



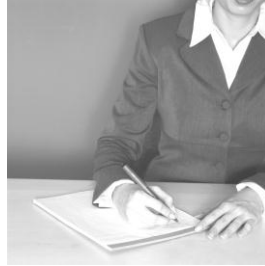
WRITING RESUMES, COVER LETTERS, AND OTHER CORRESPONDENCE

This Guidebook is designed to help you develop your marketing and professional communications package: cover letter, resume, reference page, and email correspondence. In addition to this Guidebook, the Career Development Library and CDC website contain valuable books and resources about resumes and cover letters.

<i>Types of Resumes</i> _____	2
<i>Tips for Effective Resume Writing</i> _____	3
<i>Action Verbs & Self-Descriptive Words</i> _____	4
<i>Create Your Own Resume</i> _____	5
<i>Sample Resumes</i> _____	7
<i>Types of Cover Letters</i> _____	17
<i>Tips for Effective Cover Letter Writing</i> _____	18
<i>Sample Cover Letters</i> _____	19
<i>References</i> _____	22
<i>Professional Email Correspondence</i> _____	23
<i>Suggested Reading and Websites</i> _____	24

TYPES OF RESUMES

The resume's job is to "market" you to an employer and to obtain an interview. Your ability to communicate in a clear, concise way is one of the most important pieces of a successful job search.



- Chronological:** Emphasizes work history by listing experiences, with the most recent coming first. This format can highlight relevant experience, but it can also reveal spotty work history.
- Functional:** Highlights selected areas that relate to career interests. Effective for those individuals changing careers who want to emphasize skills/talents rather than positions.
- Combination:** Uses elements of both chronological and functional. Highlights skill areas and related chronological work experience.
- Federal:** Structured differently than a resume for the private sector, Federal Resumes often require a Social Security Number, citizenship status, employer contact information, and details pertaining to prior Federal or military experience. KSA (Knowledge, Skills, and Abilities) statements are also an important factor in the Federal Application process.
- Curriculum Vitae (CV):** This document varies dramatically depending on the career field and is typically only used if requested. A CV provides great detail about academic research, publications, and professional presentation experiences, and is primarily used when applying for scientific or research positions, professor-level academic positions, or fellowship or grant applications.

TIPS FOR EFFECTIVE RESUME WRITING

Remember, your resume is your first contact with a prospective employer. You will never get a second chance to make a first impression, so your resume should present the best possible image of your skills, abilities, and interests! Here are some suggestions for writing an effective resume:

Formatting

- ✓ Begin with a fresh Word document, rather than a template.
- ✓ Maintain .05" – 1" margins (left, right, top and bottom).
- ✓ Use one clear 10-12 point font for body text and 12-14 point for name and section headings.
- ✓ Underline, bold, and italicize sparingly to add emphasis to key points.
- ✓ Use black text only. Avoid using graphics or pictures (unless your major is in design).
- ✓ Keep document to two pages or less. If you have a second page, put your name and page 2 at the top of the second page.
- ✓ If two pages, print your resume on one side only, rather than back-to-back, and paper clip the pages together (do not staple).
- ✓ Print your resume on light-colored or white professional paper—you can find resume paper at most local office supply stores.
- ✓ Do not include references on your resume. This will be separate document (see pg. 22).
- ✓ Remember to proofread for spelling and grammar errors. Do not rely on spell- and grammar-checks!

Content

- ✓ Items should appear in reverse chronological order. Most recent should appear first.
- ✓ You will not need to list high school information, unless it is particularly relevant to your goal.
- ✓ When listing education, include the school name, your major(s) (and minor or concentration), month and year of graduation, city, state, and GPA (if over 3.00).
- ✓ Create separate categories, such as Internship Experience, Related Experience, Campus Involvement/Leadership, Research Experience, Other Work Experience, and/ or Volunteer Experience to emphasize your experience.
- ✓ Use action verbs to describe your duties - be as specific as possible (examples on pg. 4).
- ✓ Use past tense for past experiences and present tense for current experiences.
- ✓ It is not uncommon for employers to run resumes through a scanner to pick up on key words and to streamline their review process. Ensure that you are including key words on your resume from the job description/company website.
- ✓ Have your resume (and cover letter, references list, etc.) reviewed by the CDC!

ACTION VERBS

Are you running into a case of writer's block?

Here are some verbs to get you started on describing your experiences!

Administered	Discovered	Performed
Advised	Dispensed	Planned
Analyzed	Disproved	Prepared
Arbitrated	Distributed	Prescribed
Arranged	Drafted	Presented
Assembled	Edited	Processed
Assisted	Eliminated	Produced
Audited	Evaluated	Promoted
Built	Examined	Protected
Calculated	Expanded	Provided
Charted	Formulated	Purchased
Collected	Founded	Realized
Completed	Identified	Received
Compounded	Implemented	Recommended
Conducted	Improved	Recorded
Conserved	Increased	Reduced
Consolidated	Installed	Referred
Constructed	Instituted	Rendered
Consulted	Instructed	Represented
Coordinated	Interpreted	Researched
Corresponded	Interviewed	Restored
Counseled	Invented	Reviewed
Created	Lectured	Routed
Criticized	Logged	Selected
Delivered	Maintained	Served
Delivered	Managed	Solved
Designed	Navigated	Studied
Detected	Negotiated	Supervised
Determined	Obtained	Supplied
Developed	Operated	Tested
Devised	Ordered	Trained
Diagnosed	Organized	Translated
Directed	Oversaw	Wrote

SELF-DESCRIPTIVE WORDS

These words can help you express your personal skills and qualities.

Active	Efficient	Organized
Ambitious	Energetic	Personable
Caring	Enterprising	Productive
Creative	Forceful	Problem solver
Dedicated	Goal oriented	Resourceful
Dependable	Hard worker	Self-reliant
Detail oriented	Independent	Tactful
Diplomatic	Innovative	Team oriented
Disciplined	Loyal	Technical
Driven	Objective	Will travel

Now that you have some guidelines, try your hand at building a resume!

(Name)

(Address)

(E-Mail)

(Phone)

Objective: _____

Skills: *Make this section count! Do not just list descriptive words. Choose special qualifications or skills related to your career objective (Languages spoken, computer knowledge, communication skills).*

Education:

_____, Kutztown University of Pennsylvania
(List degree: B.S., B.A., B.S.Ed., B.S.B.A., or B.F.A.)

Kutztown, PA

Major: _____

Minor: _____

(Month / year of graduation)

GPA: _____ (if over a 3.0)

Internship Experience:

Internships/related experiences reveal to an employer that you have experience and interest in your field. Plan to do at least one internship before graduation!

(Company Name) _____ (City, ST)

(Job Title) _____ (Dates)

- _____
(Description of duties, start each bullet with an action verb)
- _____
- _____

Related Experience:

(Company Name) _____ (City, ST)

(Job Title) _____ (Dates)

- _____
(Description of duties, start each bullet with an action verb)
- _____

Work Experience:

(Company name)

(City, ST)

(Job title)

(Dates)

- _____
(Description of job duties, start each bullet with an action verb)
- _____
- _____

Research Experience:

(Title of research project)

(Dates)

(University or organization sponsoring the research)

(Faculty Advisor or Research Supervisor)

(Description of project)

Awards/ Honors:

(Example: Dean's List, Honor Society, nominations count as well!)

(Dates)

Professional Development:

(Example: conferences attended, membership in a professional organization)

(Dates)

Campus Involvement/Leadership:

(Example: campus clubs or organizations, athletic teams)

(Dates)

Volunteer Experience:

(Should be related and current -> need to replace old high school exp. with new college exp.)

(Dates)

References:

Available Upon Request

The following pages are samples of resumes...
Choose the one that works for you, or take parts
of several and make it your own!

Since resume styles and preferences are subjective, we have provided a variety of options. As you create and review your resume, you may receive varied suggestions or comments.



REMINDER:

If your resume is two pages, include your name and
pg. 2 at the top of the second page.

Do NOT print your resume double-sided.

If sample resumes are double-sided in this Guidebook, it
is simply to save paper!

Anita Jobb

1234 Resume Road, Anywheresville, PA 18234
610.555.5555, ajobb****@live.kutztown.edu

OBJECTIVE

Summer job/internship in the field of marketing with a special interest in advertising.

EDUCATION

B.S.B.A. Kutztown University of Pennsylvania, Kutztown, PA

Major: Marketing, Minor: Journalism

May 20xx

Related Courses: Advertising Management, Consumer Behavior, New Product Management, Media Concepts and Planning, Export Marketing, Business Strategy and Policy

INTERNSHIP EXPERIENCE

United States Senator Q.R. Smith, Allentown, PA

Intern

Spring 20xx

Coordinated and fielded publicity calls. Answered letters to constituents.

WORK EXPERIENCE

Michelson Advertising and Public Relations, Philadelphia, PA

Public Relations Assistant

Summer 20xx

Assisted public relations manager and media director with special projects such as an integrated media plan, press releases, and advertising research.

Hayutin, Rubinroit, Praw & Kupietzky (a legal corporation), King of Prussia, PA

Assistant to Office Manager

Summers 20xx, 20xx

Managed monthly billing, accounting, and filing.

CAMPUS LEADERSHIP & INVOLVEMENT

The Keystone, Kutztown, PA

Layout and Deck Editor

Spring 20xx - Present

Design layout of all pages of the student newspaper.

The Keystone, Kutztown, PA

Reporter

Fall 20xx

Wrote one assigned story per issue on the news staff and for features.

Marketing Club -- Promoted and marketed the varsity basketball team.

Alpha Phi Sorority -- Appointed Correspondent to national magazine, the Alpha Phi Quarterly.

Art -- Completed special art courses including graphic communication.

References Furnished Upon Request

Joe A. Student
stud****@live.kutztown.edu
610-555-5555

Current Address:
123 Residence Hall
Kutztown, PA 19530

Permanent Address:
1492 Columbus Boulevard
Anytown, NJ 14290

OBJECTIVE

Fieldwork in water supply management with opportunities to conduct research.

EDUCATION

B.S. Kutztown University of Pennsylvania, Kutztown, PA May 20xx
Major: Environmental Science

Science Writing Seminar: Member of the Press during the annual meeting of the American Association for the Advancement of Science, Washington, D.C. 20xx

Courses included: Invertebrate Zoology, Ecology, Microbiology, Environmental Chemistry, Organic Chemistry, and Health Engineering.

FIELD AND LAB EXPERIENCE

Research Assistant, Kutztown University of Pennsylvania, Kutztown, PA Spring 20xx
Worked closely with professor to observe the behaviors and river environment of the endangered Cracking Pearlymussel.

Research Assistant, Wetlands Institute, Dover, DE Summer 20xx
Supported research on nutrient cycling for preservation of Delaware barrier island and marsh system. Diurnal sampling, spectrometer, colorimeter, reduction column, Metler balance, pipetting, reagent mixing.

On-Site Coordinator, Cartography, Wheeling, WV Summer 20xx
Mapping project for college credit in the Rocky Mountain region. On-site identification of rocks and structures. Construction of a geological map. Used Brunton compass, stereo glasses, mylar, rapidograph and Jake staff.

WORK EXPERIENCE

Manufacturing Assistant, William Zinsser & Company, Somerset, NJ April 20xx-Present
Gained experience in the operation of a medium-sized paint and polymer factory. Positions held in shipping and handling, manufacturing, maintenance and the lab.

VOLUNTEER EXPERIENCE

KU Blood Drives
KU Earth Day Celebration
Reading Soup Kitchen/Hunger & Homelessness Awareness Week

ACTIVITIES & INTERESTS

Environmental Science Club
Alpha Chi Rho Fraternity; Social Chair and Intramural Manager
Varsity Soccer
Traveled throughout the U.S.
Competitive sports and camping

REFERENCES

Furnished upon request

OBJECTIVE

To contribute strong public relation skills and experience in a writing and promotion capacity.

EDUCATION

B.A. Kutztown University of Pennsylvania, Kutztown, PA December 20xx
Major: Speech Communication, Dual Minor: Theatre and Writing.
GPA: 3.22/4.00 cumulative; 3.59/4.00 major.
Study included public relations, promotional campaigns and photojournalism.

PUBLIC RELATIONS EXPERIENCE

Intern Spring 20xx
ABC Associates, Bethlehem, PA
Assisted and researched for course in PR and marketing for small business owners. Prepared profiles and PR programs for these businesses, emphasizing increased sales and improved public image.

Staff Journalist Summer 20xx
Summer Workshop for the Creative Arts, Inc., Westfield, NJ
Coordinated and prepared newspaper and radio releases for the arts school. Organized and executed publicity campaigns for several concurrent theatre productions.

WRITING & REVIEWING EXPERIENCE

Editor-in-Chief Fall 20xx
The Keystone, Kutztown University, Kutztown, PA
Supervised 5 editorial departments and over 30 staff members. Expanded cultural coverage to include reviews of all campus theatre productions. Previously served one semester each: news editor, editorial page editor, managing editor. Extensive copy-editing, layout.

Reporter, Reviewer Fall 20xx - Spring 20xx
The Keystone, Kutztown University, Kutztown, PA
Extensive news reporting, feature writing. Reviewed most campus theater productions.

News Intern Summer 20xx
Courier-News, Bridgewater, NJ
Extensive news and feature writing. Reviews of local professional and amateur theater productions.

ACCOMPLISHMENTS

Dean's List; Williams Scholarship (academic achievement Fall 20xx); Omicron Delta Kappa (campus leadership honorary); Sigma Tau Delta (national English honorary); Student Advisory Council to the Provost; Winner, National Critics Institute Competition, American College Theater Festival Summer 20xx.

INTERESTS

Production Stage Manager, University production of "Working." Spring 20xx
Conducted rehearsals in the director's absence; coordinated music and script rehearsals.
Called production cues.

References and clips available upon request.

JOHN D. STUDENT

stud****@live.kutztown.edu, (609) 555-1492

Current Address:

123 Main Street
Kutztown, PA 19530

Permanent Address:

1492 Columbus Boulevard
Anytown, NJ 01235

OBJECTIVE Financial management through responsibilities in financial analysis, investments, capital ventures, and related functions; special interest in international business.

EDUCATION B.S.B.A. Kutztown University of Pennsylvania, Kutztown, PA, December 20xx
Major: Finance
GPA: 3.45

London School of Economics, London, England, Fall 20xx
Semester Abroad

RELATED COURSES

Security Analysis	Investments	International Finance
Cost Accounting	Management Policies	Spanish I, II, III & IV
Political Economy	International Law	

SKILLS Fluent spoken and written Spanish
Working knowledge of MS Word, Access, Excel, Power Point and SPSS

INTERNSHIP EXPERIENCE **City Federal Savings & Loan**, Piscataway, NJ
Intern, Summer 20xx

- Managed specifically assigned financial projects for the Strategic Planning and Commercial Lending departments
- Presented independent projects at management meetings
- Represented the firm with prospective commercial clients

American Institute for Foreign Study, Greenwich, CT
Intern, Summer 20xx

- Prepared newsletter and other public relations materials for prospective foreign students
- Interviewed students who had studied abroad and created a source book of profiles
- Interacted directly with typesetters and printers

WORK EXPERIENCE **Allentown Swim Club**, Allentown, PA
Lifeguard/Swim Instructor, June 20xx - Present

- Coordinate swim and life-saving programs

Kutztown University, Kutztown, PA
Spanish Tutor, September 20xx – Present

- Work one-on-one with students to improve skills and understanding

VOLUNTEER EXPERIENCE Big Brothers/Big Sisters
Lehigh Valley AIDS Walk

ACTIVITIES Students in Free Enterprise (SIFE)

Jane D. Student

janestudent@gmail.com, 570-555-1234

Current Address:
123 Residence Road
Kutztown, PA 19530

Permanent Address:
1492 Columbus Street
Anytown, NJ 01234

OBJECTIVE To teach elementary schoolchildren. Interested in coaching and+ advising. Willing to relocate.

QUALIFICATIONS

Experienced working with diverse populations; Skilled in developing creative and educational lesson plans; Motivated to be a life-long learner; Able to communicate verbally and in writing with students, staff, and parents; Knowledgeable about current educational policies and practices.

EDUCATION

B.S.Ed. Kutztown University of Pennsylvania Kutztown, PA
Major: Elementary Education May 20xx
Concentration: Early Childhood Education
Cum Laude, GPA 3.4

HONORS

Kappa Delta Pi-International Honor Society in Education 20xx-20xx
Dean's List Fall 20xx-Spring 20xx
Mary J. McCarthy Academic Scholarship 20xx-20xx

TEACHING EXPERIENCE

Kernsville Elementary School Allentown, PA
Teacher Candidate, Clinical Experience Spring 20xx
Taught a self-contained second grade.
Participated in parent-teacher conferences.

Schuylkill Valley Primary School Bern Valley, PA
Teacher Candidate, Clinical Experience Spring 20xx
Team-taught first grade.
Volunteered services for school play.

Cayuga Elementary School Philadelphia, PA
Professional Semester Student Fall 20xx
Co-taught a self-contained third grade.

RELATED EXPERIENCE

America Reads Lehigh Valley, PA
Tutor, Allentown, Fleetwood & Kutztown School Districts Fall 20xx- Fall 20xx
Worked with children one-on-one, grades K-3, to improve reading ability.

Sunshine Nursery School Newark, NJ
Teacher's Aide Summers 20xx-20xx
Helped teachers coordinate daily activities for 35+ children, ages 2-5.
Design and created arts and crafts activities.

Blue Mountain Recreation Department Schuylkill Valley, PA
Summer Camp Counselor Summer 20xx
Helped coordinate physical activities for children ages 9-12.

Jane Doe Student

Page 2

WORK EXPERIENCE Earned 75% of college expenses through two part-time jobs.

Austin's Restaurant

Server

Build rapport with customers and provide timely service.

Allentown, PA
March 20xx-Present

Kutztown University

Residence Hall Desk Receptionist

Monitored traffic in and out of building to maintain safe residential environment.

Kutztown, PA
August 20xx- May 20xx

PROFESSIONAL DEVELOPMENT

Pennsylvania State Education Association (PSEA)

PSEA Student Conference, State College, PA 20xx

Association for the Education of Young Children

CAMPUS INVOLVEMENT

Bonner Hall Council Treasurer

Kutztown Equestrian Team Member

REFERENCES

Available upon request.

Josephine A. Name

123 Main Street
Kutztown, PA 19530

jname234@live.kutztown.edu
123-456-7890

EDUCATION

B.S.B.A. Kutztown University of Pennsylvania, Kutztown, PA

May 20xx

Major: Accounting

- 3.8 GPA
 - Dean's List (Fall 20xx-Spring 20xx)
 - Scholar Athlete
-

INTERNSHIP EXPERIENCE

Entertainment & Resort Company, Anytown, PA

May 20xx-Present

Daily Revenue Intern

- Gain accounting/finance experience working with revenue
 - Prepare financial and cash statements
 - Analyze variance on cash statements
 - Perform maintenance and bookkeeping on dual accounting systems
-

RELATED EXPERIENCE

Big City CPA Review, Kutztown, PA

March 20xx-Present

Kutztown University On-Campus Representative

- Served as liaison at various campus events
- Distributed information and fliers about review courses and CPA exam

Kutztown University, Accounting and Finance Department, Kutztown, PA

September 20xx-Present

Supplemental Instructor: Managerial Accounting and Financial Accounting

- Tutored large groups of students in accounting concepts and problems
 - Prepared weekly review sessions and reported directly to the professor
-

WORK EXPERIENCE

Retail Store, Local Mall, Anytown, PA

Winter Breaks 20xx-20xx

Sales Associate

- Ensured customer satisfaction
 - Reported and transacted sales
 - Recorded and managed inventory
-

KEY COMPETENCIES

- | | | |
|------------------------------------|-----------------------------------|---------------------------|
| • Leadership Skills | • Sales Experience | • Microsoft Office |
| • Tax preparation | • Inventory | • Cognos, AS-400, Aptech, |
| • Bookkeeping | • Managing financial transactions | Turbo Tax, QuickBooks |
| • Maintain dual Accounting systems | • Website design | |
-

References available upon request.

OBJECTIVE

A position within the criminal justice field with interests in detective work and defense of law.

SUMMARY OF QUALIFICATIONS

- Experienced with diverse populations
- Well organized and punctual
- Proven experience with public speaking, teamwork, and delegation
- Enthusiastic fast learner
- Excellent written and oral communicator
- Proficient in MS Office, PC/MAC operating systems

EDUCATION

B.S./B.A. Kutztown University of Pennsylvania
Dual Major: Criminal Justice and Sociology
GPA: 3.2
Kutztown, PA
May 20xx

INTERNSHIP EXPERIENCE

Berks County Office of Aging
Protective Services Intern
Reading, PA
Fall 20xx

- Oversaw individual consumer cases and assisted with maintaining guardianship duties.
- Assisted in fieldwork and investigations.
- Composed case notes to maintain records of home visitations.
- Organized, reviewed, and revised Consumer files in SAMS.

Morris County Prosecutors Office
Summer Intern
Morristown, NJ
Summer 20xx

- Worked with domestic abuse, CARE, missing persons, and juvenile units.
- Observed trials, interviews, and completed a variety of office assignments.

WORK EXPERIENCE

Fashionable Retail Store
Sales Representative/Customer Service
Whitehall, PA
June 20xx – Present

- Assisted with logistics and scheduling of new store opening.
- Organize store layout and audited inventory.
- Recognized for hard work, meticulousness, and strong work ethic.
- Sold clothing and apparel.

CAMPUS LEADERSHIP

Sigma Pi Fraternity, Kutztown University
President
Postulant Educator
Kutztown, PA
Fall 20xx-Spring 20xx
Fall 20xx-Spring 20xx

- Delegate at National Convention (Summer 20xx) and National Conclave (Winter 20xx)

GWEN GRAD

123 Resume Road
Anywheresville, PA 19450
(000) 555-1945, Grad.Gwen@hotmail.com

PROFESSIONAL OBJECTIVE

(Because of the diversity of interests for graduate students, this sample statement was intentionally left blank for you to enter your own.)

EXPERIENCE

ALLIED CHEMICAL COMPANY (ALLIED CORPORATION)

Harrisburg, PA
May 20xx - Present

Energy and Cost Reduction Engineer

- Coordinate and develop energy conservation projects and programs.
- Manage and develop annual budget (\$80 million).
- Collaborate with sales representatives and local utility representatives in contract reviews.

FRITZ ENGINEERING LAB

Lehigh University
19xx to 20xx

Research Assistant

- Prepared tests, analyzed data, and investigated stress-strain characteristics of a housing platform.
- Part-time job during school year.

GIBBS & HILL, INC.

New York, NY
Summer 20xx

Junior Project Engineer

- Planned designs for pipe routing and acquired a booster pump system.
- Prepared and drafted monthly progress reports that were routed throughout the company and to customers.

EDUCATION

KUTZTOWN UNIVERSITY OF PENNSYLVANIA

Kutztown, PA
May 20xx

MBA – Finance

- Graduate Student Council (College of Business and Economic Representatives)
- MBA Association

LEHIGH UNIVERSITY

Bethlehem, PA
May 19xx

BS - Mechanical Engineering

- Concert Production Manager
- Student member American Society of Mechanical Engineers
- Lehigh Ski Team (Captain)
- Theta Xi Fraternity

PROFESSIONAL SOCIETIES

- Association of MBA Executives
- American Society of Mechanical Engineers
- Association of Energy Engineers

REFERENCES Available Upon Request

TYPES OF COVER LETTERS

An important but often misunderstood part of the job search process is the cover letter. Now that we have reviewed resume writing, let's take a look at writing effective, cover letters to compliment and expound upon the information in your resume.

Cover letters are always written in a professional voice and business-letter style. Two primary types of cover letters are commonly used:

Letter of Application: This type of letter is written in response to an advertised position. Make the letter a direct reply to the qualifications listed in the advertisement and to other details discovered through your research. Tailor the letter to show how your qualifications and interests match those of the advertised position.

Letter of Inquiry: The letter of inquiry states your interest in the organization and requests information concerning openings of the type you desire. You may not have a specific job title yet, but you can express your career field of interest. Show that you have done your research on the types of jobs within the organization.

Though there are some differences between these two types of cover letters (primarily in the content of the first paragraph), both the letter of application and the letter of inquiry should answer the following questions:

- ✓ Why am I interested in this position, organization, industry, or program?
- ✓ What are my qualifications relating to this position, organization, industry, or program?
- ✓ How have I demonstrated the skills and qualifications the employer/graduate school wants?



TIPS FOR EFFECTIVE COVER LETTER WRITING

While your resume tells employers about your qualifications, education, and experiences, your cover letter tells employers a story about your accomplishments. It affords you the opportunity to explain aspects about your qualifications and market yourself in ways that the resume cannot. Here are some suggestions for writing an effective cover letter:

Formatting

- ✓ Maintain at least 1" margins (left, right, top and bottom).
- ✓ Use same font style, size and paper as your resume.
- ✓ Use black text only. Avoid using graphics or pictures.
- ✓ Keep letter to one page - usually 3-4 paragraphs
- ✓ Always, always proofread your letter. You are invited to submit it to the CDC Review service for a fresh pair of eyes.
- ✓ Vary your sentence structure. Don't start every sentence with "I."

Content

- ✓ Highlight your most relevant skills and qualifications for the position/program.
- ✓ Focus on the needs of the employer/graduate school program, not your needs or interests
- ✓ If possible, find the name of the hiring manager.
- ✓ Begin the page with the date and the hiring manager's name, title, organization name, and address, followed by a salutation to "Dear Mr., Ms., or Dr., Last Name:"
- ✓ State the position/program for which you are interested and how you heard about it. If someone gave the information, mention that individual by name. This is your opportunity to "name drop!"
- ✓ Explain how your skills, knowledge and/or experience relate to the requirements of the position/program and the organization
- ✓ Explain what you can contribute to the company/organization. How can you help the organization meet their goals? Be specific.
- ✓ Reiterate your interest in the position/program, make a specific request for an interview, and thank the hiring manager for his/her consideration.
- ✓ After the closing, leave room for your signature above your typed name, and follow up with your contact information (street address, phone number, email address).
- ✓ Take advantage of CDC resume and cover letter workshops and labs throughout the school year for ideas on effective formatting, writing style, and content.

Just remember that the cover letter alone will not get you a job. It will, however, determine whether or not people read your resume. The resume then determines if you will be asked for an interview, which is needed to get a job offer. Writing both documents demand care and attention. The Career Development Center is here to help with any questions you may have!

The following pages are samples of cover letters...
Borrow some ideas to create a letter of your own!

*Remember, as with resumes, cover letter styles are subjective.
As you create and review your letter, you may receive varied
suggestions or comments.*



REMINDER:

Keep your cover letter to one page or less
(3-4 paragraphs).

Expand on the information from your resume,
do not repeat it.

Use this as an opportunity to showcase your
successes, skills, and experience!

Date

Contact Name

Title

Organization/Employer

Street

City, ST Zip

Dear Mr./Ms./Dr./Hiring Manager _____:

The 1st paragraph should tell **WHY** you are writing the letter. Be as specific as possible. Answer: who, what, where, when, why? **Who** you are (e.g., a senior psych major, recent graduate, etc.). In **what** area you are interested. **Why** you are writing (e.g., to inquire about opportunities, to apply for a specific job). **Where** you learned about the vacancy (CCN, company website, contact) or where your degree is from. **When** you will graduate or when you are available to work. If applying for a particular vacancy, tell how or where you found out about it (from the newspaper? the career development office? a professor?) If you have been referred by someone the reader also knows, mention that person's name here. This paragraph is the shortest.

This paragraph is the "body" of the letter; its job is to **get the reader interested enough to read your resume**. Market yourself here – **point out your specific achievements or unique qualifications** (i.e. related work, volunteer, internship experience or, something significant about you). **Do not just restate what is on your resume - focus on your skills, abilities and strengths**...what you gained from these experiences such as your functional skills (leadership, time management, managerial, etc.) and personal qualities (goal-oriented, hard working, flexible). **Focus on what you can do for the employer** (how your knowledge and skills can assist the organization with its goals), not how you will benefit from, appreciate, or enjoy the job. **Remember: you are trying to sell something -- yourself. This paragraph will be the longest.**

Use this 3rd paragraph carefully. **If you are enclosing a resume, say so here.** Also, offer to send recommendations or any additional information (do not actually send it; just offer. This shows a willingness to be helpful and open). Remind the reader why you are writing. If you are trying to arrange an interview say that you look forward to an interview and will call shortly to arrange a convenient time. Somewhere in here, **use the words PLEASE and THANK YOU.**

Sincerely,

Signature

Your name

Street address

City, ST Zip

Telephone number

Email address

Enc.: (only put this if you are enclosing something, for example, your resume or portfolio.)

January 20, 20xx

Ms. Em Ployer
Financial Manager
Main Street Finance
10940 Main Street, Suite 1500
Bethlehem, PA 18015

Dear Ms. Ployer:

I am writing in regard to the Assistant Financial Counselor position listed in the Morning Call Newspaper. I am excited about working for Main Street Finance because of your organization's strong reputation for integrity and customer service. My experience in the finance field so far has enabled me to develop a variety of investment and consultation techniques that will be of great benefit to you.

You will see on my resume that I just completed an internship at City Federal Savings & Loan, where I gained experience managing specifically assigned financial projects for the Strategic Planning and Commercial Lending departments. I demonstrated and improved my presentation skills by showcasing my independent projects at monthly management meetings and had opportunity to shadow professional financial counselors as they advised clients on proper investment methods. As a finance major at Kutztown University, I have taken a variety of courses preparing me for a career in this field. Currently, while in the Entrepreneurial Finance class, I have come to grasp the challenges and methods of establishing a small business financial plan, a task that many of your clients are looking to achieve. In addition, I have had the privilege to serve as treasurer for the Finance Club on campus for the past two years. Through these experiences, I have been able to express creative solutions and enhance my analytical abilities. In both academics and employment, I am self-motivated and dedicated. I work not only until the job is done, but until it is well done.

Let me reiterate my interest in this opportunity. My abilities and interests make me an ideal candidate for the Assistant Financial Counselor Position at Main Street Finance. I will follow up with a phone call in two weeks to further discuss my qualifications. Thank you for your time and consideration.

Sincerely,

Num Berman

Num Berman
1234 Cover Letter Court
Anywheresville, PA 18234
610.555.5555
Nber***@live.kutztown.edu

REFERENCES LIST

References must be carefully chosen because they will say a lot about your character, work ethic, unique skills, etc. You likely will not submit your references list with the resume and cover letter, but should be prepared to send one in upon the employer's request. Here are some suggestions for composing an effective references list:

- ✓ Do not include references in your resume, always a separate page.
- ✓ Be sure to ask permission before including anyone as a reference!
- ✓ Supply them with a copy of your resume and transcript so they are able to write an accurate recommendation letter.
- ✓ Give them a return date...usually two to three weeks.
- ✓ References should be professional (supervisors, administrators, faculty, advisors, coaches, etc) rather than personal, character references.
- ✓ Thank them when you are hired...even if you know they were never contacted...by sending a thank you letter with your new, updated resume.
- ✓ Stay in touch with them and let them know how your career is progressing....maintain your network of contacts!

SAMPLE REFERENCES LIST

Anita Jobb

1234 Resume Road, Anywheresville, PA 18234
610.555.5555, ajobb****@live.kutztown.edu

REFERENCES

Dr. Jane Professor

Professor, Department
Kutztown University of Pennsylvania
PO Box 730
Kutztown, PA 19530
Phone Number
Email Address

Mr. Ref Erence

Title
Organization Name
Street Address
City, ST Zip
Phone Number
Email Address

Ms. Sally Supervisor

Director, Department
Company Name
Street Address
City, ST Zip
Phone Number
Email Address

Mr. John Boss

Manager
Company Name
Street Address
City, ST Zip
Phone Number
Email Address

PROFESSIONAL EMAIL CORRESPONDENCE

It is essential to be able to compose a professional email when requesting a reference or sending a resume to an employer. Here are some suggestions for composing an effective email:

- ✓ Use a meaningful subject header and include your name.
- ✓ Address the person formally (Dear Mr./Ms./Dr./Professor Last Name).
- ✓ Always check your spelling and grammar. Do not rely on spell- and grammar-check!
- ✓ Do not use emoticons (☺, LOL, etc.), wallpapers, or fancy backgrounds.
- ✓ Maintain a professional “tone” throughout. Remember to say thank you!
- ✓ Wait to fill in the “To:” portion of the email until everything is triple-checked.

Request for a Reference Example

(Email Subject: Request for Reference – Ima Grad)

Dear Dr. McLastname:

I am applying for the Master of Arts in Psychology programs at Big City University and Little Town College. Would you be willing to provide a reference for me?

Big City University is asking for a letter of reference, while Little Town College has a reference form. I have attached my resume and a copy of my transcript for your reference, and included information regarding the requirements of each school. Please let me know if I may provide any additional information about my experience or education to assist you in writing the reference.

I thoroughly enjoyed my undergraduate classes with you (PSY 3xx and PSY4xx), and I look forward to continuing my studies in psychology.

Sincerely,
Ima Grad

Email to Employer Example

(Email Subject: Environmental Intern Position – Needan Intern)

Dear Ms. Ployer:

Please accept the attached cover letter and resume as my inquiry into possible Environmental Intern positions through your organization. I am a senior Environmental Science major at Kutztown University and have experience researching and conducting workshops about endangered species. I will contact you in a few days to confirm receipt of the attachments and discuss my qualifications.

If you would like any additional information, please feel free to contact me at 610-123-4567 or ninte123@live.kutztown.edu. Thank you for your time and consideration. I look forward to speaking with you about a future internship!

Sincerely,
Needan Intern

SUGGESTED READING MATERIAL AND WEBSITES

General Resume Writing

- *Resumes that Knock 'em Dead*, by Martin Yate (Adams Media Corporation).
- *Adams Resume Almanac* (Adams Media Corporation).
- *The Everything Resume Book*, by Nancy Shuman (Adams Media Corporation).
- *Resumes for College Students & New Grads*, by Louise Kersmark (JIST Works).
- *Resume Magic*, by Susan Britton Whitcomb (JIST Works).
- <http://www.resumewritingacademy.com/resume-writer-resources.php>

Curriculum Vitae

Because CV writing can vary drastically between fields and purposes, we recommend consulting several published books and professionals. Here are some helpful book suggestions:

- *Developing a Professional Vitae or Resume*, by Carl McDaniels and Mary Anne Knobloch (Ferguson Publishing).
- *The Global Resume and CV Guide*, by Mary Anne Thompson (Wiley).
- *How to Prepare Your Curriculum Vitae*, by Acy L. Jackson and C. Kathleen Geckeis (McGraw-Hill).

Federal Resume

For specific tips, suggestions, and samples of Federal Resumes, visit the Career Development Library and explore these resources:

- <http://www.makingthedifference.org>
- <http://www.usajobs.com>
- <http://www.students.gov>
- <http://www.opm.gov>
- *Ten Steps to a Federal Job* and *The Federal Resume Guidebook*, by Kathryn Kraemer Troutman

General Cover Letter Writing

- *Adams Cover Letter Almanac* (Adams Publishing).
- *Perfect Phrases for Cover Letters*, by Michael Betrus (McGraw-Hill).
- *The Everything Cover Letter Book*, by Steven Graber (Adams Media Corporation).
- *Cover Letters that Knock 'em Dead*, Martin Yate (Adams Media Corporation).

CDC REVIEW SERVICE!!

Take advantage of these review and resume writing services offered by the Career Development Center:

- 1) Email or drop off your resume and cover letter for a staff member to review (takes 7-10 business days).
- 2) Visit the CDC during quick-question walk in hours: Thursdays & Fridays from 11am-1pm.
- 3) Attend a resume lab to develop a draft with the assistance of a CDC staff member.
- 4) Bring your resume by during Rezumania!! Check out the CDC event calendar for dates and times.