good to be true, then it probably is!

Choosing The Resume Format That's Best For You

Your individual circumstances will determine what resume format will work best for you. Resume experts generally recommend three styles of resume layouts:

- 1) Chronological
- 2) Functional
- 3) Chrono-Functional

1) Chronological Format

This format lists your employment history starting with your most recent or current employment and working backward to your first job (or 10 years into the past-whichever comes first).

The **Chronological Format** is a good choice when:

- You want to call attention to a stable work history.
- You want to highlight upward mobility, accomplishments, and promotions in your chosen career.
- You are applying for a job in a very conservative company or field.
- You want to find a job in the same area as your previous job(s).

Don't use the **Chronological Format** when:

- You are changing careers or looking for work in an area you haven't worked before.
- You are looking for your first job and lack experience related to the job for which you're applying.
- You've changed employers frequently in the past.
- You want to emphasize skills that haven't been used in recent work experience.
- You have had significant gaps in your work history.
- You have been absent from the job market for awhile.

2) Functional Format

This format emphasizes the applicable skills you have developed, rather than when, where, or how you acquired them.

The **functional format** is a good choice when:

- You are making a career change.
- You are entering the job market for the first time (or are pursuing an entry-level position) and you don't have the applicable work history to build a chronological resume.
- You want to emphasize the skills and capabilities relevant to the future job, rather than past job responsibilities.
- You have had variety of jobs in the past that are relatively unconnected.
- The work you have done in the past has been freelance, consulting, or temporary.
- You are returning to the workplace after an absence.
- You are concerned that your age may be a barrier.
- You haven't shown advancement in responsibility or have had lateral moves.
- You have complicated work history
- You are self-employed
- You are closer to retirement than the onset of your career.

Don't use the **functional format** when:

- You are applying for a job in your current field and have a solid work history.
- You want to emphasize a growth pattern in the work you have done or in your education
- Your past employers are important in relation to your job objective.
- Your most recent employers are highly prestigious.
- You are applying for jobs in highly traditional fields such as teaching, the ministry, or law/politics where specific employers are of great interest.
- You have performed a limited number of functions in your previous work.

3) Chrono-Functional Format

This format is a combination of the chronological and functional formats.

The **chrono-functional format** is a good choice when:

- You want to showcase a solid employment history and highlight skills that are applicable/transferable to the future position.
- You have a strong performance record and are on a career track that you wish to continue.

Don't use the **Chrono-functional** format when:

- You lack a record of advancement or progression in your chosen profession.
- Your work history has been unstable or there are gaps in your work history.
- You have held many similar positions and listing skills for each would be redundant.
- You want to draw attention to experience or skill acquired outside of your work history.

ACTION VERBS

(The Underlined words are especially good for pointing out accomplishments)

Management/Leadership/Decision Making Skills

- | | | | |
|-------------------|----------------------|---------------------|-----------------------|
| • administered | • directed | • <u>increased</u> | • recruited |
| • advocated | • elected | • <u>initiated</u> | • <u>reorganized</u> |
| • analyzed | • eliminated | • inspected | • replaced |
| • appointed | • emphasized | • <u>instituted</u> | • represented |
| • approved | • enforced | • led | • restored |
| • assigned | • <u>enhanced</u> | • managed | • reviewed |
| • <u>attained</u> | • enlisted | • merged | • scheduled |
| • authorized | • <u>established</u> | • moderated | • secured |
| • chaired | • executed | • motivated | • selected |
| • considered | • formed | • operated | • spearheaded |
| • consolidated | • founded | • organized | • sponsored |
| • contracted | • generated | • overhauled | • staged |
| • controlled | • governed | • oversaw | • started |
| • converted | • handled | • pioneered | • streamlined |
| • coordinated | • headed | • planned | • <u>strengthened</u> |
| • decided | • hired | • presided | • supervised |
| • delegated | • hosted | • prioritized | • terminated |
| • determined | • <u>improved</u> | • produced | |
| • developed | • incorporated | • recommended | |

Communication/People Skills

- | | | | |
|--------------------|--------------------|----------------|-------------------|
| • addressed | • debated | • interpreted | • proposed |
| • advertised | • defined | • interviewed | • publicized |
| • arbitrated | • described | • involved | • reconciled |
| • arranged | • <u>developed</u> | • joined | • recruited |
| • articulated | • directed | • judged | • referred |
| • authored | • discussed | • lectured | • reinforced |
| • clarified | • drafted | • listened | • reported |
| • collaborated | • edited | • marketed | • <u>resolved</u> |
| • communicated | • elicited | • mediated | • responded |
| • composed | • enlisted | • moderated | • solicited |
| • condensed | • explained | • negotiated | • specified |
| • conferred | • expressed | • observed | • spoke |
| • consulted | • formulated | • outlined | • suggested |
| • contacted | • furnished | • participated | • summarized |
| • conveyed | • incorporated | • persuaded | • synthesized |
| • <u>convinced</u> | • influenced | • presented | • translated |
| • corresponded | • interacted | • promoted | • wrote |

Analytical/Research Skills

- analyzed
- clarified
- collected
- compared
- conducted
- critiqued
- detected
- determined
- diagnosed
- evaluated
- examined
- experimented
- explored
- extracted
- formulated
- gathered
- identified
- inspected
- interpreted
- interviewed
- invented
- investigated
- located
- measured
- organized
- researched
- reviewed
- searched
- solved
- summarized
- surveyed
- systematized
- tested

Technical Skills

- adapted
- applied
- assembled
- built
- calculated
- computed
- conserved
- constructed
- converted
- debugged
- designed
- determined
- developed
- engineered
- fabricated
- fortified
- installed
- maintained
- operated
- overhauled
- printed
- programmed
- rectified
- regulated
- remodeled
- repaired
- replaced
- restored
- solved
- specialized
- standardized
- studied
- upgraded
- utilized

Teaching Skills

- adapted
- advised
- clarified
- coached
- communicated
- conducted
- coordinated
- critiqued
- developed
- enabled
- encouraged
- evaluated
- explained
- facilitated
- focused
- guided
- individualized
- informed
- instilled
- instructed
- motivated
- persuaded
- set goals
- simulated
- stimulated
- taught
- tested
- trained
- transmitted
- tutored

Financial Data Skills

- administered
- adjusted
- allocated
- analyzed
- appraised
- assessed
- audited
- balanced
- budgeted
- calculated
- computed
- conserved
- corrected
- determined
- developed
- estimated
- forecasted
- managed
- marketed
- measured
- planned
- prepared
- programmed
- projected
- reconciled
- reduced
- researched
- retrieved

Creative/Innovative Skills

- acted
- adapted
- authored
- began
- combined
- composed
- conceived
- conceptualized
- condensed
- created
- customized
- designed
- developed
- devised
- directed
- displayed
- drew
- entertained
- established
- fashioned
- formulated
- founded
- illustrated
- initiated
- instituted
- integrated
- introduced
- invented
- modeled
- modified
- originated
- performed
- photographed
- planned
- revised
- revolutionized
- shaped
- solved

Helping/Counseling/Mediating Skills

- adapted
- advocated
- aided
- answered
- arranged
- assessed
- assisted
- attended
- cared for
- clarified
- coached
- collaborated
- comforted
- contributed
- cooperated
- counseled
- demonstrated
- diagnosed
- educated
- encouraged
- ensured
- expedited
- facilitated
- familiarized
- fostered
- furthered
- guided
- helped
- instilled
- insured
- intervened
- mentored
- motivated
- prevented
- provided
- referred
- rehabilitation
- represented
- resolved
- settled
- simplified
- supplied
- supported
- tutored
- volunteered

Organization/Administrative/Detail Skills

- approved
- arranged
- catalogued
- categorized
- charted
- classified
- coded
- collected
- compiled
- coordinated
- corrected
- corresponded
- disseminated
- distributed
- executed
- filed
- formalized
- generated
- implemented
- incorporated
- inspected
- logged
- maintained
- monitored
- obtained
- operated
- ordered
- organized
- planned
- prepared
- processed
- provided
- purchased
- recorded
- registered
- reorganized
- reserved
- responded
- reviewed
- routed
- scheduled
- screened
- set up
- submitted
- supplied
- standardized
- systematized
- updated
- validated
- verified

Selling/Convincing Skills

- arbitrated
- convinced
- dissuaded
- marketed
- mediated
- negotiated
- persuaded
- promoted
- publicized
- resolved
- secured
- sold
- solicited

Additional Verbs for Accomplishments

- achieved
- completed
- expanded
- exceeded
- improved
- pioneered
- reduced
(losses)
- resolved
(issues)
- restored
- spearheaded
- succeeded
- surpassed
- transformed
- won

Marketable Personality Traits

Task Oriented Skills

Accurate	Eye for detail	efficiently
Adaptable	Farsighted	Methodical
Ambitious	Flexible	Meticulous
Analytical	Gets things done right	Motivated
Artistic talent	Goal directed	Optimistic
Awareness	Good judgment	Orderly
Capable	Hard worker	Organized
Clear-thinker	High achiever	Perfectionist
Commitment to growth	High energy	Persistent
Competent	Highly motivated	Problem solver
Conscientious	Honest	Productive
Cooperative	Imaginative	Punctual
Creative	Independent	Quick learner
Dedicated	Industrious	Realistic
Dependable	Innovative	Resourceful
Eager	Leadership ability	Risk taker
Efficient	Loves a challenge	Self-motivated
Energetic	Loyal	Sense of humor
Enterprising	Manages time	Sensitive

Serious
Shrewd
Sincere
Team player

Thorough
Trustworthy
Verbal
Versatility

Visionary
Works well under
pressure

People Oriented Skills

Ability to motivate
others
Congenial
Cooperative
Courteous
Diplomatic
Eloquent
Excellent
communication skills

Friendly
Generous
Gets along well with
others
Good listener
Helpful
Leadership qualities
Optimistic
Outgoing

Patience
Sense of humor
Sensible
Supportive
Sympathetic
Team worker
Tolerant of others
Understanding

Resume & Cover Letter Books & Resources

Websites:

www.damngood.com

www.careercity.com

www.placementmanual.com

Resume Resources:

America's Top Resumes.....	J. Michael Farr
Blue Collar & Beyond.....	Yana Parker
The Damn Good Resume Guide.....	Yana Parker
Dynamite Resumes.....	Ron and Caryl Krannich
Electronic Resumes for the New Job Market.....	Peter Weddle
Executive Resumes.....	Donald Asher
The Federal Resume Guidebook.....	Kathryn K. Troutman
Gallery of Best Resumes for Two-Year Degree Graduates.....	David Noble
High Impact Resumes & Letters.....	Ronald L. Krannich & William J. Banis
Portfolio Power.....	Martin Kimeldorf
Resume Almanac.....	Adams Media Corporation
Resume Catalog.....	Yana Parker
Resume Pro.....	Yana Parker
The Resume Solution.....	David Swanson
The Resume Writer's Workbook.....	Stanley Krantman
Resumes for College Students and Recent Graduates.....	VGM Career Horizons
Resumes for Sales & Marketing Careers.....	Chuck Cockran/Donna Peerce
Winning Resumes for Computer Personnel.....	Anne Hart
Your First Resume.....	Ron Fry

Cover Letter Resources:

Cover Letter Almanac.....	Adams Media Corporation
Cover Letters That Knock 'em Dead.....	Martin Yate
The Perfect Cover Letter.....	Richard H. Beatry

John Ouray

350 South Meridian Street
Wichita, KS 67213
(316) 555-9898
ouray@friends.edu

OBJECTIVE

Marketing Coordinator in the recreation sports industry.

EDUCATION

BS in Business Administration in Finance/Marketing May 2006
Wichita, KS G.P.A.: 3.65/4.0

RELEVANT EXPERIENCE

Marketing, Sales, and Public Relations

- Created sales and marketing materials for technology trade shows.
- Developed a consistent pattern of repeat sales and customer loyalty; identified customer needs.
- Researched and developed a public relations campaign; created a database for 1,000 media contacts.

Communication

- Wrote a weekly entertainment column for the Friends University newspaper, *The Crimson Chronicle*.
- Presented group research results to bank executives and sales team.
- Developed an efficient system to generate weekly sales reports using Excel and presented the reports to the sales manager.

Administration and Organization

- Maintained the Friends University Alumni Contact database.
- Processed numerous direct mail marketing projects under budget and on time.
- Assisted with organizing and planning the 50th Reunion for the Class of 1955.

RESEARCH PROJECTS

"Market Research Analysis for Intrust Bank" Fall, 2005
Conducted customer satisfaction surveys and interviews. Researched demographics, market trends, and competitors. Developed an ad campaign and a customer loyalty program. Analyzed data and made recommendations for improvements for the Wichita branches.

"Business Plan for Sports Equipment Rental Store" Spring, 2005
Researched and developed a business plan for a start-up retail store. Estimated operating costs and developed a break-even point. Projected cash flow accounting for the net present value of money. Designed an information system and financial database for the business.

WORK EXPERIENCE

Marketing/Sales Intern present	Cessna	Wichita, KS	2004 -
Sales Representative	Dick's Sporting Goods	Wichita, KS	2003 - 2004
Alumni Assistant	Alumni Office	Wichita, KS	2002 - 2003

Brad Vogler

3389 Carson Lane, #21, Wichita, KS 67215
bvogler4@yahoo.com

316-333-4455

OBJECTIVE: Assistant Food and Beverage Manager at a large hotel.

EDUCATION

B.S. in Business Administration

Friends University, Wichita, KS May, 2007

- Recipient of over \$25,000 in academic merit-based scholarships.
- GPA 3.45. Selected four times for the Dean's List.

EXPERIENCE

Assistant to Manager-F&B Dept., Hyatt Regency, Wichita, KS 3/05 - Present

- Inventory stockroom of bar products and prepare weekly order for supervisor's approval.
- Prepare monthly employee work schedule and resolve scheduling conflicts with staff.
- Train new, entry-level F&B staff in providing the highest level of service to customers.

Management Trainee, Hyatt Regency, Wichita, KS 11/04 - 2/05

- Rotated (two week periods) through several departments of the hotel.
- Assisted in developing questionnaire to assess guest satisfaction with room service.
- Promoted, based on outstanding performance, to Assistant to Manager – Food & Beverage.

Front Desk Intern, Residence Inn Suites, Wichita, KS 1/04 - 6/04

- Conducted check-in/checkout; answered guests' questions in a pleasant and timely manner.
- Reconciled daily credit card charges; resolved occasional room booking discrepancies.

Customer Sales Representative, The Gap, Wichita, KS Holiday Seasons, 2002 - 2004

- Heavy retail customer service work in an often hectic work environment.
- Asked to work three successive holiday seasons based on excellent customer service skills.

LEADERSHIP

- Graduate of 10-day winter survival skills class at the National Outdoor Leadership School.
- Vice-President of the Hospitality Club at Friends University.

SKILLS

- Solid spoken and written Spanish language skills.
- Excellent communication skills; thrive in fast-paced customer service environments.
- Strong MS Office skills: Word, Excel and PowerPoint.

600 Bright Road

316.345.9876

Jennifer Paci

Wichita, KS 67209

paci@friends.edu

Objective

Part-time internship in the Public Relations Department of Via Christi Hospital.

Education

B.A. Communications

Friends University

Graduation: May 2007

Minor in Public Relations

Wichita, KS

GPA: 3.7/4.0

Selected to the Dean's List six times

- Recipient of the President's Scholarship (\$28,000 academic merit-based award).
- Active member of campus Public Relations Club for two years.

Public Relations Experience

- *Public Relations Intern* 9/05 – 6/06
Friends University Office of Communications and Marketing, Wichita, KS
Completed a variety of PR projects assisting in the annual updating of University publications resulting in an outstanding performance review.
- *Public Relations Volunteer* Summer 2004
Campaign for Senator Sam Brownback, Kansas
Planned, created and set-up campaign displays prior to speeches as part of the public relations team.

Other Experience

Lifeguard Summers 2000-2003
Augusta Municipal Swimming Pool, August, KS
Increased responsibilities based on performance.

Volunteer 2003-present
Big Brothers, Big Sisters Program, Wichita, KS
Demonstrated solid interpersonal and communication skills.

Sales Associate Winter Breaks 2002, 2003
Von Maur, Wichita, KS
Exceeded sales goals with both employers.

Computer Skills

- Substantial experience using MS Word and Excel in both PC and Mac environments
- Skilled in PowerPoint presentations

Activities

- Public Speaking – One of ten finalists (over 800 participants) in 2000 statewide debate contest.
- Tutoring – Teach reading skills to at-risk 7th graders.

Cover Letter Guidelines

Be Sure to Tailor Each Cover Letter to the Organization You Are Sending it to-THIS IS THE NUMBER ONE RULE.

Sample Outline:

Your address
City, State, Zip
Email, Phone

Date

Mr. /Ms. Name, Title
Company
Address
City, State, Zip

Dear Mr. /Ms. Last Name:

(1-2" top margin)
(Heading)

(double space)
(Dateline)
(double space)
(Inside address)

(double space)

(double space)

Introductory Paragraph:

This is the **attention grabber** that should arouse the reader's interest. If you are applying for a specific job, mention the position title and position number (if applicable). Give the person's name, if someone referred you to the company. This paragraph may include your knowledge of the organization, why you want to work for them and some brief background experience/education that relates to the position. Most introductory paragraphs are short, so be brief and clear.

(double space)

Middle Paragraph:

This is the **sales pitch**. It is the longest of your paragraphs (may be split into two paragraphs) where you attempt to persuade the employer that you are worth an interview. Present specific abilities, education, and/or experience that make you an attractive candidate for the position. Highlight special skills. Reveal a personal goal that could be realized with this firm. Prove that your skills and abilities match the job description and can satisfy the employer's needs.

(double space)

Final Paragraph:

This is the **request for action**. Ask for an interview or a meeting to discuss how your skills might assist the employer. Offer to provide more information (e.g. samples of your work, references, more details of your past experience or education, etc.). In most cases take the lead and indicate that you will be calling to arrange an appointment or if the employer specifically indicated not to call, you may ask them to call you. Provide your telephone number and the best times to be contacted.

(double space)

Sincerely,

(complimentary close)
(four spaces)

Signature here

Your name

(signature block)

Other Rules to Remember

- In referencing a personal referral, state that the referral suggested you write or email the contact.
- Utilize impressive quotes from letters of reference in your cover letter, e.g. "I am highly organized; my internship supervisor stated in her letter of reference", 'Alex is the most organized intern I have ever had.'
- Use brief personal examples to back up what you say about yourself, e.g. "Several instructors have consistently commented on my excellent writing skills".
- Talk about and quantify your accomplishments that relate to the position.
- Be brief and concise, no more than one page.
- Proof-read and have others proof-read your letter for errors, the Campus & Career Transitions staff will help review your cover letter.
- Do not overuse "I" to begin sentences, vary the sentence structure.
- Single space within each paragraph, double space between paragraphs
- Always sign your cover letter except for email versions.
- Matching the paper and heading of your cover letter to the heading of your resume, (for hard copies), is a nice professional touch.
- If you lack a skill or some required experience discuss how you can pick up the skill quickly, or how other experience will substitute.
- It is common to have the cover letter be the text of an email, with the resume attached.

Mistakes to Avoid

- Never misrepresent your background, skills and experiences.
- Never sound desperate or negative.
- Never confess shortcomings, give a positive slant to your background and experience.
- Don't repeat your resume, but summarize and enhance, add your best personality traits and word pictures that aren't on the resume.
- Always send an email version of your cover letter and resume to yourself first to make sure it opens up perfectly. It is also recommended to save your materials as a .pdf prior to e-mailing your application.
- Always read and follow any employer instructions for submitting a cover letter and resume.

(No advertised position, a letter of inquiry)

KATY E. BROADWAY

410 West St. Wichita, KS 67213 (316) 453-4455 broadway@friends.edu

April 8, 20xx

Ms. Molly B. Ouray
Senior Vice President
MBI & Associates
1200 Maize Rd.
Wichita, KS 67209

Dear Ms. Ouray:

I was fortunate enough to see your recent quote in the *Wichita Eagle* where you described MBI & Associates' new Management Development Program as one that "hires liberal arts majors who have outstanding academic achievement tied with strong leadership and people skills." I fit that description and will be graduating this spring from Friends University. I am researching innovative companies like MBI & Associates where my skills and abilities can make a significant contribution.

Some of my qualifications include:

- Considerable *management and leadership experience*, most notably as *President* of the student body, which included leading seven other executive committee members and representing the students to the administration.
- *Student leader*, served as a *Senator* for two years within the Student Government Association's student senate.
- *Strong organizational and academic skills*, having maintained a 3.53 GPA while working 25 hours a week to finance 60% of my education.
- *Going beyond*, as communicated from my internship supervisor in one of my letter's of reference, "Katy has done far more in her internship than was required."
- *Excellent communication and analytical skills* developed through my English major, Psychology minor, *two years customer service experience*, and *training* six co-workers.

I will be in Durango the week of May 5-10 and would enjoy meeting with you to discuss how I might be an excellent candidate for your program. My immediate goal of entering a management training program with an energetic and growing company matches your goal of hiring students with "high-quality academic and leadership experience." I will call early next week to follow up on the possibility of our meeting to discuss future opportunities with MBI & Associates. Thank you for your time and consideration.

Sincerely,

Katy E. Broadway

(Advertised position)

GRAYSON HILL
3312 Tee Time Dr.
Wichita, KS 67205
(316) 555-5555
hill@friends.edu

July 6, 20xx

Mr. Abe Basin
Employment Manager
SkiLand Company
510 Pallavicini Alley
Loveland, CO 80443

Dear Mr. Basin:

As an admirer of Sam Dalton, I watched several years ago when S-Mart opened a store in my hometown. I was intrigued by the wonders of mass distribution, discount prices, and retail innovation. I read in last week's edition of *Sports Retail* that one of your subsidiaries, SkiLand, is looking to grow beyond the 200 retail stores it currently operates in the Northeast. My human resource approach can help your company make sound strategic personnel decisions as you expand into the Midwest region. Your advertised position as Human Resources Manager fits perfectly with my background and experience.

For the past six years, I held increasingly responsible positions in the human resources profession. I began my career as an Assistant Store Manager at Sports World, a large sporting goods store, and was promoted to Manager after 18 months. Three years ago, I accepted a position as Director of HR for Cysco, another rapidly growing distributor of food products supplying large restaurant chains. At both Sports World and Cysco, I served as an HR Generalist and am very familiar with all aspects of personnel functions including: recruiting, staff planning, professional development training, working with unions, employee relations and enhancement programs as well as salary and benefits programs.

I am very enthusiastic about having an opportunity to discuss your management team's plans for the future, and the Human Resources department's role in making these goals a reality. I will call you the week of July 12th to confirm the receipt of my résumé and schedule a mutually convenient time for us to get together. Thank you for your consideration and time.

Sincerely Yours,

Grayson Hill

Angela T. Jonesburg

1256 S. Peach Drive, #32 ♦ Wichita, KS 67205 ♦ 316.888.1234 ♦ atj@myemail.com

September 1, 2005

Hiring Manager
Starbucks Coffee
583 S. West St.
Wichita, KS 67213

Dear Hiring Manager:

While visiting one of your stores last week, I had a conversation with the manager, Sandy Brozowski, about the opening for a Marketing Coordinator. Through my work, internship and university experience, I am perfectly suited for the Marketing Coordinator position because my skills and knowledge match the job description.

My success and accomplishments such as the 2007 Women's Fair demonstrate my ability to contribute to the Starbucks team. In order to manage the ongoing projects for the Women's Fair, I coordinated media schedules, ensured the layout and printing of collateral materials and updated all website information. To ensure that deadlines were met, I worked directly with the fair staff to guarantee their satisfaction with the marketing materials. This involved patience and flexibility in order to relay changes and requests between the client, creative team and media partners.

In addition, I can contribute to the Starbucks team in the public relations arena. I managed a campaign for the release of Mocha Chocolate Truffles distributed by Cocoa Dulce. I sent this press release out both locally and nationally via email to newspapers, magazines, radio stations and television stations. I then mailed key media contacts a press kit containing a photo of the truffle, the business store front and the press release. As a result, the business and its truffles were covered in *Wichita Eagle*, and on several radio stations.

In addition to managing campaigns, my achievements within work environments have been successful because of my ability to interact with other team members. In order to accomplish my goals, I successfully worked with people with varying personalities and working styles. My strong leadership skills contributed to the overall success of such projects as the Women's Fair. These skills would greatly benefit an organization such as Starbucks.

As your Marketing Coordinator, I am enthusiastic about having an opportunity to be a part of Starbucks's plans and goals for the future. I will contact you the week of September 8th to confirm the receipt of my resume and to schedule a time for us to speak. Thank you for your consideration and time.

Sincerely,

Angela T. Jonesburg

Jason Kendall

1435 E. Floyd Ave, Wichita, KS 67213

316-987-6543

jkendal@msn.com

January 9, 2007

Ms. Beth Tomzak
Account Manager
Xterra Advertising Inc.
567 S. Logan Ave., Suite 14
Wichita, KS 67215

Dear Ms. Tomzak,

“Jason is a standout. His confidence and can-do attitude in communicating with customers of our graphic design firm have made very positive impressions. Not many interns bring such talent to the table!” My internship supervisor, Randall Stark, at Designs for Tomorrow (DfT) described me this way in his letter of recommendation. I will bring the same level of effort to an advertising account representative internship with Xterra.

My outstanding communication skills and careful attention to customer service made many clients ask for me when they had new design ideas. They knew from experience that I would follow through and quickly get the answers to their questions. As a Marketing senior (3.78 GPA) at the Friends University, I propose to intern with you during the fall (9/1-12/31) for three afternoons per week. The customer service skills I demonstrated at DfT will be an asset to Xterra. I work hard, take initiative and pay attention to all of the details.

As an Eagle Scout, I know what commitment to excellence is all about, as do the three current U.S. Senators and the two former astronauts who were Eagle Scouts. Only 4% of all scouts reach this performance-based highest rank; demonstrated leadership and service to the community are key to making it to this level. Your customers will appreciate the high level of service I will give them.

I would appreciate the opportunity to meet with you to discuss your goals and how I can help you meet them. My goal is that by the end of the internship, you will be impressed enough to want to keep me as an entry-level account representative!

Sincerely,

Jason Kendall

JAMES K. SMITH

1825 S. St. Clair
Wichita, KS 67213

316-486-3229
smithjames@friends.edu

January 28, 2007

Jill Anderson
Vice President of Corporate Development, Houston Rockets
1510 Polk Street
Houston, TX 77002

Dear Ms. Anderson:

As a born and raised Houstonian, working with the Houston Rockets would be highly rewarding. From new and emerging trends in sports to exciting events and competitions, the sports industry is a lively world of change and opportunity. I have always been interested in the dynamic career possibilities within this field. Cindy Hanson from the Friends University Career Services department suggested I talk with you for more information about the industry and how best to enter into this exciting work.

As an International Business major at the Friends University, my administrative skills are well developed. I have strong abilities in accounting, finance, word processing, spread sheet construction, and internet research, as well as excellent skills in working within a team setting. In addition, I have solid experience in customer service in both the hospitality setting and the marketing industry, through my work with the Hampton Inn. These skills would prove to be invaluable to any organization.

Will you be willing to give me some insight into how to begin my career in the sports marketing field? I will be in the Houston area in April and will contact you next week to set up a mutually convenient time for us to speak in person. I appreciate your time and consideration and look forward to meeting with you soon.

Best Regards,

James Smith