Crafting Résumés and Cover Letters

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Résumés

- Résumés, like all documents, are field-specific.
- Today's workshop will focus on broad strategies that should be useful for all audiences.
 - Check with University Career Services, an advisor or faculty member in your field for more specific genre conventions.
- We will be discussing résumés rather than CVs.

Types of Résumés

• Functional Résumé

- Groups professional experience by types of workplace activities or skills rather than by chronological order.
- Advantage: Can be used to hide "less positive" work experiences.

• Reverse Chronological Résumé

- Works from most recent information to older information.
- More commonly used than the functional version

Functional vs. Reverse Chronological Résumés

PAUL MALONE

222 West First Street ~ Williamsburg, Virginia 23081 support@resumeedge.com

SUMMARY OF QUALIFICATIONS

Accomplished, seasoned Professional with proven success in operations management to achieve the organizational mission. Superior communication skills, easily interacts with executives, regulatory agencies, clients, vendors, and staff. Technically proficient in spreadsheets, word processing, graphics, & accounting software. Member AICPA.

PROFESSIONAL EXPERIENCE

Operations Management

804-555-1212

- Oversee all operational matters for a contract electronic manufacturing plant, in particular management development and strategic planning.
- Spearheaded effort for ISO 9001 certification.
- Secured financing for turnkey manufacturing; implemented new methods to track and improve profitability.

Financial Administration

- · Supervised accounting staff with direct oversight of all accounting, payroll, & banking activities.
- Acquired lines of credit and initiated effective collection processes.
- Implemented GAAP-compliant financials and tax-planning strategies.

Compliance & Training

- · Administered all areas of Agency compliance.
- Established periodic compliance audits & reviews; performed daily compliance supervision.
 Organized and conducted full operations training, from investments & insurance to financial & tax
- planning; directed client relations.

WORK HISTORY

ELECTRONICS EDGE, INC., Williamsburg, Virginia Chief Operating Officer	1999 Present
FINANCE TEAM, INC., Baltimore, Maryland Director of Compliance & Training (1996-1999)	1993 1999
SPHERE ROBOTICS, Washington, D.C. Subcontract Administrator (1992-1993)	1985 1993

EDUCATION

GEORGETOWN UNIVERSITY, Washington, D.C. Master of Business Administration, Financial Management Emphasis. 1987

STANFORD UNIVERSITY, Stanford, California Bachelor of Science in Accounting, Minor in Business, 1979

JENNIFER RIVERS

212,555,1212

pro@news.net

1993 - Present

1989-1992

MARKETING EXECUTIVE

Product Launches ~ Overseas Partnerships ~ Presentations

Accomplished, multilingual Professional consistently recognized for achievement and performance in the fuel industry. Innovative and successful in mining new sales territories and establishing business alliances, including the recent partnership with *MLM Oli* in Korea. Proven leader with special capabilities in building teams, strategizing, and implementing workable marketing plans employing television, radio, Internet, and print media. Fluent in English, Korean, Japanese, and French.

BUSINESS SKILLS

Marketing

- Launch gasoline exports in conjunction with new production plant start-up; target overseas markets.
- Initiate sales of ULS, an environmentally-friendly new product launched in the European market.
- Establish joint venture partnerships in Europe and Far East; implement marketing for aviation fuel and asphalt as a value-added commodity.

Market Planning

- · Analyze regional import / export economics and the interregional oil markets.
- Participate in contract negotiations for strategic alliances with major European and Asian concerns.
 Achieved \$25 million in revenue by developing offshore storage programs that fulfilled seasonal market trends in the region.

Product Planning

- Optimize production mode by selecting appropriate refinery; research product specification revisions by country.
- · Propose and participate in the Plant Operation Committee, a team effort between production and sales.

PROFESSIONAL EXPERIENCE

TTR CORPORATION, New York, New York

- Vice President, Overseas Business Division
 Promoted to position in March 1996; selected as one of three employees to attend an MBA course in 2003.
- Named Employee of the Year in 1996 based on professional achievements.

FUEL INDUSTRY OF AMERICA, New York, New York

- Manager of Marketing
 Provided analysis on fuel industry, drafting report for the White House.
- · Awarded the Honor Prize in 1992 based on performance evaluations of oil producers.

EDUCATION

UNIVERSITY OF NEW YORK, New York, New York Bachelor of Arts in Communications, 1988

Résumé Headings

- Match headings to the job call, when possible.
- Think carefully about the order of information.
 - Consider audience: what will this order convey about you to the reader.
- Don't sell yourself short in these headings.
 - Consider the different connotations of "Activities" vs. "Volunteer Work" vs. "Service."

Sample Résumés–Comparing Headers

	Thomas Freshman	
School Address: 5555 Frist Campus Center Princeton, NJ 08544	freshman@princeton.edu 609-555-1234	Permanent Address: 1 Main Road Central, NJ 08888
EDUCATION		
	: Politics	
	NJ ack teams with 10 varsity letters and all-state h bistinction; National Merit Finalist	June 2012 ionors; peer leader; secretary of
EXPERIENCE		
Assistant Race Director Plan events that draw 1,000+ pa tion. Direct entire registration p	rsey Educational Foundation, Central, NJ articipants and raises \$30,000 annually for loca rocess prior to and on day of event, including olunteers. Update and maintain website (www	creating computer database and
Valunteer	, Primary Election Campaign, Manchester, NF d performed Get-Out-The-Vote activities incl	
Co-Founder/President Co-founded club to raise awaren ship from 10 to 25 dedicated me	Central High School, Central, NJ ness of humanitarian crises. Led weekly club n embers. Organized conference that brought in fundraising campaign that raised over \$3,500 f refugees.	expert speakers to educate school
ACTIVITIES		
The Daily Princetonian, Copy Department of Public Safety, Central High School Yearboo	Student Worker, Fall 2012-Present	
Central High School, Student C		
Central High School, Student C		

111 Frist Campus Center	2 March 20 Mar
Princeton, NJ 08544	(609) 234-5678 junior@princeton.edu
EDUCATION	
Princeton University, Princeton, NJ A.B. in Molecular Biology, Pre-med, Certificate in Neuroscience Relevant coursework: Genetics, Biochemistry, Introduction to Biological Dynamics, Biostatistics Human Disease	June 201 GPA 3.3 s, Microbiology, Genome Integrity and
RESEARCH AND LAB EXPERIENCE	
"Revising the Phylogenetic Reassignment of Oxytricba trifallax" A junior paper submitted that revised the phylogeny of O. trifallax using several conserved gene s	Fall 2013 sequences.
Research Assistant, Frist Lab, Princeton University • Conducted analytical experiment on gene expression, attempting to determine level of other fas • Performed purification of protein. • Generated statistical summaries and reports of collected data.	Spring 201:
Lab Technician, Molecular Biology Department, Princeton University • Set up, adjusted, maintained and cleaned laboratory equipment daily. • Analyzed and recorded test data to issue reports using charts, graphs and narratives. Examined cells stained with dye to locate abnormalities.	Fall 2011
Research Intern, Princeton Pharmaceuticals, Princeton, NJ • Performed DNA extraction and gel electrophoresis. • Collaborated to design and develop antibody-based molecules. • Conducted protein expression analysis to support research findings. • Assisted in developing and implementing analytical methods using biosensors technologies and	Summer 2011 I immunoassays.
HOSPITAL EXPERIENCE	
Emergency Room Federatory, University Hoopital, Princeton, NJ • Observed and anisted physicians and nurses at they examined and interviewed patients. • Evaluated situations to identify patients requiring immediate attention and informed superviso • Poroided empathy and support for patients and their families to comfort them. • Performed feetical duties including filling and transforming phone calls.	Summer 2010
LEADERSHIP EXPERIENCE	
Residential College Advisor, Mathey College, Princeton University September • Advise 12 freshmen on academic and social issues to support their adjustment to college life. • Plan and organize educational and social programs to develop a cohesive community on the flo	2011-present
Career Peer Advisor, Career Services, Princeton University Conduct resume and internship workshops and individual resume reviews at the residential col Develop career educational programs for students. 	September 2011-presen lleges.
SKILLS	
Laboratory: primary cell proliferation assays, cell/tissue culture, FACS, ELISA, lymphocyte iso Computer: C. Java, Microsoft Office Language: Spanish	olation
EXTRACURRICULAR ACTIVITIES	
• Staff Writer, Daily Princetonian • Princeton University Orchestra	February 2011-presen September 2010-presen

Additional Résumé Tips

- Continuity is key: be consistent in your formatting.
 - There is no "perfect" resume be consistent in formatting, bolding, underlining, and capitalization.
- Avoid using "I" in your descriptions (this will be assumed).
- Check grammar, typing, and spelling mistakes.
- The résumé template is your friend!
 - Microsoft Word provides many free templates.
 - Find a template that has the look and functionality to suit your needs.
- Save your document as a PDF rather than a Word doc.

Your Résumé

• What are the weak points in your own résumé?

• What revisions would you like to make going forward?

Cover Letters

- Consider cover letters as documents that are linked to your résumé—separate documents that should work together.
 - Always be mindful of a reader who will have both these documents in front of them.
 - Cover Letters should advance the aims of your résumé rather than simply repeating your résumé in paragraph form.
 - Cover Letters should always be adapted to meet the specifics of an announcement.

Cover Letter Organization

Introduction

- Salutation: when possible, address to a person.
- Include your name and the job for which you are applying, how you learned about the job, and why you are interested in the position.
- Provide a <u>brief</u> overview of how you are qualified for the position.

Cover Letter Organization (con't)

• Body/Argument

- Show your reader why you are a good fit for this position.
- Show your reader why this position is a good fit for you.
 - Find out as much as you can about the company so that you can connect your own values/goals to the values/goals of the company.
- Avoid rewriting your résumé in paragraph form.
 - Remember, the employer will have both of these documents.
 - Instead, paint a broad picture of your experiences that fits the job description.
- Conclusion
 - Remind readers how you can be contacted; thank readers for their consideration.

Sample Cover Letter

Virginia L. Madison 209 Fountain View Dr. Crew, VA 23987 (540) 421-5671 virginia.madison@gmail.com

March 15, 2015

Julie Henderson Director of Food and General Environmental Services Virginia Department of Health 109 Governor St. 5th Floor Richmond, VA 23219

Dear Ms. Henderson:

I am contacting you regarding the open Environmental Health Manager's position. My educational background in Chemistry, along with my professional experience, makes me an excellent candidate for this position.

As you will see from the enclosed resume, I have more than eight years of experience in the field of Environmental Health. My resume shows that I have been consistently rewarded for hard work with increased responsibilities. These rewards are a direct result of my expertise in Environmental Health, my commitment to personal and professional excellence, and my excellent written and oral communication skills.

If you have questions, or if you want to schedule an interview, please contact me at 540-421-5671.

Sincerely,

Virginia L. Madison

Cover Letter—Tips and Strategies

- Aim to engage the reader to set yourself apart from the rest.
- Use font size and styles that are consistent with your résumé.
- Proofread this document carefully: don't give readers an excuse to put your application in the "No" pile due to a proofreading error.

Matching Your Cover Letter to the Job Call

Registered Nurse - RN - Home Care



One of Indiana's largest Healthcare Systems is expanding their home health division. They are in search of RN's to join their Indianapolis, Lafayette, and Muncie offices. All offices serve a wide population of patients. Registered Nurses will be responsible for: start of cares, ROC's, assessments, discharges, and occasional routine visits. RN's will also work with a talented, multidisciplined team to determine the best course of care for patients. There are direct-hire and contract-to-hire openings available. The system is looking for permanent solutions for these openings.

Position Details:

- Monday Friday
- Day-time hours
- 32-40 hours/week full time
- 16-24 hours/week part time

If you are interested in learning more, apply today!

Responsibilities

- Utilizes the nursing process to assess, plan, implement and evaluate patient care.
- Assess signs and symptoms indicating physiologic and psychosocial changes in the patient's condition.
- Collects, analyzes, and interprets data and information from health care members and documents actual and/or potential nursing diagnoses.
- Documents the patient's plan of care using identified nursing diagnoses, expected patient outcomes, and selected nursing interventions.
- Performs interventions according to identified priorities, plan of care, and the hospital policies and patient care outcome standard.
- Revises the plan of care according to evaluation, changes in medical plan of care, and effective/ineffective nursing interventions.
- Uses clinical judgment in evaluation activities to meet patient care needs of an assigned unit/floor including establishing priorities.
- Other Registered Nurse (RN) duties as assigned.

Requirements

- Current Registered Nurse (RN) License for the state in which the nurse practices.
- Current Health Certificate (per facility Registered Nurse (RN) contract or state regulation).
- Current PPD or Chest X-Ray.
- · Ability to work independently
- Strong team-working skills
- Auto insurance
- 1 year of RN experience; Home Care, ER, ICU, CCU, PCU, Med/Surg, Long Term Care, Hospice experience preferred
- Current BLS card.

Benefits

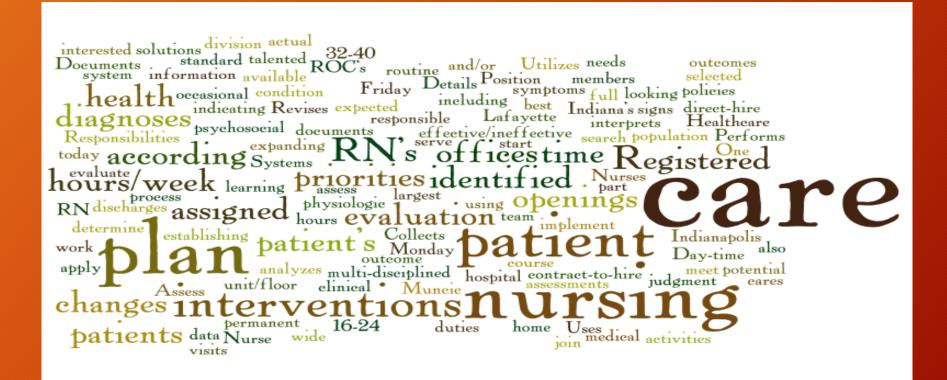
At Maxim Healthcare Services, we firmly believe that our caregivers are the heartbeat of our organization and we are happy to offer the following benefits:

- · Competitive Pay & weekly paychecks
- · Health, dental, vision, and life insurance
- 401(k) savings plan
- Bonus Opportunities
- · Friendly and communicative staff
- · Opportunity to work with a leading healthcare organization
- · Continuous professional and clinical training
- Awards and recognition programs

*Benefit eligibility is dependent on employment status.

Maxim Healthcare Services is a leading provider of home healthcare, medical-related staffing, travel nursing, and population health and wellness services across the United States. Our commitment to customer service, improving patient care, and staffing experienced healthcare professionals has paved the way for many rewarding career opportunities in the healthcare industry.

Wordle



Final Thoughts

- Consider drafting a "Master CV"
 - This document should include everything, even those entries that don't seem as relevant or important to your present career goals.
 - Be as specific as possible for each entry description (it's easy to forget what your responsibilities are/were over time).

Longwood University Writing Center

- Greenwood Library
- Hours
 - Monday-Thursday 2pm-10pm
 - Sunday 7pm-10pm
- Phone: (434) 395-4861

University Career Services at Longwood

- Lancaster G08
- Walk-in Hours
 - 12pm-2pm Monday-Friday
 - 4pm-5pm Thursday and Friday
- Email: career@longwood.edu
- Facebook: Longwood Alumni & Career Cetner
- Twitter: @LongwoodCareer
- Snapchat: Longwood Career

Upcoming Career Services Events

- Workshop Wednesdays
 - Free Pizza & Career Advice
 - Every Wednesday starting April 6th at 1pm
 - Lancaster G08
- Lunch & Learn
 - April 18, 19, 21, 22, 25, 26, 27, and 28th
 - Learn How to Tell Your Career Story
 - Dhall Annex