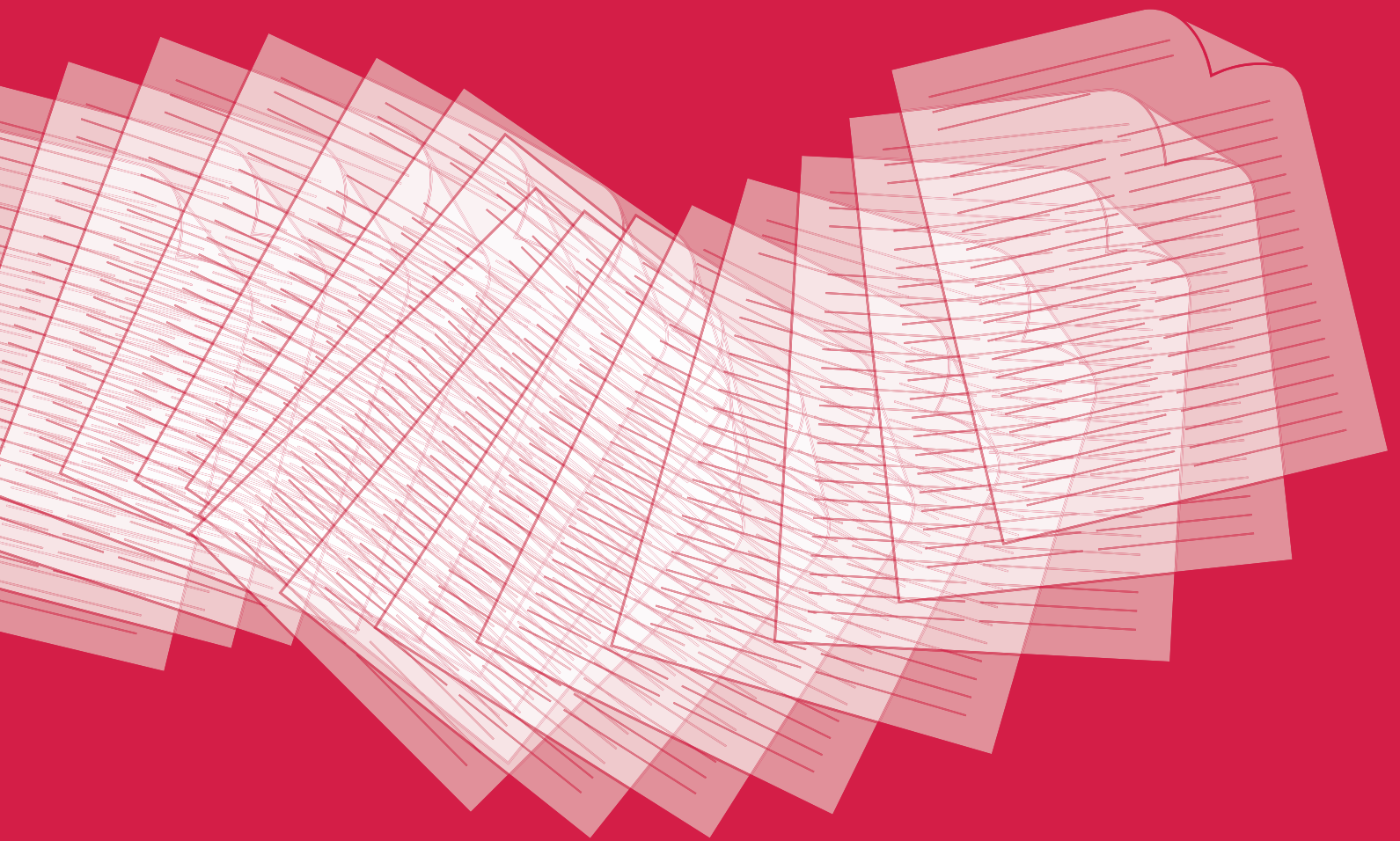




# RÉSUMÉ & COVER LETTER GUIDE

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## ABOUT THE NORTHWEST MICHIGAN WORKS! RÉSUMÉ & COVER LETTER GUIDE

There is an abundance of information and opinions about the do's and don'ts of job searching, résumés and cover letters. This guide is a compilation of the most current, relevant, and locally focused information available on résumés and cover letters.

### Purpose of a Résumé

Résumé, by definition, means “summary.” In today's job market, a résumé needs to be more than a history or summary of your experience and qualifications. Write your résumé with the intention of creating interest, not simply informing employers about your job history. A résumé written with the intent of getting an employer to call you will be much different than a résumé written to inform or summarize your job history.

The main purpose of a résumé is to get a job interview. It is a marketing tool, an advertisement. An effective résumé makes an employer interested in meeting and learning more about you.

### Résumés vs. Applications

In the past, looking for a job often entailed walking into a business and filling out a job application. Résumés were not always required or requested. Today, nearly all jobs, from entry level to professional and executive level require a résumé.

Job applications, however, are still used. Some employers require all applicants to complete an application; some require only those who have been offered the job to complete one. Regardless of how it is used, the importance of a job application (whether on-line or in paper form) should not be underestimated. It is a legal document that requires your signature as to the truth of its contents.

Employers often compare a job seeker's résumé and application to check for discrepancies. Applications also provide employers with specific information from each applicant in a consistent manner. Remember, if an employer later discovers that information you provided on an application is not true, it can be grounds for termination.

*Additional Resource: Northwest Michigan Works! Job Search Guide- JOB APPLICATIONS*

#### Tips for filling out a job application

- Read the instructions carefully and follow them exactly.
- Neatness is important.
  - Type or print neatly in blue or black ink.
- Submit complete and accurate information.
  - Your application may be compared to your résumé.
- Address lengthy gaps in employment.
  - A short explanation, such as attending school, volunteering, providing care for children or a family member is appropriate.
- Do not leave blank spaces. Employers may assume that you did not understand, over-look, or forgot to fill in blank sections.
  - If a section does not apply to you, write “does not apply”, “not applicable”, or “n/a”.
- It is acceptable to write “negotiable” or “open” when asked for desired salary.

- Do not assume that the reader recognizes all abbreviations.
- Do not put “see résumé” on an application, even though much of the information requested on an application is duplicated in your résumé.
- Clearly name the position you are applying for. Do not write “any” or “open.”
  - If there is more than one position you want to apply for write down the job title of each position.
- Proofread!
  - Pay attention to spelling, punctuation, and grammar.
- Remember to read and understand all disclaimers before signing the application.
- Carry a sample application with you to easily transfer information to the employer’s application.

***Additional Resource- Northwest Michigan Works! Pocket Résumé for Job Applications and Interviews.***



# PREPARING TO WRITE YOUR RÉSUMÉ

PROFESSIONAL SKILLS MOTIVATION EDUCATION  
EXPERIENCE EMPLOYMENT SKILLS PROFES  
CAREER STRATEGY GOALS EXPERIENCE  
MOTIVATION TRAINING CAREER EMPLOYMENT  
ALS EDUCATION EXPERIENCE CAREER  
PROFESSIONAL EXPERIENCE MOTIVATION



## PREPARING TO WRITE A RÉSUMÉ

Employers spend, on average, 20 to 30 seconds looking at a résumé. In those few seconds, your résumé needs to effectively promote you as a candidate worthy of a job interview.

It is best to tackle résumé writing in stages. It is less intimidating to break down the process. The following steps and corresponding worksheets will help you focus and gather all of the necessary pieces to write a targeted résumé that grabs an employers' attention:

- **Create an Inventory List**
- **Develop a Brand Statement and Pitch**
- **Determine the Skills and Experience Required**
- **Evaluate the Right Keywords to Include**

### Create an Inventory List

The first step when preparing to write a résumé is to create an inventory list. This list contains all of your experience and accomplishments. It will help you customize your résumé to different positions as well as remind you of things that may not fit on the résumé, but can be included in a cover letter or interview.

Write down everything regarding your past work experience. Use the following list as a guide:

- Employment History
- Education
- Certificates/Licenses
- Strengths
- Accomplishments
- Skills and Abilities
- Honors and Awards
- Internships
- Volunteer Activities- Additional Resource- Northwest Michigan Works!  
Job Search Guide: VOLUNTEERING

After your list is completed, go back and add specific information, such as dates and names. Under Employment History include the name of the employer, position(s) you held, dates of employment, and a description of your position.

It can be challenging describing your skills and abilities. You may unintentionally omit certain tasks under Skills and Abilities or when describing your job duties. Consider using O\*Net OnLine ([onetonline.org](http://onetonline.org)) to fill in the details. O\*Net contains detailed information about the knowledge, skills and abilities required for almost any occupation.

## *WORKSHEET* Inventory List

### *EMPLOYMENT HISTORY*

Employer:
Dates of Employment:
Position(s) / Title(s):
Duties and Responsibilities:

Employer:
Dates of Employment:
Position(s) / Title(s):
Duties and Responsibilities:

Employer:
Dates of Employment:
Position(s) / Title(s):
Duties and Responsibilities:

# PREPARING TO WRITE YOUR RÉSUMÉ

Employer:
Dates of Employment:
Position(s) / Title(s):
Duties and Responsibilities:

## *EDUCATION*

School, College, University:
Degree/Certificate/License:
Date:

School, College, University:
Degree/Certificate/License:
Date:

School, College, University:
Degree/Certificate/License:
Date:

## *PERSONAL ACTIVITIES*

Professional: (association memberships, activities, honors, certificates/licenses, internships, etc.)

Community: (volunteer positions, activities, etc.)

Other: (hobbies, recreational activities and other personal abilities and accomplishments)

# PREPARING TO WRITE YOUR RÉSUMÉ

Considering all you have done, list your strengths and positive attributes in each of the areas on this page.

Skills, Knowledge and Abilities:

Accomplishments:

Personal Characteristics:

Activities Performed Well:

Activities Liked:

## Develop Your Brand Statement and Pitch

### Brand Statement

The term “personal branding” may be new to many, but the concept is not. Personal branding is the identification of sellable skills, traits, and experience. It is derived from who you are, who you want to be, who people perceive you to be and what contributions you can make.

Your brand statement should showcase the best you have to offer. A well crafted personal brand statement makes it much easier for those assessing you to get an indication of whether or not you will be a good fit for their organization.

With target employers in mind, your brand statement should link your functional areas of expertise (hard skills) with key personal attributes, values, and passions (soft skills). The message should showcase your promise of value and position you as a good fit to meet those employers’ current needs.

## WORKSHEET

### HOW TO CREATE YOUR BRAND STATEMENT

*Answer the following questions to help create a personal brand message that will resonate with your target audience.*

1. What are you most passionate about? What do you care deeply about?

Think about the activities, interests, situations, and challenges that fascinate, excite and energize you. How do your passions converge with what you are best at doing and the value you offer?

Write your answer here:

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# PREPARING TO WRITE YOUR RÉSUMÉ

## 2. What are your top personal attributes – the things that define how you make things happen?

Think about how those around you (at work and elsewhere) describe you. Ask them for feedback about these things.

Examples of personal attributes:

Collaborative, resourceful, flexible, forward-thinking, risk-taking, connected, visionary, diplomatic, intuitive, precise, enterprising, ethical, genuine, accessible.

Write your answer here:

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## 3. What are your greatest strengths (things you love doing) that have benefitted previous companies/employers?

Again, think about what those around you say about you. How do they introduce you to others?

Examples of areas of strength:

Identifying problems, seeing the details, leading, delegating, performing analysis, fact finding, crunching numbers, anticipating risk, motivating, mentoring, innovating, managing conflict, writing, listening, communicating.

Write your answer here:

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4. What differentiates you from your competition for your next job? What do you have to offer that no one else does?

Write your answer here:

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## Example Brand Statements

1) Network Administrator with eight years of experience managing hardware and software, providing expert troubleshooting and problem resolution, and utilizing a diverse technical skill set to successfully manage shifting business priorities.

2) Well prepared to provide executive-level administrative support through solid skills in organization, communication, and negotiation.

3) Steadfast, committed and passionate sales leader, conceives and deploys creative proposals to overcome challenges and advance organizational measurables. Motivating and enthusiastic mentor and coach. Intuitive and attentive listener, readily uncovers customer need to offer viable and enticing product solutions.

4) Poised to contribute strong interpersonal, communications, and organizational skills and experience to your organization in a front-line, customer-support role.

5. What is your brand statement?

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## Pitch

A pitch, also called an “elevator pitch” or “elevator speech” because it could be delivered in the space of an elevator ride, is a concise and memorable overview of who you are, what you do, and how you can help the listener.

Many think that a pitch is exclusively for business people, when actually it is a valuable tool for all jobseekers. It answers the “tell me about yourself” and “why should I hire you?” questions before they are asked, even before an interview. When developing your pitch keep the following questions in mind:

1. Who are you?
2. What do you do?
3. What can you do for me?
4. Why should I hire you?
5. How can I contact you?

**An effective pitch is:**

**Concise** – An effective elevator pitch contains as few words as possible. If it would take an elevator ride in a 150 story building to get through, it’s too long.

**Clear** – Your pitch should be easy for anyone to understand-- your spouse, friends outside of your industry, etc.

**Compelling** – Rather than just listing qualifications, address a problem or a need in your industry and explain how you offer a solution. Tell your audience what’s in it for them.

**Credible** – You need to explain why you are qualified for the position you seek. Pick out a few skills or traits you have that are directly relevant to the position you seek.

**Conceptual** – You only have to sell the concept at this point – the general idea of who you are and what you can offer. Don’t go into too much unnecessary detail or you’ll lose focus and your audience.

**Concrete** - As much as is possible, an effective pitch is also specific and tangible. As in your overall job search, you can’t expect results if you apply to any job with a paycheck. What kind of positions are you looking for, at what types of companies?

**Customized** - An effective elevator pitch addresses the specific interests and concerns of the audience. Change up your pitch depending on whether you’re speaking with an employer at a career fair, a possible connection at a networking event, a mutual friend in your industry, or if you meet someone by chance.

**Consistent** – Although your pitch is customized, it should always effectively convey the same basic message.

**Conversational** – The ultimate goal of a pitch is to start a conversation, not close a deal. End with something that prompts the person for a response, like a question. Your pitch should also be conversational and not sound like an automated response. You want to sound natural and engaging.

## Job Seeker Pitch Examples

- 1)** My name is Ellen Britton, and I am a construction manager specializing in getting jobs done on time within budget. I organize and manage project participation by the owner, architect, consultants and contractors resolving disputes and avoiding delays I make every effort to resolve misunderstandings and negotiate agreement among sometimes adversarial project participants. I really commit myself to a project and make it my own to ensure a successful outcome.
- 2)** My name is John Peterson, and I have an award-winning record leading retail sales teams. I am skilled at merchandising, measuring customer experience, and motivational training. Most recently, I increased off-price clothing net revenue by 23% across six stores with a combination of programs including sales incentives, loss prevention sales rep coaching, and customer loyalty. I would like to know more about similar opportunities to improve sales in retailing electronics or recreational goods.
- 3)** My name is Cynthia Halliday, and I am an ASA-certified appraiser of residential real estate properties. I offer accurate, friendly, and efficient service to residential property owners. Previously employed at Tome and Jean Carter Appraisers, I am returning to the workforce after a period of full-time parenting. As a director of a charitable organization for the last three years, I sharpened management skills by organizing 25 volunteers at monthly events. I look forward to combining those skills with my experience in a position as an appraiser at a company in Northern Michigan.
- 4)** My name is Mary Anderson and I'm seeking a position in customer services. For the past year I have worked at the front desk of a local hotel, and have encountered just about every type of person or problem imaginable. I've realized that working with people and helping to solve their problems is what I'm best at and what I crave the most.

## Pitch Tools

Harvard Pitch Builder  
[www.alumni.hbs.edu/careers/pitch](http://www.alumni.hbs.edu/careers/pitch)

15 second pitch  
[www.15secondpitch.com](http://www.15secondpitch.com)

## WORKSHEET

### DEVELOP YOUR PITCH

Introduce yourself and describe who you are.

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# PREPARING TO WRITE YOUR RÉSUMÉ

Describe what you do. The listener should understand how you would add value.

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What are your skills? What makes you unique?

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Describe your goal. How can you help the person or company?

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Your pitch

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## Determine the Skills and Experience Required

Customize your résumé to target an employer's needs by identifying the job's desired skills and experience. Even if there is not a specific opening at the time you are applying, knowing the general skills and experience required for your chosen career field is important.

Read the job posting and/or research the type of job to determine the skills and experience required. Highlight everything in your inventory list that is related to the position or career field for which you are applying.

### Analyze Job Postings

- Draw 3 vertical columns on a sheet of paper, labeled “skills,” “knowledge/experience,” and “personal characteristics.”
- Read the job posting thoroughly. Pay attention to the verbs that are used in the responsibilities section. They provide clues to the actual tasks and level of responsibility of the position.
- Fill in the columns with the information in the posting.

## Sample Position Description and Applicant Inventory Chart

*The Claims Processor reviews, researches, and investigates processes and adjudicates medical, dental, vision, and prescription claims accurately and efficiently through our claims processing system.*

### Responsibilities:

- Examines claims for eligibility, pre-existing conditions, accident details, and their issues.
- Assigns appropriate charge types necessary to process claims.
- Processes claim forms, adjudicates for allocation of deductibles, co-pays, co-insurance maximums and provider reimbursements.
- Researches claim issues, calculates and pays claims according to company policy and procedures, state laws; meeting all deadlines.
- Prepares correspondence and requests additional information as needed.
- Assists claimants, providers, and clients with problems or questions regarding their claims and documents all phone calls and correspondence in system.
- Assists with month end reports as requested.
- Performs other duties as signed.

### Knowledge, Skills & Abilities:

- Previous experience and knowledge of medical insurance processing preferred.

# PREPARING TO WRITE YOUR RÉSUMÉ

- Knowledge of medical terminology, such as ICD9-CD, CPT4, HCPC and Revenue Codes.
- Skill in using MS Excel, Word and Outlook.
- Ability to organize and manage workload to meet department requirements. Ability to work overtime as needed.
- Excellent communication, customer service and problem-solving skills.
- Ability to solve practical problems and to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

## Education & Experience

- High School diploma or GED.
- 2 Years of previous medical claims processing experience preferred.

Skills	Knowledge/Experience	Personal Characteristics
MS Word Outlook Excel	2 years claims processing Knowledge of ICD9-CD (etc) Revenue codes. Medical insurance processing GED preferred.  Strong knowledge of details of claims processing	Communication Customer service Problem-solving skills Ability to interpret instructions Organized Flexible

## Sample Job Advertisement and Applicant Inventory Chart

IMMEDIATE OPENING for experienced Medical Assistant for busy specialty practice. Position is 80% clerical, 20% clinical. Must have very strong and proven multitasking & computer skills, be detail oriented and be a team player! Prior medical experience in a medical office setting REQUIRED to include reception & billing. Must also have clinical experience rooming patients, taking history and vitals. Regular hours are M, T and every other Wednesday. Expected to help cover for staff vacations and sick days so some weeks may have as much as 40 hours, especially between Dec 2011-April 2012 as we are in the middle of EMR implementation. IV and/or infusion experience, and familiarity with NextGen a plus.

Skills	Knowledge/Experience	Personal Characteristics
Computer Skills Multitasking	Medical experience in medical office Reception Billing IV and/or infusion NextGen Rooming patients Taking history and vitals	Detail oriented Team player Flexible

## Analyze the Following Job Posting

Immediate opening for a year round Front Desk Clerk. 32-40 hours per week. Must be available to work weekends, holidays and all shifts. If interested please stop in and pick up an application at the front desk.

Duties include but are not limited to: Check guests in and out, make guest reservations and process reservation confirmations. Maintain guest folios, accounts receivable, perform cash transactions, balance cash drawer, clerical duties as assigned. Fast thinker and able to handle customer complaints efficiently and effectively. Any other duties or projects as assigned. Good hospitality required at all times. Acts as a host/hostess representing the Comfort Inn. Welcome guests, answer and transfer any incoming phone calls in a professional manner. Process any guest requests with proper forms as indicated. Keep the lobby and front desk area cleaned, organized and stocked. Communicate with manager for supplies needed. Assist with laundry and keeping the lobby coffee fresh at all times. Also keeping up on any other duties assigned to you.

Working Conditions: sitting, standing, computer usage and handling any pressure associated with your job.

Performance standards: good communication skills. Must be able to deal with general public and exercise good judgment. Knowledge of business machines, telephone systems, basic bookkeeping and computer literacy a plus.

Skills	Knowledge/Experience	Personal Characteristics

# PREPARING TO WRITE YOUR RÉSUMÉ

## Evaluate Which Keywords to Include

Keywords are specific words or phrases that highlight technical and professional areas of expertise, industry-related jargon, achievements, projects, tasks, job titles, and specific job related skills. Many employers store résumés in keyword-searchable databases and use software to search for specific keywords that relate to job vacancies. If your résumé does not contain at least some of the keywords that the employer is using, it will not be included in the search results, even if you have all of the experience and skills required for the job. Keywords also catch the employer's attention when they are looking at résumés.

Keywords for hard skills are usually very precise and job specific. They may refer to technical expertise, typical industry services, job titles, and proper names of products. They may also relate to educational courses, degrees, and institutions as well as professional affiliations, certifications, and licenses. Keywords for soft skills often pertain to transferable skills; skills that are applicable in many professions and industries.

The best place to find keywords is in the job posting. Look at the posting of the position you are applying to and for similar positions. Read all these postings carefully and you may begin to see the same words repeated. Those could be helpful keywords to include in your résumé. Look for synonyms as well: "team player," "coordinate with co-workers," and "interact with other groups across the company" are all ways of stating the same thing.

### Other ways to identify key words include:

- Review the employer's website, including the annual report and mission statement.
- Look up the occupation and job title in The Occupational Outlook Handbook and the Dictionary of Occupational Titles ([www.bls.gov](http://www.bls.gov)) or O\*Net.
- Network with others in your desired field and listen for professional jargon and the latest buzzwords.
- Keep current by reading professional and general business publications.
- Conduct informational interviews. Talk with people in your field of interest to gain a better understanding of the occupation and industry. Informational interviews are also a great way to add to your network. **Additional Resource- Northwest Michigan Works! Job Search Guide - INFORMATIONAL INTERVIEWING**

## Examples: Extracting Keywords from a Job Posting

*The keywords for a Trainer position are highlighted in three different job postings.*

### 1st Posting

**Curriculum/Instructional Designer** -- Responsibilities include **designing, developing, assessing** and **evaluating training programs** that incorporate sound **learning theory**. Other responsibilities include developing **consulting** relationships and recommending training and non-training solutions. The qualified candidate will possess a related degree; 3+ years experience in **designing** and **developing programs**; and strong **group facilitation** and **communication skills**.

## 2nd Posting

**Business Application Trainer / ISD Specialist** -- Qualified candidates must have proven work experience in **systems training (computer, IT, business applications)**, **developing training materials**, and **ISD**. **Oracle training** is a big plus.

## 3rd Posting

We are currently looking for a **Training/Operations Specialist** to support our **Training and Store Operation** departments in a variety of tasks and functions. Responsibilities include: **presentation of training materials** within store and classroom environments, departmental assistance in managing the **Field Training** program, as well as **development of new training initiatives** (meetings, contests, etc.).

**Six job postings for an Executive Secretary were analyzed. The reoccurring keywords are listed below:**

- “Confidential” (used in all six postings)
- “Ability to proofread and edit” (used in all six postings)
- “Excellent written and verbal communication skills” (used in four of six postings)
- “Organized, Attention to detail” (used in all six postings)
- Other words used included, “Discretion,” “Judgment,” “Self-starter,” “Scheduling,” “Prioritize,” and “Multi-tasking.”

**Identified keywords for Receptionist:**

- We are seeking a professional **receptionist** for our branch office in Suttons Bay, MI. This position will be the first point of contact for all visitors and vendors on behalf of the company and staff. The ideal candidate will have a strong **customer service** background and be required to demonstrate **professionalism** at all times. The receptionist position also includes other **clerical and administrative responsibilities**.

**Requirements:**

- **High school diploma or GED**
- Minimum **1 year experience** in a customer service related setting
- Strong verbal and interpersonal **communication skills**
- Open, sort and distribute **mail**
- Operate a variety of **office equipment** including copier, fax, calculator, postage meter
- Solid knowledge of **Microsoft Office**; letter **writing** and **spreadsheet** reporting



- Ability to work as an individual and **team player**
- Reliable **attendance and punctuality** is a must

## Exercise - Find the Keywords for Home Health Aides

**Summary** - Home health aides provide care to individuals within the privacy of their homes. We service male and female clients. We service pediatric thru geriatric cases. We have a minimum stay of two (2) hours with a client up to 24/7, depending on the contracted arrangements for the individual.

**Qualifications** - Applicants must be at least 18 years of age and possess a high school diploma or equivalent. To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Aides must have a compassionate, sympathetic attitude toward caring for others. Caregivers must be mature, patient, and able to effectively deal with the job demands. The ability to read, to write, and understand English is essential, as is the ability to perform simple math. Home health aides must apply common sense understanding to carry out detailed written or oral instructions. It is important to be able to deal with problems which may vary somewhat in the details but are not unusual to the home care setting. Caregivers must be flexible and able to adapt. Reasonable accommodations will be made to enable individuals with disabilities to perform the essential functions, as long as it does not hinder expected client care.

### Duties and Responsibilities:

- Bathing/Dressing/Grooming
- Walking Assistance
- Posture Positioning
- Special Diet/Meal Preparation/Eating Assistance
- Medication Reminders
- Light Exercise
- Shopping and Errands
- Transportation to Appointments
- Maintaining Household Cleanliness
- Companionship, Support, and Activities

**Physical Demands** - Home health aides must be physically able to sit, stand, walk and drive for long periods of time; must be able to lift and carry medical supplies, equipment, groceries, etc., from one location to another; must possess visual acuity and the ability to distinguish colors; must be able to work any time of day including weekends and holidays; work independently with minimal supervision; and must be detail oriented and self-motivated.

*See 'Keywords' on the next page*

## Keywords:

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## Choose the Right Résumé Format

Each type of résumé format offers different advantages to the job seeker. Using the wrong type of résumé can put you at a disadvantage, because it will not effectively accentuate your strongest points.

When choosing what résumé format to use, keep the following considerations in mind:

- Which format will shed light on your strengths and draw attention away from your weaknesses?
- An employer looks at dozens and sometimes hundreds of résumés. Choosing the correct résumé format is essential since it can help your résumé stand out from others.
- Each résumé format denotes certain characteristics about the job seeker and contributes to how the employer perceives you.
- A well-planned and well-organized résumé showcases the job seeker as an individual with qualities of planning, organizing and ability to pay attention to details.

### Three Basic Types of Résumés

- Chronological
- Functional or Skill
- Combination

### The Chronological Résumé

The most popular résumé format is the chronological résumé which allows you to present your work history and education in reverse chronological order, emphasizing your most recent experience first. Your information is arranged in categories such as: relevant work experience, education, and special skills. This type of résumé is especially effective for entry-level job seekers or professionals who want to highlight their industry-specific job skills. It is also often the best way to start writing a résumé from scratch because it is easy to do.

## ***Use a Chronological Résumé when:***

- You have a steady work history with few breaks in your employment time line.
- You're staying in the same field.
- Your job titles show increased responsibility and higher position levels.
- You're applying to traditional organizations that reward steady progression.
- Your past job titles match employer job requirements.

## ***Skip the Chronological Résumé when:***

- You have a lot of transferable skills.
- You've changed employers frequently.
- You're returning to work after an extended leave.
- You have changed fields often.
- You have jobs or experiences you'd prefer not to mention.
- You have no work experience in the job you're targeting.

## **The Functional or Skill Résumé**

The functional résumé focuses more on the skills you have acquired than on the actual positions you have held. Again, information is presented in categories, which may include specific abilities, education, and work history. The functional résumé is best if you have a lot of work experience, are switching to a different type of job, or have gaps in your employment history.

## ***Use a Functional Résumé when:***

- You want to highlight specific skills, knowledge, or abilities.
- You're re-entering the job market after an absence.
- You're looking for your first job or are a new college graduate.
- You're making a major career change.
- You have a wide variety of different or unrelated work experiences.
- You have large gaps in your work history and lack a continuous record of employment.

## ***Skip the Functional Résumé when:***

- Your previous employers and job titles are impressive.

- Your skills lack depth and cannot stand alone.
- Your career goals are not clear.
- Your growth in a field needs to be demonstrated.
- The employer specifically asks for demonstrated years of experience.

## The Combination Résumé

The combination résumé allows you to capitalize on the best of both the chronological and functional résumé styles. It allows you to emphasize both your skill areas and employment history. This format is especially useful if your employment history is not directly related to the target job, yet shows responsibility and potential.

### *Use a Combination Résumé when:*

- You want to highlight your transferable skills from numerous jobs or volunteer work.
- Your skills are your greatest strength.
- Your work experience differs from your desired career path.
- Most of your work had been contract, freelance, or temporary.

### *Skip the Combination Résumé when:*

- You are seeking employment in a traditional company.
- Your skills don't match the employer's job requirements.
- Your job titles or volunteer experience are not relevant.

## Chronological Résumé

Name  
Address  
City, State Zip Code  
(Area Code) Phone Number  
E-mail Address

### **OBJECTIVE**

*Tailor your objective to the specific job title, focusing on how you will fulfill the needs of the employer, for example:*

Seeking a position in the accounting field where excellent analytical and technical skills can be utilized to improve the company's profitability.

## SUMMARY OF QUALIFICATIONS

*Several brief phrases about your most relevant qualifications for the position, for example:*

- More than three years accounting experience
- Developed interpersonal skills, having dealt with a diversity of professionals, clients, and staff members

## EXPERIENCE

### Accounting Clerk

Bell & Rust Accountancy, Santa Barbara, CA

1/07 to Present

[Optional Short Description]

- Audited documents to include expense reports, invoices, and check requests for payment
- Documented “proofed” checks and moneys from deposit and coordinated with other departments to resolve problems with checks that failed to clear
- Maintained total outstanding payable balance, including collection of outstanding credits

### Job Title

Company Name, City, State

Dates

- List main job responsibilities or major achievements
  - If applying for a specific job, match the job description requirements as closely as possible without embellishing
  - Use action words and industry-standard keywords

## Education

B.A. Business Economics, Accounting Emphasis, University of California, Santa Barbara, CA ~ 2007

A.S. Accounting, Santa Barbara City College, Santa Barbara, CA ~ 2005

- If education is your most important career asset, consider moving it above EXPERIENCE

## Chronological Résumé Example

### **Linda Jones**

1234 East 5th Street  
Onkama, MI 49675  
231-987-5432  
ljones@email.com

**CAREER OBJECTIVE:** Executive level management position in the restaurant or hospitality industry.

### **SKILLS SUMMARY**

- Management: Skilled manager with wide experience in all areas of food service including daily operations, marketing and development, staff training, and workplace health and safety.
- Financial: Excellent track record of maintaining low overhead, increasing sales, and generating high-dollar profits.
- Customer relations: Proven skills in developing innovative ways to improve service and build customer loyalty.

### **PROFESSIONAL EXPERIENCE**

#### **General Manager, Pine Tree Café, Onkama, MI (November 2004-present)**

Directed start-up of successful, health-oriented restaurant. Manage, train and schedule 24 employees for 100-seat restaurant, including cook and wait staff. Manage menu development, purchasing, marketing and customer relations.

- Maintain low overtime and turnover; staff retention rate is 40% above industry standards.
- Developed marketing campaign to promote new lunch menu, resulting in a doubling of midday traffic within two months.
- Initiated customer opinion cards and implemented "coffee with the manager" to solicit feedback and build customer loyalty.
- Broke-even after second year of café's opening; exceeded previous year's profits by 28%.

#### **Store Manager, The Cake Factory, Manistee, MI (June 2000- October 2004)**

Successfully completed company's management training program and tasked to train 35 cooks, dish area employees and wait staff. Supervised daily operations at two high volume stores, each generating over \$1 million in profits annually.

- Accomplished a 5% reduction in labor costs through better selection and training of staff.
- Enhanced and implemented employee safety procedures, lowering on-the-job injuries by 26%.
- Prepared annual budget for the Marina Del Rey location, a site consistently in the top five most profitable restaurants in the company.

## **Linda Jones**

Page 2

### **Sales/Service Representative, Good Cuppa Joe, Inc., Boulder, Colorado (July 1993-April 2000)**

Cultivated South Denver and mountain community markets selling espresso equipment, supplies and coffee to wide variety of hospitality outlets, including restaurants, coffee houses, hospitals and hotels. Trained restaurant sales staff in operating, marketing and merchandising coffee products.

- Led company in sales of leased equipment and supplies; exceeded gross margin profits by 34%.
- Developed and controlled 50% of the market share in two key regions.
- Implemented a new “30-day trial program” which resulted in 30% more placements.

### **RELATED EXPERIENCE**

- Volunteer Community Liaison, Regional Food Pantry, Onkama, MI (2005-present):  
Coordinate pickups of surplus food from local merchants; develop sample recipes for recipients; advise food pantry volunteers on food safety and handling.

### **EDUCATION AND TRAINING**

- Bachelor of Science, Marketing and Management, Pitcairn University, Denver, Colorado
- Trained in Restaurant Industry Systems and Remancon Systems
- Restaurant Management Training, The Cake Factory, Manistee, MI
- Completed courses in Microsoft Office Excel, Word, PowerPoint

### **PROFESSIONAL AFFILIATIONS**

- National Restaurant Association
- Manistee Area Chamber of Commerce
- Michigan Restaurant Association

## Functional Résumé

Name  
Address  
City, State Zip Code  
(Area Code) Phone Number  
E-mail Address

### OBJECTIVE

*Tailor your objective to the specific job title, focusing on how you will fulfill the needs of the employer, for example:*

Seeking a position in the accounting field where excellent analytical and technical skills can be utilized to improve the company's profitability.

### SUMMARY OF QUALIFICATIONS

*Several brief phrases about your most relevant qualifications for the position, for example:*

#### Accounts Payable/Receivable

- Audited documents to include expense reports, invoices, and check requests for payment
- Documented "proofed" checks and moneys from deposit and coordinated with other departments to resolve problems with checks that failed to clear
- Maintained total outstanding payable balance, including collection of outstanding credits

### EMPLOYMENT HISTORY

*List the employers from which you gained or used the skills and special knowledge areas mentioned above. Be sure to include the dates, job title, and employer, for example:*

**Accounting Clerk, Bell & Rust Accountancy, Santa Barbara, CA** **1/07 – Present**

- Main responsibilities or accomplishments

**Job Title, Employer, City, State** **Dates**

- Main responsibilities or accomplishments

**Job Title, Employer, City, State** **Dates**

- Main responsibilities or accomplishments

### EDUCATION AND TRAINING

*List schools/institutions from which you obtained a degree, certificate or specialized training. Start with most recent, for example:*

B.A Business Economics, Accounting Emphasis, University of California, Santa Barbara, CA ~ 2007

A.S. Accounting, Santa Barbara City College, Santa Barbara, CA ~ 2005



## Functional Résumé Example

### **Linda Jones**

1234 East 5th Street  
Onekama, MI 49675  
231-987-5432  
lljones@email.com

**CAREER OBJECTIVE:** Executive level management position in the restaurant or hospitality industry.

### **SKILLS SUMMARY**

- Skilled manager with wide experience in all areas of food service including daily operations, marketing and development, staff training, and workplace health and safety.
- Excellent track record of maintaining low overhead, increasing sales, and generating high-dollar profits.
- Proven skills in developing innovative ways to improve service and build customer loyalty.

### **PROFESSIONAL EXPERIENCE**

#### **Food Service Management**

Pine Tree Café, Onekama, MI

- Directed start-up of successful, health-oriented restaurant. Manage staffing, purchasing, marketing, menu development and customer relations.
- Broke-even after second year of café's opening; exceeded previous year's profits by 28%.

The Cake Factory, Manistee, MI

- Supervised daily operations at two high-volume stores, each generating over \$1 million in profits annually.
- Prepared annual budget for the Marina Del Rey location, a site consistently in the top five most profitable restaurants in the company.

#### **Staff Training and Supervision**

Pine Tree Café, Onekama, MI

- Manage, train and schedule 24 employees for 100-seat restaurant, including cook and wait staff.
- Maintain low overtime and turnover; retention rate 40% above industry standards.

The Cake Factory, Manistee, MI

- Trained 35 cooks, dish area employees and wait staff. Accomplished a 5% reduction in labor costs through better selection and training of staff.
- Enhanced and implemented employee safety procedures, which lowered on-the-job injuries by 26%.

## **Linda Jones**

### **Page 2**

#### Good Cuppa Joe, Inc., Boulder, CO

- Trained restaurant sales staff in operating, marketing and merchandising coffee products.

#### **Customer Care**

##### Pine Tree Café, Onekama, MI

- Initiated customer opinion cards and implemented “coffee with the manager” to solicit feedback and build customer loyalty.
- Developed marketing campaign to promote new lunch menu, resulting in a doubling of midday traffic within two months.

#### **Sales and Marketing**

##### Good Cuppa Joe, Inc., Boulder, CO

- Developed and controlled 50% of the market share in two key regions selling espresso equipment, supplies and coffee restaurants, coffee houses, hospitals and hotels.
- Led company in sales of leased equipment and supplies; exceeded gross margin profits by 34%.
- Implemented a new “30-day trial program” which resulted in 30% more placements.

### **WORK HISTORY**

- General Manager, Pine Tree Café, Onekama, MI, 2004-present
- Store Manager, The Cake Factory, Manistee, MI, 2000-2004
- Sales/Service Representative, Good Cuppa Joe, Inc., Boulder, CO, 1993-2000

### **EDUCATION AND TRAINING**

- Bachelor of Science, Marketing and Management, Pitcairn University, Denver, Colorado
- Trained in Restaurant Industry Systems and Remancon Systems
- Restaurant Management Training, The Cake Factory, Manistee, MI
- Completed courses in Microsoft Office Excel, Word, PowerPoint

### **RELATED EXPERIENCE**

- Volunteer Community Liaison, Regional Food Pantry, Onekama, MI (2005-present):
- Coordinate pickups of surplus food from local merchants; develop sample recipes for recipients; advise food pantry volunteers on food safety and handling.

### **PROFESSIONAL AFFILIATIONS**

- National Restaurant Association
- Manistee Area Chamber of Commerce
- Michigan Restaurant Association

## Combination Résumé

Name  
Address  
City, State Zip Code  
(Area Code) Phone Number  
E-mail Address

### OBJECTIVE

*Tailor your objective to the specific job title, focusing on how you will fulfill the needs of the employer for example:*

Seeking a position in the accounting field where excellent analytical and technical skills can be utilized to improve the company's profitability.

### SUMMARY OF QUALIFICATIONS

*Several brief phrases about your most relevant qualifications for the position, for example:*

- More than three years accounting experience
- Developed interpersonal skills, having dealt with a diversity of professionals, clients, and staff members

### RELEVANT SKILLS AND EXPERIENCE

*Present your work experience by listing your most important skills and experience which pertain to the job for which you are applying. Then describe several activities and accomplishments from all your jobs and life experiences, to document each of these skills. For example:*

#### Accounts Payable/Receivable

- Audited documents to include expense reports, invoices, and check requests for payment
- Documented "proofed" checks and moneys from deposit and coordinated with other departments to resolve problems with checks that failed to clear
- Maintained total outstanding payable balance, including collection of outstanding credits

#### Another Relevant Skill or Special Knowledge Area

- Accomplishment achieved using this skill.

#### Another Relevant Skill or Special Knowledge Area

- Accomplishment achieved using this skill or knowledge.

### EMPLOYMENT HISTORY

*List the employers from which you gained or used the skills and special knowledge areas mentioned above. Be sure to include the dates, job title, and employer, for example:*

Accounting Clerk	Bell & Rust Accountancy, Santa Barbara	1/07 – Present
Job Title	Employer, City	Dates
Job Title	Employer, City	Dates

### EDUCATION AND TRAINING

*List schools/institutions from which you obtained a degree, certificate or specialized training. Start with most recent, for example:*

- B.A Business Economics, Accounting Emphasis, University of California, Santa Barbara, CA ~ 2007
- A.S. Accounting, Santa Barbara City College, Santa Barbara, CA~ 2005

## Combination Résumé Example

### **Linda Jones**

1234 East 5th Street  
Onkama, MI 49675  
lljones@email.com  
231-987-5432

**CAREER OBJECTIVE:** Executive level management position in the restaurant or hospitality industry.

### **SKILLS SUMMARY**

- Management: Skilled manager with wide experience in all areas of food service including daily operations, marketing and development, staff training, and workplace health and safety.
- Financial: Excellent track record of maintaining low overhead, increasing sales, and generating high-dollar profits.
- Customer relations: Proven skills in developing innovative ways to improve service and build customer loyalty.

### **PROFESSIONAL EXPERIENCE**

#### **General Manager, Pine Tree Café, Onkama, MI (November 2004-present)**

##### Food Service Management

- Directed start-up of successful, health-oriented restaurant. Manage staffing, purchasing, marketing, menu development and customer relations.
- Broke-even after second year of café's opening; exceeded previous year's profits by 28%.

##### Staff Training and Supervision

- Manage, train and schedule 24 employees for 100-seat restaurant, including cook and wait staff.
- Maintain low overtime and turnover; retention rate 40% above industry standards.

##### Customer Care

- Initiated customer opinion cards and implemented "coffee with the manager" to solicit feedback and build customer loyalty.
- Developed marketing campaign to promote new lunch menu, resulting in a doubling of midday traffic within two months.

#### **Store Manager, The Cake Factory, Manistee, MI (June 2000- October 2004)**

- Prepared annual budget for the Marina Del Rey location, a site consistently in the top five most profitable restaurants in the company.

##### Staff Training and Supervision

- Trained 35 cooks, dish area employees and wait staff. Accomplished a 5% reduction in labor costs through better selection and training of staff.
- Enhanced and implemented employee safety procedures, which lowered on-the-job injuries by 26%.

## **Linda Jones**

**Page 2**

### **Sales/Service Representative, Good Cuppa Joe, Inc., Boulder, CO (July 1993- April 2000)**

#### Sales and Marketing

- Developed and controlled 50% of the market share in two key regions selling espresso equipment, supplies and coffee restaurants, coffee houses, hospitals and hotels.
- Led company in sales of leased equipment and supplies; exceeded gross margin profits by 34%.
- Implemented a new “30-day trial program” which resulted in 30% more placements.

#### Staff Training and Supervision

- Trained restaurant sales staff in operating, marketing and merchandising coffee products.
- Accomplished a 5% reduction in labor costs through better selection and training of staff.
- Enhanced and implemented employee safety procedures, which lowered on-the-job injuries by 26%.
- Prepared annual budget for the Marina Del Rey location, a site consistently in the top five most profitable restaurants in the company.

### **RELATED EXPERIENCE**

- Volunteer Community Liaison, Regional Food Pantry, Onekama, MI (2005-present):
- Coordinate pickups of surplus food from local merchants; develop sample recipes for recipients; advise food pantry volunteers on food safety and handling.

### **EDUCATION AND TRAINING**

- Bachelor of Science, Marketing and Management, Pitcairn University, Denver, Colorado
- Trained in Restaurant Industry Systems and Remancon Systems
- Restaurant Management Training, The Cake Factory, Manistee, MI
- Completed courses in Microsoft Office Excel, Word, PowerPoint

### **PROFESSIONAL AFFILIATIONS**

- National Restaurant Association
- Manistee Area Chamber of Commerce
- Michigan Restaurant Association

## Selecting the Best Résumé Style

Help decide which résumé format will work best for you. Answer “Yes” or “No” to the following questions:

1. I am planning to stay in the same line of work—either targeting the same kind of position I held most recently, or moving up to the next step within my chosen career. \_\_Yes \_\_No
2. I have stayed in or progressed within my same career path, taking on increasing levels of responsibility from position to position.  
\_\_Yes \_\_No
3. I am entering a brand new career field, either as a career changer or a recent graduate just beginning in my profession. \_\_Yes \_\_No
4. I haven't been in the workforce in the last number of years—either because I was a student, or because I took off time from work to raise children, because of illness, to care for a family member, or for some other reason.  
\_\_Yes \_\_No
5. I work (or did work) for the same company for more than ten years, and have held multiple positions within that company. The next step I'm targeting in my career will be toward one of those types of positions. \_\_Yes \_\_No
6. My career situation is truly unique, and doesn't fall within any of the statements described above. \_\_Yes \_\_No

If you answered Yes to questions one or two, consider a chronological résumé.

If you answered Yes to questions three or four, consider a functional résumé.

If you answered Yes to questions five or six, consider a combination résumé.



# WRITING YOUR RÉSUMÉ

PROFESSIONAL SKILLS MOTIVATION EDUCATION  
EXPERIENCE EMPLOYMENT SKILLS PROFESSIONAL  
CAREER STRATEGY GOALS EXPERIENCE  
MOTIVATION TRAINING CAREER EMPLOYMENT  
GOALS EDUCATION EXPERIENCE CAREER  
PROFESSIONAL EXPERIENCE MOTIVATION



## Résumé Sections

The sections of a résumé differ for each job seeker. They may even differ for each résumé a job seeker has. The type of résumé, position that you are applying for, skills and qualifications, etc. are all factors when laying out your résumé and deciding on the sections to include. There are general guidelines and sections that apply to most résumés.

The names of the sections may differ by résumé and job seeker. This guide will use:

- **Header**
- **Objective or Summary of Qualifications**
- **Skills**
- **Work Experience**
- **Education History**

Additional section names and categories include:

<p><b><u>Objectives, Summaries and Goals</u></b>                      Career Goal                      Objective                      Career Objective                      Employment Objective                      Professional Objective                      Summary                      Career Summary                      Professional Summary                      Summary of Qualifications</p> <p><b><u>Work and Employment</u></b>                      Employment History                      Work History                      Work Experience                      Experience                      Professional Experience                      Professional Background                      Additional Experience                      Career Related Experience                      Related Experience                      [Industry] Experience                      Freelance Experience                      Military Experience                      Military Background</p> <p><b><u>Achievements and Accomplishments</u></b>                      Licenses                      Presentations                      Conference Presentations                      Exhibits                      Publications                      Professional Publications</p>	<p><b><u>Education and Training</u></b>                      Academic Background                      Academic Experience                      Programs                      Courses                      Related Courses                      Education                      Educational Background                      Educational Qualifications                      Educational Training                      Education and Training                      Training                      Academic Training                      Professional Training                      Course Project Experience                      Related Course Projects                      Internship Experience                      Internships                      Apprenticeships                      College Activities                      Certifications                      Special Training</p> <p><b><u>Extra-curricular</u></b>                      Activities and Honors                      Affiliations                      Professional Affiliations                      Associations                      Professional Associations                      Memberships                      Professional Memberships                      Community Involvement</p>	<p><b><u>Extra-curricular cont.</u></b>                      Civic Activities                      Professional Activities                      Volunteer Work                      Volunteer Experience</p> <p><b><u>Skills, Expertise and Proficiencies</u></b>                      Credentials                      Qualifications                      Areas of Experience                      Areas of Expertise                      Areas of Knowledge                      Skills                      Career Related Skills                      Professional Skills                      Specialized Skills                      Technical Skills                      Computer Skills                      Computer Knowledge                      Software (as in, 'software you are familiar with')                      Technologies                      Technical Experience                      Proficiencies                      Languages                      Language Competencies and Skills                      Programming Languages</p>
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## Header

The header contains your name and contact information and is located at the top of the résumé. If there is more than one page, there is no need to repeat all of your contact information on the following pages. Your name and page number is all that should be in the header on subsequent pages.

### What is included:

**Full Name** - You can use either your given name (Michael) or preferred name (Mike).

**Address** - List your permanent address.

**Phone Number** - Whether you provide your home number or cell number, make sure that your voicemail has a professional greeting. Remember that employers may call the number on your résumé to conduct an impromptu on the phone interview. It is acceptable to not answer, let them leave a message, and call them back when you are prepared.

**Email Address** - Use a professional email address. You may need to create a new email address for your job search. There are several free email providers. Email accounts can be linked, so you don't have to check multiple accounts. Additional Resource- Northwest Michigan Works! Job Search Guide: EMAIL ADDRESS – YOUR FIRST IMPRESSION.

*Sample Résumé - Header*

**Kristine Connor**

55 Oak Court • Sometown, MI 46602 • (555) 555-5555 • kc@somedomain.com

## Objective vs. Summary of Qualifications

The section under your header is possibly the most important section of the résumé because it is most likely the first thing that is scanned/read by an employer. It is essentially your pitch.

There are varying opinions about whether an Objective statement or Summary of Qualifications should be used. Many believe that the Objective is becoming obsolete. The debate centers on the perspective of an Objective Statement versus that of a Summary of Qualifications.

An Objective is a short statement that tells an employer what type of work you are looking for and why you are qualified. A Summary of Qualifications is a brief statement that highlights your accomplishments, skills, and experience. Traditionally the Objective is more focused on the candidate (what you want) while the Summary of Qualifications is more focused on the employer and what benefits you offer to the hiring company (what they want).

Although the trend nationally is to omit an Objective statement in lieu of a Summary of Qualifications, employers in Northwest Michigan tend to want to see an Objective statement. Regardless of using an Objective or Summary of Qualifications, this section of the résumé needs to focus on what you can do for the employer, not what you want.

## Writing an Objective

Use your pitch, brand statement, keywords and inventory list to craft a brief, high-impact statement that clearly and concisely tells employers what you have to offer them. Avoid personal pronouns (I, me, my) and remove unnecessary words.

Compare the following two Objective statements, and notice how the employer-focused Objective is more likely to grab attention:

### Job Seeker-Focused

OBJECTIVE: A position in corporate procurement in the retail industry that can utilize five years of negotiating and research skills and eventually lead to a management-level role.

### Employer-Focused

OBJECTIVE: A position in corporate procurement that can utilize skills in research and negotiating gained from 5 years of experience in another industry, helping a retailer cut costs and improve its competitive position.

### Example of well-written Objective statements:

- Experienced and proven Sales Manager looking to utilize interpersonal and sales skills to lead a team and boost a company's revenue stream.
- To secure a position where positive personality and excellent customer service skills can help to increase customer satisfaction and keep the company's brand positive in customers minds.
- Obtain an entry-level sales position where using interpersonal skills and an extroverted personality to win new accounts and increase revenue by bringing on new key accounts.

## Writing a Summary of Qualifications

There are three things a well-written summary should address: (1) your experiences and skills as they relate to the job; (2) what you can bring to the organization and the open position that no other candidate can; and (3) your professional goals.

Your résumé summary should be composed in third person and present tense. Think of it as a summary of what one of your colleagues would say about your professional achievements. Reinforce your title, and sell only the experiences, training, and skills that meet your career objective. If you have multiple career objectives, such as you wish to get a position in either marketing or public relations, develop separate summaries for each of the objectives. A summary can also contain a brief bulleted section highlighting only a few of the most vital competitive skills that you bring to the table.

## Examples of effective Summary of Qualification statements:

- Successful financial planning professional with over 15 years of personal and retirement planning experience. Managed a small financial planning firm, achieving double-digit financial returns for all clients by developing personalized investment portfolios. Leader in development and professional growth of four other financial planners in the firm through effective and motivating mentoring strategies
- Highly motivated Technical Support professional. Strong verbal, listening and written skills. Comfortable in interacting with all levels of the organization and public. Able to negotiate and problem solve quickly, accurately, and efficiently. Adept at multitasking to achieve individual and team goals. Diverse background includes sales, customer service and supervision. Committed to quality and excellence.
- Diverse experience installing and servicing in computer, communications and printing fields. Reliable, hard working, and dedicated team player who works well under pressure and with minimum supervision. Customer-oriented problem solver with an ability to adapt to new situations. Technical expertise in troubleshooting, installation and repair of mid-range systems.

## *Sample Résumé - Objective*

# Kristine Connor

55 Oak Court • Sometown, MI 46602 • (555) 555-5555 • kc@somedomain.com

## **OBJECTIVE:**

Seeking a position in an office environment, where there is a need for a variety of office management tasks including – computer knowledge, organizational abilities, business intelligence, and database program use.

## **Skills**

Customize the skills section of your résumé to match, as much as possible, the requirements listed in the job posting. This is a good spot to include keywords.

There are a number of different ways to highlight skills in a résumé. Use the MI Talent Connect Skillset list on pages 46-48 and List of Skills by Category on page 49 for ideas on what skills to include in your résumé.

## List skills and/or accomplishments with bullet points.

*Examples:*

- Filing
- Communications
- Highly Organized
- MS Excel
- 10-Key Calculator
- Correspondence
- Client Relations
- Procurement
- Office Machines
- Mail Delivery
- MS Word
- Bookkeeping

- Excellent work ethic with record of 100% productivity
- Able to professionally and quickly perform quality testing
- Proficient in measuring hydraulic parts to 1/1000 of an inch
- Understand and analyze detailed engineering blueprints and drafts
- Expert hand-eye coordination
- Quickly understand all production part and assembly information
- Proficient at using leak test detection equipment
- Strong and physically fit
- Skilled electronics and plastic cabinets assembler

## List major skill headings with accomplishments under each.

*Example:*

### **Languages Skills**

Familiar with: French, Spanish, Portuguese

### **Computer Skills**

Lotus Notes

MS Office Suite

iManage

PC, hardware, printers, network

### **Professional Skills**

Ability to maintain professionalism, grace and focus under pressure

Effective professional written and verbal communication skills

Superb planning abilities and highly resourceful organizational skills

Adept at successfully assuming new responsibilities and assignments

Extremely adaptable team player

Technologically capable to telecommute and travel as needed

List accomplishments or skills under each job (in a chronological résumé).

*Example:*

*Key Holder*

*April 2009 – Present*

- Opened new specialty boutique
- Place orders to restock merchandise and handled receiving of products
- Manage payroll, scheduling, reports, email, inventory, and maintain clientele book and records
- Integrated new register functions
- Extensive work with visual standards and merchandising high-ticket items

*Sales Associate*

*July 2007 - April 2009*

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

*Sample Résumé - Skills*

## Kristine Connor

55 Oak Court • Sometown, MI 46602 • (555) 555-5555 • kc@somedomain.com

### **OBJECTIVE:**

Seeking a position in an office environment, where there is a need for a variety of office management tasks including – computer knowledge, organizational abilities, business intelligence, and database program use.

### **SKILLS:**

- Office Organization & Administration
- Records & Database Management
- General Bookkeeping (A/P & A/R)
- Telephone & Front Office Reception
- Spreadsheets & Reports
- Scheduling & Calendaring
- Meeting & Event Planning
- Filing & Data Entry (75 WPM)

## MI Talent Connect Skillsets

Accounting and Financial Management  
Actuarial Science  
Adult and Continuing Education  
Advertising  
Aeronautical / Astronautical Engineering  
Aerospace Technology  
Agricultural / Food Sciences and  
Engineering  
Agricultural Mechanics and Machinery Operators  
Agricultural Services and Supplies  
Air Conditioning / Heating Installation / Repair  
Air Traffic Control  
Airplane Piloting  
Amusement and Recreation Attendants  
Animal Breeding and Training  
Animal Caretaking- Non Farm  
Animation, Interactive Technology, Video Graphics  
and Special Effects  
Appliance / Equipment Repair  
Architecture  
Archival Science  
Athletic Training  
Atmospheric / Space Science  
Audiovisual Communications Technologies /  
Technicians  
Automobile Body Repair  
Automobile Mechanics  
Banking Support Services  
Barbering / Cosmetology  
Bartending  
Bicycle Repair  
Bioengineering and Biomedical Engineering  
Biological / Life Science  
Bookkeeping  
Building Maintenance  
Business Management and Administration  
Cardiology Technology  
Carpentry  
Chemical Engineering  
Chemical Technology  
Chemistry  
Child Care  
Chiropractic  
Civil Engineering  
Civil Engineering Technology  
Clerical and Administration  
Clothing Production  
Communication System Installation and Repair  
Computer / Business Machine Production / Repair  
Computer and Information Sciences  
Computer and Information Sciences and Support Services  
Computer and Information Systems Management  
Computer Operations and Data Entry  
Computer Programming / Software Development and  
Engineering  
Construction Equipment Operation  
Construction Management  
Cost Estimation ( No Cic)  
Counseling  
Creative Writing  
Crossing Guard  
Culinary  
Dance  
Demonstration and Product Promotion  
Dental Assisting  
Dental Hygiene  
Dental Laboratory  
Dentistry  
Diagnostic Medical Sonography  
Diesel Engine Repair  
Dietetics / Nutrition  
Drafting  
Dramatic Arts (Theater / Film)  
Earth Science  
Economics / Market Research  
Educational Administration  
Electrical / Electronic Engineering  
Electrical / Electronic Technology  
Electromechanical Equipment / Instrument Prod / Repair  
Elementary Education  
Emergency Management  
Emergency Medical Technology  
Engineering Management  
Entertainment Management

Environmental / Environmental Health Engineering  
Environmental Science  
Environmental Technology  
Farming  
Fashion Design  
Fine Arts  
Fire Safety  
Flight Attending  
Floral Design  
Food Preparation and Service  
Food Processing / Production  
Food Service and Lodging Management  
Forestry and Conservation  
Gaming  
Garden and Landscaping Services  
General Construction  
Graphic Design  
Health Diagnosis and Treatment  
Heavy Equipment Repair  
Helpers, Laborers and Material Movers  
Home Assisting  
Home Assisting Management  
Home Health Assisting  
Hospitality Services  
Housekeeping / Building Service Workers  
Human Resources Management  
Industrial / Manufacturing Technology  
Industrial Design  
Industrial Engineering  
Industrial Machinery Repair  
Information Systems and Network Administration  
Instructional Design  
Insurance  
Insurance Sales  
Interior Design  
Interpreter / Translator  
Jewelry and Watch Repair  
Journalism  
Landscape Architecture  
Law Enforcement  
Leather Work, Shoemaking and Repair  
Legal Assisting  
Legal Secretarial  
Legal Services  
Library Assisting  
Library Science  
Line Supervision  
Logistics  
LPN  
Machine Operators  
Marine Maintenance / Repair  
Marketing / Marketing Management  
Masonry and Tile Setting  
Mass Communication / Media  
Massage  
Materials Engineering  
Materials Science  
Mathematics  
Meatcutting and Butchering  
Mechanical Engineering  
Mechanical Engineering Technology  
Mechanics / Construction / Mining  
Medical Assisting  
Medical Equipment Preparation and Healthcare Support  
Medical Equipment Repair  
Medical Laboratory Technology  
Medical Office and Secretarial  
Medical Radiologic Technology  
Medical Records  
Medical Science  
Medical Services Management  
Medical Transcription  
Metal / Plastic Machine Work  
Metal Fabrication  
Music  
Musical Instrument Repair  
Natural Science Management  
Nuclear / Radiologic Technology  
Nuclear Engineering  
Nuclear Medical Technology  
Nurse Assisting  
Nursing  
Occupational Safety and Health  
Occupational Therapy

# RÉSUMÉ & COVER LETTER GUIDE

Occupational Therapy Assisting  
Optical Dispensing  
Optical Technology  
Optometry  
Orthotics / Prosthetics  
Parking Lot and Service Station Attending  
Pest Control (No Cic)  
Petroleum Engineering  
Petroleum Technology  
Pharmacy  
Pharmacy Support  
Photography  
Physical Therapy  
Physical Therapy Assisting  
Physician Assisting  
Physics / Astronomy  
Plumbing  
Podiatry  
Preschool Education  
Printing and Binding  
Printing Press Operation  
Production and Operators  
Psychiatric Assisting  
Psychology  
Public Administration  
Public Health Education and Promotion  
Public Relations / Image Management  
Purchasing  
Quality Control / Inspection  
Radio and Television Broadcasting Technology  
Rail Operations  
Real Estate  
Recording Arts Technology  
Recreation and Fitness  
Recreational Therapy  
Religion  
Respiratory Therapy  
Retail  
Sales and Sales Representation  
Sales Management  
Sales, Distribution, and Marketing Operations  
Secondary and Vocational Education  
Secretarial  
Securities Sales  
Security Services  
Set and Exhibit Design  
Small Engine Repair  
Social and Community Service Management  
Social Science  
Social Service Assisting  
Social Work  
Special Education  
Speech Pathology / Audiology  
Surgical Technology  
Surveying / Cartography  
Teaching Assisting  
Technical and Business Writing  
Timber  
Tool and Die Making  
Travel Services  
Truck, Taxi, and Bus Driving  
Upholstering  
Urban / Regional Planning  
Ushers, Lobby Attendants, and Ticket Takers  
Vehicle and Vehicle Parts and Accessories Marketing  
Operations  
Veterinary Assisting / Technology  
Veterinary Medicine  
Waiter / Waitress  
Water and Waste Treatment  
Water Transportation  
Welding / Soldering  
Woodworking



## Example list of Skills by Category

### Communication Skills:

Communicate precise information  
 Defining  
 Explaining  
 Interpreting ideas  
 Listening  
 Negotiating  
 Persuading  
 Presenting  
 Public speaking  
 Reading  
 Reasoning  
 Teaching/training  
 Work with groups/committees  
 Writing/Editing

### Computer Skills:

Adobe Acrobat  
 ASP  
 C++  
 DHTML  
 HTML  
 Internet  
 Java Script  
 Macintosh  
 Macromedia Dream weaver  
 Macromedia Freehand  
 Microsoft Office  
 PC  
 XML

### Administrative Skills:

Assigning/Delegating  
 Coordinating  
 Directing  
 Organizing  
 Planning  
 Program planning  
 Scheduling

### Interpersonal Skills:

Ability to learn  
 Adaptable  
 Ambition Drive  
 Assertive

Attention to detail  
 Confident  
 Cooperative  
 Creative  
 Dependable  
 Listening  
 Organized  
 Reflective  
 Resourceful  
 Problem Solving  
 Self-motivated  
 Tactful  
 Team leader  
 Team member/player

### Creative Skills:

Artistic  
 Color coordination  
 Craft Innovative  
 Creation  
 Designing  
 Developing  
 Idea creation  
 Painting/Drawing  
 Remodeling  
 Writing

### Supervisory/Managerial Skills:

Analyzing  
 Assigning  
 Coordinating  
 Decision-making  
 Delegating  
 Evaluating  
 Flexibility  
 Implementing  
 Inspecting  
 Instructing  
 Motivating  
 Organizing  
 Problem solving  
 Researching  
 Scheduling  
 Staff development

### Financial Skills:

Analyzing  
 Bookkeeping  
 Budgeting  
 Calculating  
 Estimating  
 Financial principles  
 Forecasting  
 Fund-raising  
 Investing concepts  
 Projecting  
 Record keeping

### Marketing/Public Relations Skills:

Planning  
 Conducting  
 Consulting  
 Human relations  
 Informing the public  
 Maintaining favorable image  
 Media process  
 Representing  
 Researching  
 Work under stress  
 Work with people  
 Write news releases

### Sales Skills:

Advertising  
 Contacting  
 Interpersonal skills  
 Knowledge of products  
 Marketing  
 Meeting deadlines  
 Meeting quotas  
 Negotiation  
 Persuading  
 Promoting sales  
 Reviewing products  
 Teamwork  
 Work outdoors/indoors  
 Work under stress  
 Work with people

## Work Experience

The Work Experience section should support the career highlights and qualifications referred to in the Skills section. It also conveys an overall message of employability. Employers look at past work experience to see:

- What job titles the candidate held at what companies.
- If the candidate has previous experience in the industry, with the company, or with competitors.
- If the candidate occupied positions of increasing responsibility over time, and how quickly their career progressed.
- How long, on average, the job candidates has stayed with jobs.
- If the candidate has shifted between careers several times.
- If there are lengthy gaps between jobs that are not explained.
- What skills the candidate developed through their experience.
- If the candidate's overall experience fits in with the requirements of the job.

The Work Experience section is not intended to be a detailed biography of every job you've had. Depending on your employment history and your job target, you may choose not to include every position on your résumé.

There are differing points of view on how many years back the Work Experience section should cover, whether or not all positions need to be included, and only including relevant experience. A common guideline is to include the last 10 to 15 years of experience.

When making the decision to leave out experience, make sure that it is not relevant to the position you are applying (don't forget about transferrable skills), and that omitting it will not leave gaps in your work history.

### Guidelines on what to include in Work Experience

- All jobs, including short-term or unpaid, if you have little work experience.
- All jobs, including short-term or unpaid, that show experience related to your job objective.
- Jobs that are not particularly related to your current job objective if they help create a picture of stability.
- Unpaid work if it helps to prove pertinent skills and experience, or if it fills in a gap.

### The Work Experience section typically includes:

- Company name, city and state
- Titles/positions you held
- Employment dates for each job
- Duties performed

Detailing the duties you performed is perhaps the most important part of the Work Experience Section. You must be not only accurate and concise but also highlight those duties that are most relevant to the position you are seeking. While it is acceptable to write full sentences in paragraph form for each position you held, it is more common to create a bulleted list of the duties you performed. **Additional Resource- Northwest Michigan Works! Job Search Guide: How to Write Job Descriptions.**

If you choose to create a bulleted list, be aware that each bullet must be in parallel form (which means that each item must be grammatically formatted the same). It is also a good idea that you put each item in an active voice and use powerful action verbs. Each job should have a minimum of three bulleted items with the most relevant duties listed first. List the specific activities and duties for which you were responsible, and craft exciting and concise bulleted items representing those activities.

Because each person's work history is unique, you may have unusual circumstances to represent on your résumé. If you have worked for one company for many years and held several positions, you can list each position separately. Your résumé might contain jobs that are not relevant to the position for which you are applying. If this is the case, remember that you honed skills in every job.

### Examples of transferrable skills:

- Writing
- Analyzing
- Conducting research
- Organizing
- Advocating
- Sign language skills
- Coordinate events
- Teach/Train others
- Negotiation skills
- Delegating
- Public speaking
- Estimating
- Forecasting
- Planning
- Proofreading and editing skills
- Problem solving skills
- Flexibility/Adaptability
- Team player
- Management
- Computer literacy
- Work well under pressure
- Foreign language skills
- Interpersonal skills
- Interviewing skills
- Decision-making skills
- Creative thinking skills

It can be difficult to know how to represent periods of unemployment. Consider listing what you were doing during that time period. For example, if you took time off work to raise your children, you can put Homemaker (or what you prefer) on the résumé. Additionally, list volunteer work or community service if you were not employed during that time period. If you took any relevant classes (even if you did not obtain a degree), you can list the educational activities you were involved in during that time. If you provided healthcare for a relative, you can describe the job duties performed during this time frame under relevant experience.

## Kristine Connor

55 Oak Court • Sometown, MI 46602 • (555) 555-5555 • kc@somedomain.com

### OBJECTIVE:

Seeking a position in an office environment, where there is a need for a variety of office management tasks including – computer knowledge, organizational abilities, business intelligence, and database program use.

### SKILLS:

- Office Organization & Administration
- Records & Database Management
- General Bookkeeping (A/P & A/R)
- Telephone & Front Office Reception
- Spreadsheets & Reports
- Scheduling & Calendaring
- Meeting & Event Planning
- Filing & Data Entry (75 WPM)

### WORK EXPERIENCE:

ACME INC. – Sometown, MI

**Office Assistant**, 2006 to Present

Provide administrative and executive support within busy office. Manage executive team's calendar; plan client meetings; prepare reports, spreadsheets and presentations; manage records; and administer database.

- Earned "outstanding" ratings on annual reviews for the past three years. Recognized for high-quality work, organizational strengths and exceptional customer service delivery.
- Praised by supervisor for excellent performance as interim office manager (supervising three staff) during her eight-week leave.
- Became Acme's primary creator of PowerPoint presentations and the main troubleshooter of MS Office issues.
- Excelled within deadline-intensive environment, ensuring the accurate and on-time completion of all projects.

ABC AGENCY -- Sometown, MI

**Administrative Assistant / Receptionist / Payroll Clerk**, 2004 to 2006

Handled temporary assignments for diverse clients (e.g., high tech, manufacturing, real estate, government and education).

- Demonstrated the ability to learn new organizational processes, workflows, policies and procedures with minimal ramp-up time.
- Identified billing errors and recovered \$5,500 in vendor overpayments. Implemented tracking mechanisms to prevent future recurrences.
- Created databases and spreadsheets that improved inventory management and reporting accuracy.

## Education History

In the Education Section, you typically address the highest degree earned. Therefore, if you have a college degree, you would NOT include information about where you went to high school. If you attended college or a technical school but did not receive a degree, you should state how long you attended and your field of study. You must be clear, however, that you did not receive a degree. If you did not attend college or a vocational school, then include information about your high school education or General Equivalency Degree (GED).

### The Education section should include the following:

- Name, City and State of the institution where you earned your highest degree
- Specific degree earned, or, if you are working on a degree, list the degree and anticipated date of attainment or indicate “degree in process”
- Date of graduation. There are varying opinions on whether or not dates should be included in the Education section. Age discrimination is the main argument for leaving graduation dates off of a résumé.
  - Those who advise including graduation dates point out that leaving off dates on a résumé can be a red flag for employers. It can also bring more attention to age since missing information is very apparent.
  - Workforce50.com, a website aimed at the older workforce, advises, “Don’t leave dates of education off of your résumé unless you have a good strategic reason to do so.”
  - Other options include: leaving graduation dates off your résumé if your degree was earned at least 10 to 15 years ago; or omitting graduation dates if you are over 40.

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- Created databases and spreadsheets that improved inventory management and reporting accuracy.

### EDUCATION HISTORY:

XYZ COMMUNITY COLLEGE - Sometown, MI

**Certificate in Office Management**, 2009

## Achievement Statements

Achievement statements describe the skills you have and the results you attained by applying those skills. Presenting your skills, qualifications, past duties, and experience as achievement statements demonstrates to the employer the benefits and results of your work. **Additional Resource - Northwest Michigan Works! Job Search Guide: Achievement Statements/Proofs**

Construct achievement statements with a focus on the position. This will make it easier for the employer to understand how you will be able to address their needs.

There are several variations or formulas for crafting achievement statements. Regardless of the formula used, include numerical data and tangible results whenever possible to prove your skills.

### Formula #1 – Action Verb + Context + Result

**Action verb:** Use action word to start your sentence – use a variety of verbs to explain job duties

**Context:** Describe your work environment and/or context of work performed

**Results:** Note what was accomplished for the work you performed. Quantify whenever possible.

#### Example #1

Action	Context	Result
Observe	machine operations	to ensure quality and conformity of packaged products meet standards

#### Example #2

Action	Context	Result
Adjust, repair, or replace	machine parts	to correct defects and to ensure 100% conformance to specifications.

Write your own achievement statements with the Action Verb + Context + Result formula

Action	Context	Result

Action	Context	Result

Action	Context	Result

## Formula #2 – Action + Result + Benefit

- write an action verb
- write a result
- write the benefit to the business

Action verbs are those that show movement. *Completed, delivered, provided* and *managed* are all examples of action verbs.

Results are statements that use numbers (preferable) or conclusions (like an award) about the action you delivered.

*Increased ROI by 3%* is a result.

*Reduced cycle time by one day* is a result.

*Received service award for positive customer feedback* is a result.



The benefit to the business is what importance your work was to the overall goals of the business. Most benefits to the business include additional revenue, reduced cost, or increased efficiency with some goal for the business.

## Formula #3 – S.T.A.R.

- **Situation** - the circumstances, the background, the context
- **Task** - what had to be done
- **Action** - what you did, what action you took
- **Result** - the result, the outcome, your achievement

*In response to a significant increase in customer complaints (**Situation**) was required to design and implement a training program (**Task**) for front line staff. During design phase, analyzed complaints in staff focus groups, and with assistance of the staff involved developed an alternative service delivery model (**Action**). Subsequently trained over 200 staff in the new service delivery model, and as a result achieved a 70% reduction in customer complaints (**Result**).*

## WORKSHEET

### S.T.A.R.

### **Situation**

General context \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Where \_\_\_\_\_

\_\_\_\_\_

When \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Who else was involved or impacted? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

One problem I had to overcome was \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## ***Task***

One specific issue I addressed was \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## **Action**

To solve the problem, I: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## **Result**

The end result was: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### **Formula #4 – C.A.R.**

- **C** - Challenge or problem that you encountered.
- **A** - Action that you took to resolve the problem or situation.
- **R** - Result that was achieved for you or the company.

#### **Challenge**

Assumed leadership position in the video products division which had been experiencing slow sales and negative profitability from initial product launch.

#### **Action**

Reinforced and coached team of ten sales representatives through intensive training and innovative sales techniques. Introduced new marketing initiatives, which helped the company form strategic alliances with regional distributors and vendors.

#### **Result**

Video products sales increased from \$50,000 to 100,000 in just 4 months and continually grew unit sales by 20% each year from 2000 to 2005.

## **C.A.R. Statement**

Grew new product sales 100% in 120 days and sustained 20% annual sales growth for five consecutive years by introducing new marketing initiatives, forging effective strategic alliances, implementing innovative sales techniques and reengineering sluggish sales force.

## **Challenge**

The inventory system in the factory was outdated. There was overstocking of some items, resulting in deterioration of quality over time. Many items were not available when required. The number of back orders was spiraling upwards.

## **Action**

Reinforced and coached team of ten sales representatives through intensive training and innovative sales techniques. Introduced new marketing initiatives, which helped the company form strategic alliances with regional distributors and vendors.

## **Result**

Within six months, the inventory costs reduced by 35 %, causing a \$50,000 saving for the company. Customer back orders were found to be the lowest in the history of the company.

## **C.A.R. Statement**

Developed and implemented a Master Production Schedule and Forecasting System that overhauled the existing outdated Inventory system, resulting in inventory cost savings of \$50,000 within six months, and a record low of customer back orders.

## ***Challenge*** \_\_\_\_\_

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---

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## ***Action*** \_\_\_\_\_

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## **Result**

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## **My C.A.R Statement**

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## **Questions To Help Develop Achievement Statements**

*Write out the answers to the following questions, using a separate sheet of paper for each job.*

- What problem(s) did you identify and solve? Specify results.
- Did you supervise/manage staff? How many?
- Were you part of decision-making on any project? What was your contribution?
- Were you responsible for creating/implementing/monitoring a budget? How large?
- Did you ever write a proposal that was approved and implemented?
- Did you ever train people? How many?
- Were you ever involved in a start-up operation? What was your role?
- Were you required at anytime to do more with less/same/fewer resources?
- What was your caseload volume?
- Did you meet/exceed project goals and deadlines? By how much?
- Did you ever streamline a program or department? How successful was it?
- How did you help the organization fulfill its mission statement?
- What did you do to make this job your own? How did you take initiative?
- What are you most proud of in this job?

- Have you received any complimentary memos, emails or letters from employers or customers? Provide quotes that support your accomplishments.
- How did you contribute to the employer’s profitability? How have you helped your employer make money?
- How did you contribute to the Return on Investment (ROI)?
- How did you contribute to operational efficiency in this job, such as through cost reduction percentages?
- How did you help this employer or a part of the organization to save money, save time, or make work easier?
- How did you contribute to productivity?
- How did you make your company more competitive?

## Example Action Statements

- Developed a new employee orientation program that 100% of the company locations adopted.
- Saved previous employer \$12,000 per year by developing a process to effectively order and manage office supplies.
- Responded to over 85 customer calls daily and solved 90% of their concerns.
- Submitted over 500 construction bids annually and was awarded 90% of the contracts.
- Served customers in a positive manner, receiving two customer service awards in the past year.
- Assisted credit manager in account collection by phone and mail, increasing accounts receivables by 20%.
- Co-chaired a series of blood drives in the local area, netting over 1200 units of usable blood.
- Created a multi-media campaign that increased enrollment by 700 students in eight years.
- Headed off the loss of over a million dollars, due to potential business failure of primary contractor, by negotiation directly with subcontractors.
- Successfully collected thousands of dollars in overdue or unbilled fees by thoroughly auditing billing records and persevering in telephone collection follow-ups.
- Reduced customer complaints by 22% in 6-month period by conducting over 45 service technician training programs throughout 8-state region.

## Action Verbs

Accelerated	Balanced	Demonstrated	Exceeded
Acted	Calculated	Designed	Expanded
Adapted	Classified	Determined	Expressed
Advanced	Coded	Developed	Facilitated
Aided	Collected	Drafted	Formulated
Analyzed	Communicated	Edited	Furthered
Arranged	Conducted	Ensured	Gathered
Assembled	Considered	Established	Generated
Assigned	Cooperated	Evaluated	Guided
Assisted	Coordinated	Examined	Handled

Helped	Moderated	Reduced	Streamlined
Implemented	Modified	Refined	Studied
Increased	Obtained	Reorganized	Submitted
Informed	Operated	Repaired	Supplied
Initiated	Organized	Reported	Surpassed
Interpreted	Outlined	Represented	Synthesized
Inspected	Overhauled	Researched	Taught
Installed	Participated	Responded	Trained
Instituted	Performed	Reviewed	Translated
Introduced	Planned	Screened	Tutored
Investigated	Presented	Selected	Utilized
Led	Printed	Solved	Verified
Maintained	Produced	Sorted	Wrote
Managed	Proofread	Spearheaded	

## Examples of Action Words by Occupational Category

### Clerical

Approved  
Arranged  
Catalogued  
Classified  
Collected  
Compared  
Compiled  
Completed  
Dispatched  
Distributed  
Enlarged  
Executed  
Generated  
Implemented  
Inspected  
Monitored  
Operated  
Organized  
Prepared  
Processed  
Purchased  
Recorded

Rectified  
Retrieved  
Screened  
Specified  
Systematized  
Sorted  
Tabulated  
Validated

### Communication

Addressed  
Arbitrated  
Arranged  
Authored  
Collaborated  
Convinced  
Corresponded  
Developed  
Directed  
Drafted  
Edited  
Enlisted  
Formulated  
Influenced

Interpreted  
Lectured  
Mediated  
Moderated  
Motivated  
Negotiated  
Participated  
Persuaded  
Presented  
Promoted  
Proposed  
Publicized  
Reconciled  
Recruited  
Related  
Secured  
Sold  
Spoke  
Translated  
Wrote  
**Creative**  
Acted  
Awarded

Conceived  
Conceptualized  
Created  
Customized  
Designed  
Developed  
Directed  
Established  
Fashioned  
Founded  
Illustrated  
Improved  
Initiated  
Innovated  
Instituted  
Integrated  
Introduced  
Invented  
Originated  
Performed  
Pioneered  
Planned  
Redesigned

# RÉSUMÉ & COVER LETTER GUIDE

Reshaped	Analyzed	Extracted	Designed
Revitalized	Assigned	Identified	Determined
<b>Financial</b>	Attained	Inspected	Devised
Administered	Chaired	Interpreted	Engineered
Allocated	Conducted	Interviewed	Eliminated
Analyzed	Consolidated	Investigated	Enhanced
Appraised	Contacted	Obtained	Fabricated
Audited	Contracted	Reviewed	Installed
Balanced	Controlled	Searched	Maintained
Budgeted	Coordinated	Summarized	Operated
Calculated	Delegated	Surveyed	Overhauled
Computed	Developed	Systemized	Problem-solved
Decreased	Directed	<b>Teaching</b>	Programmed
Developed	Established	Adapted	Reduced
Forecast	Evaluated	Advised	Refined
Managed	Exceeded	Clarified	Retrieved
Marketed	Executed	Coached	Solved
Planned	Headed	Communicated	Trained
Projected	Hired	Coordinated	
Researched	Improved	Corrected	
Verified	Increased	Demystified	
<b>Helping</b>	Initiated	Developed	
Assessed	Oversaw	Enabled	
Assisted	Planned	Encouraged	
Clarified	Prioritized	Evaluated	
Coached	Produced	Explained	
Counseled	Recommended	Facilitated	
Demonstrated	Reviewed	Guided	
Diagnosed	Scheduled	Informed	
Educated	Strengthened	Initiated	
Expedited	Supervised	Instructed	
Facilitated	Trimmed	Persuaded	
Guided	<b>Research</b>	Stimulated	
Motivated	Clarified	Trained	
Referred	Collected	<b>Technical</b>	
Rehabilitated	Consulted	Assembled	
Represented	Critiqued	Automated	
Supported	Diagnosed	Built	
<b>Management</b>	Evaluated	Calculated	
Accomplished	Examined	Computed	
Administered	Experimented	Configured	



## Sample Résumé 1- *BEFORE*

# Claire Williams

123 Castle St. Bellaire, MI 49615 \* 231- 456-7890 williamsc@email.com

## Customer Service Representative

### HIGHLIGHTS OF QUALIFICATIONS

- Over 15 years professional experience with the public
- Personable and persuasive in communication creatively with thousands of customers from all cultures and economic levels
- Proven skills in persevering to solve customers' problems
- Self-motivated and confident in making independent decisions
- Highly organized and detailed oriented with a proven ability to meet deadlines

### RELEVANT EXPERIENCE

#### Customer Service Technical Support

- Technical support for cellular phones
- Resolved a wide range of customer problems, applying diplomacy/assertiveness to customer issues, billing problems, culture/communication barriers, advising of best plans for the customer's needs
- Followed up by phone to make sure customers needs were met and in place
- Demonstrated ability to maintain composure and work efficiently in a fast paced environment while multi-tasking with computer applications for troubleshooting and problem solving information.
- Consistently surpassed time and quality quotas/expectations of the companies policies
- Performed as roaming support for other employees and new hire training.
- Provided exemplary service to all customers.

#### Personal Care Service

- Proactive in identifying customer needs and putting them into service
- Organized all paperwork and records regarding individual and coordinated with case worker
- Provided transportation to medical appointments and physical therapy
- Successfully searched and acquired needed equipment client could not afford from local agencies
- Maintained clients personal records and insurance needs

### EMPLOYMENT HISTORY

Personal Caregiver- State of MI DSHS-Adult Care Div, MI 2004-2009  
Technical Support/Customer Service Rep- AT&T Mobility, MI 2006-2008  
Bus Driver- Edmonds School District, 2000-2004  
Special Education Bus Driver- Cobb County School System, 1998-2000  
Special Education Bus Driver- Gwinnett County School System ,1990-1998

### EDUCATION

#### AA – Business Admin/Accounting

North Central Michigan College, Petoskey, MI

#### MS Office & Basic Computer Courses

North Central Michigan College, Petoskey, MI

## Sample Résumé 1- *AFTER*

### Claire Williams

123 Castle St. Bellaire, MI 49615 \* 231- 456-7890 williamsc@email.com

#### Customer Service Representative

Experienced professional with over 15 years providing service and support to the public. Possesses confidence and patience to effectively communicate with thousands of customers from all cultures and economic levels. Superior multi-tasking ability allows for troubleshooting while using computer applications, maintaining a professional demeanor, researching, and resolving issues. History of award winning performance in problem solving and ensuring customer satisfaction. Self-motivated, exercises sensible judgment; highly organized and detailed oriented with a proven ability to meet deadlines.

#### CORE COMPETENCIES

Call Center • Patient Services • Training • Needs Assessment • Staff Support • Communication Professionalism • Courtesy • Problem Solving • Computer Applications

#### EXPERIENCE

##### Customer Service Representative

*State of MI DSHS-Adult Care Div, Bellaire, MI*

*2004-2009*

Improved client's quality of life; proactively identified customer needs and pursued appropriate resources to alleviate issues. Provided transportation, partnered with case workers, organized health-related paperwork.

- Pursued insurance appeals on the client's behalf; encouraged client to pursue alternative medical options; efforts resulted in positive outcome and improved quality of life.
- Recognized by case worker as "the best caregiver she has worked with in her 25-year tenure".

##### Technical Support/Customer Service Representative

*AT&T Mobility, Alden, MI*

*2006-2008*

- Provided a wide range of support for customers experiencing cellular phone issues.
- Exercised professional demeanor and diplomacy with challenging customers; achieved customer satisfaction and maintained company loyalty.
- Addressed billing problems, overcame communication and cultural barriers, advised customers of best plans to meet their needs. Followed up to ensure satisfactory resolution.
- Maintained composure, worked efficiently in a fast paced environment while multi-tasking using computer applications to troubleshoot and obtain problem solving information.
- Consistently met and/or exceed required call times and quality levels for the duration during tenure with the company. Recognized by management for providing exemplary service to customers; received certificate, monetary, team incentives and recognition awards.

**Claire Williams**

**Page 2**

- Promoted to position of roaming support; assisted other employees and contributed training of new hires.

**BUS DRIVER/ SPECIAL EDUCATION BUS DRIVER**

*Edmonds School District, Edmonds, MI*

2000-2004

*Cobb County School System, City, State*

1998-2000

*Gwinnett County School System, City, State*

1990-1998

- Collaborated with parents to create optimal routes to accommodate time constraints and individual situations.
- Instrumental in instituting additional training classes to educate drivers on student issues and being better prepared for emergency situations.
- Won yearly awards for attendance, years without accidents, and for acting to save a child's life.

**EDUCATION**

**Associate Of Arts**

**Business Administration/Accounting**

North Central Michigan College, Petoskey, MI

**Ms Office & Basic Computer Courses**

North Central Michigan College, Petoskey, MI

## Sample Résumé 2- *BEFORE*

### Tim Henderson

hendersont@email.com

123 Castle St, Lake City, MI 49651

231 456 7890 • 231 098 7654

#### OBJECTIVE

**Seeking position with construction management.**

#### PROFESSIONAL EXPERIENCE

##### Rockford General Construction

**Cadillac, MI 2008 - Present**

##### Construction Manager

- Responsible for the planning and construction of residential homes.
- Responsible for several renovation projects.
- Provided estimates to clients regarding the costs involved in each project.
- Secured materials working closely with vendors.
- Supervised the onsite teams.
- Worked closely with architects to obtain permits and dealt with inspectors and government reps.

##### Kennedy, Inc.,

**Cadillac, MI 2000 - 2008**

##### Project Engineer

- Oversaw engineers and technicians.
- Worked closely with designers to complete projects.
- Responsible for scheduling all projects and developing estimates for clients.
- Developed in circuit test systems, electro mechanical assemblies and electronics components.
- Sourced and approved new suppliers and vendors establishing good working relationships.
- Provided technical advice as company representative at trade shows.
- Implemented cost reduction programs.

##### Senior Mechanical Engineer 2000 - 2005

- Designed conveyors, gear drives and linear motion equipment.
- Created an automated board handler.
- Developed manufacturing methodologies.

##### Weaver Construction

**Cadillac MI 1995 - 2000**

##### Senior Designer

- Designed valves and pipe supports for construction projects.
- Selected equipment and sourced from vendors and suppliers.

#### EDUCATION

**Certificate in Construction Management,  
AS in Precision Mechanics, Baker College,**

Baker College, Cadillac, MI  
Cadillac, MI

## Sample Résumé 2- AFTER

### Tim Henderson

henderson@email.com

123 Castle St, Lake City, MI 49651

231 456 7890 (home) • 231 098 7654 (cell)

#### SUMMARY

**Talented and accomplished construction management professional with extensive background in project management and mechanical engineering.**

Proven ability to carry out all aspects of construction project management including scheduling, procurement, estimating, site supervision, and budget control. Consistent record of completing projects on time and within budget. Able to coordinate multiple projects and teams simultaneously. Familiar with plumbing, boiler installations, general construction, pipe design, equipment installation, and more. Excellent leadership and reporting skills.

#### PROFESSIONAL EXPERIENCE

**Rockford General Construction**, Cadillac, MI

2008 - Present

##### Construction Manager

- Planned and managed residential construction and renovation projects ranging up to \$5 million.
- Performed all scheduling, estimating, materials procurement, vendor management, and onsite supervision for up to three projects simultaneously.
- Coordinated project teams and subcontractor teams as large as 30 persons per site.
- Oversaw complete project life cycles, working with architects, obtaining permits, serving as liaison to inspectors and other local government representatives, and reporting directly to owner.

**Kennedy, Inc.**, Cadillac, MI

2000 - 2008

##### Project Engineer (2005 - 2008)

- Delivered effective project management, overseeing teams of engineers, designers, and technicians. Performed scheduling, job estimation, and complete project direction for electronics company.
- Designed and development new in-circuit test systems that became company's number one product, producing \$125 million in worldwide revenue.
- Developed electro-mechanical assemblies and electronics components according to ANSI standards.
- Evaluated and approved new vendors and suppliers, as well as new technologies.
- Consulted with divisions worldwide on design issues and field installations.
- Represented company at domestic and overseas tradeshows as technical consultant.
- Developed cost reduction programs in several areas that resulted in 20% - 35% savings in specific product areas as well as in overall company operations.

##### Senior Mechanical Engineer

2000 - 2005

- Designed conveyors, gear drives, linear motion equipment, fixtures, parts, assemblies, and more.
- Recognized for creating automated board handler widely preferred by customers.
- Formulated and implemented new manufacturing methodologies to enhance productivity.

## Sample Résumé 2- *AFTER*

**Tim Henderson**

**Page 2**

**Weaver Construction**, Cadillac MI

1995 - 2000

**Senior Designer**

- Designed and specified piping, valves, and pipe supports for major (\$300 million) construction projects. Prepared layouts, selected equipment, and assisted with installations.
- Created models and carried out QA processes that eliminated majority of change orders.

### **EDUCATION**

**Certificate in Construction Management**, Baker College, Cadillac, MI (in progress)

**AS in Precision Mechanics**, Baker College, Cadillac, MI

### **TRAINING**

Managing Multiple Projects, Objectives, and Deadlines

Total Quality Management

### **ADDITIONAL INFORMATION**

Computers: Windows, UNIX, MS Office, PowerPoint, Project, Acrobat, AutoCAD, ProE, SolidWorks

## Résumé Layout

The layout and design of your résumé is as significant as the content. Before reading a single word, the layout of your résumé has made an impression on the employer. The appearance of your résumé reflects on your professionalism.

### Length

- One or two page résumés are suitable for most job seekers.
- Consider a One-Page Résumé if:
  - You have fewer than 10 years of experience.
  - You're pursuing a radical career change and your experience isn't relevant to your new goal.
  - You've held one or two positions with one employer.
- Consider a Two-Page Résumé if:
  - You have 10 or more years of experience related to your goal.
  - Your field requires technical or engineering skills, and you need space to list and prove your technical knowledge and accomplishments.
- Three or more pages may be required at the senior level.
- Multiple page résumés should not be stapled. Include your name and page number at the top of any additional pages.
- Job-seekers should never sacrifice readability (tiny type, narrow margins) just to squeeze a résumé into a certain number of pages.
- When a résumé spills onto an additional page, it should fill up at least half of that page. If not, try to condense.

### Font

Your résumé needs to be readable and legible not just for human eyes, but also computers. Keep in mind when selecting a font and font size, that your résumé may be faxed, scanned, emailed as an attachment, etc. The font size should be between 10 and 12 point depending on the font you select. Fonts in the serif or sans serif family are readable and professional.

Font	Font Family	Minimum Size
Times New Roman	Serif	11pt.
Bell MT	Serif	11pt.
Bodoni MT	Serif	11pt.
Courier New	Serif	11pt.
Garamond	Serif	12 pt.
Georgia	Serif	11pt.
Goudy Old Style	Serif	12 pt.
Arial	Sans Serif	11pt.
Arial Narrow	Sans Serif	12 pt.

Font	Font Family	Minimum Size
Century Gothic	Sans Serif	10 pt.
Gill Sans MT	Sans Serif	12 pt.
Lucida Sans	Sans Serif	11pt.
Tahoma	Sans Serif	11pt.
Trebuchet MS	Sans Serif	11pt.
Verdana	Sans Serif	11pt.

## Electronic vs. Print Résumé

Job seekers need both an electronic résumé and one printed on paper. Many employers prefer to receive résumés electronically, yet paper résumés are still necessary for faxing, networking, job fairs, interviews, etc.

Résumés should be printed on white, ivory, light grey or beige paper. Multiple page résumés need to be printed one sided. Northwest Michigan Works! provides customers with professional paper for printing résumés, along with matching envelopes.

There are several ways to format your electronic résumé. In most situations, a résumé in either of the following formats should work.

### ASCII format with line breaks

ASCII (American Standard Code for Information Interchange) allows databases and character-recognition software to read your résumé without the confusion caused by formatting. In Microsoft Word, use the “Save As” command; save your résumé as Plain text (name it differently from the first version). In the dialogue box that appears, choose “Other Encoding” and select US-ASCII and click the “Insert line breaks” checkbox.

### ASCII format without line breaks

This format is convenient for uploading a résumé to an online database when you have to cut and paste the information into fields. In Microsoft Word, use the “Save As” command; save your résumé as Plain text (name it differently from the first version). In the dialogue box that appears, choose “Other Encoding” and select US-ASCII.

### Rich Text Format

Employers may request your résumé in Rich Text Format. In Microsoft Word, use the “Save As” command, select Rich Text Format. This preserves type treatments.

### PDF

This format is used by Adobe Acrobat Reader and preserves the look of a document. PDFs are created with Adobe Acrobat. Documents can also be converted to PDF format through Google Docs.

When sending your cover letter and résumé electronically, try to find out if the employer would prefer them as attachments or in the body of your email. If you can't determine a preference, send them both ways in a single message.



## Sending as Email Attachments

- Save your résumé and cover letter in RichText Format (RTF) or convert to a PDF.
- Name both your résumé and cover letter with descriptive names, such as JHarrisCvrLtr and JHarrisRésumé, not CoverLetter and Résumé.
- The documents will appear close together and be easier to find in your files if they start with the same name, such as JHarris, in the above example.
- Send the documents electronically to yourself and/or a friend to make sure they are easy to open and that the formatting is correct.
- In the subject line of the email, put the name of the position you are applying to.
- In the body of the email, briefly say why you are writing. Ask the employer to contact you about any trouble opening the attachments.

Dear Mr. Rogers:

I am applying for the position of Grant Writer at Friends of the Earth, which I saw posted recently on the Michigan Talent Bank. I am extremely enthusiastic about this opportunity and believe I am well qualified.

The job posting specifies needing strong writing skills. As an English major, writing tutor, and a volunteer grant writer for a local non-profit, I have become a skilled writer with a variety of experience.

My cover letter and résumé appear below, and are also attached. Please let me know if you have any trouble opening the attachments. Thank you for your consideration.

Sincerely,  
Justin Harris

## Sending in the Body of the Email

- Paste your cover letter a couple spaces below your introduction.
- A couple spaces below the cover letter, paste your résumé (plain text or ASCII)
- Send the email to yourself and/or a friend to check for problems before sending to an employer.

## Google Docs

Google Docs (<http://docs.google.com>) is a free, web-based office suite where you can create and store documents, spreadsheets, and presentations. All that is required to access Google Docs is a free Google account.

You can either create your résumé with Google Docs or upload an existing résumé. Once your résumé is on Google Docs, you can link to it, embed it in a web page, email it, convert it to a PDF, and more.

### Create a résumé with Google Docs

1. Sign into Google Docs at <http://docs.google.com>.
2. Click on Create.
3. Select Document to write your résumé as you would in any word processing program; or Select From Template and choose a résumé or cover letter template.
4. Once your résumé is written, edited, and proofread, continue to step 7 in the Upload instructions.

### Upload an existing résumé with Google Docs

1. Once signed into Google Docs, click the icon next to Create
2. In the drop down menu, select Files.
3. Select your résumé and click Open (Google Docs accepts most file formats).
4. Select your conversion options. Converting your résumé to the Google Doc format will enable you to edit.
5. Click Start Upload.
6. Click the link with the title of your résumé to view the document. You can write and edit just as you would with a word processing program.
7. Once your résumé is complete, choose sharing options under the File menu.
  - a. Share- grant access to others
  - b. Publish to the Web- you can have your résumé automatically republish when changes are made.
    - i. Searchable through Google
      1. Under share settings, select “Public on the web”
  - c. Email collaborators
  - d. Email as an attachment
8. Also under the File menu, you can easily download your résumé to different formats, including RTF, Text, Word, and PDF.

## Rules

There are many rules, guidelines, and dos and don'ts for writing résumés, but few universal, concrete rules. Varied advice is the result of differing personal preference, industry, geographical location, type of work, etc.

If you asked 10 employers to list the absolute rules for writing a résumé, while there would certainly be many similarities, no two lists would be identical. The same would hold true for professional résumé writers, recruiters, workforce development professionals, etc.

### Rules that are absolute:

- Proofread your résumé AND have someone else proofread it as well. Misspellings, grammatical errors, and typos are unacceptable.
- Be honest. Do not give exaggerated claims of duties, experiences, or education.
- Include your name and contact information.
- Do not use an unprofessional email address.
- Do not include any negative information

### Rules that are widely accepted:

- Format your résumé so it is easy to read, pleasing to the eye, and has the most relevant information on top.
- Use active verbs, adverbs, and adjectives that are strong and show action to demonstrate your achievements, abilities, and skills.
- Use keywords.
- Use specific examples to highlight your accomplishments. Include numbers and percentages when ever possible.
- Be consistent, particularly with verb tenses. For prior employment, or for prior duties at a current employer which you no longer perform, all verbs would be past tense. *Example: Organized, typed, filed, supervised, etc. If describing current employment, use present tense. Example: Organize, type, file, supervise or responsible for organizing, typing, filing, supervising,*
- Customize your résumé to the position you are applying for.
- Do not just list prior job duties; highlight skills, talents and accomplishments.
- Pay attention to detail and follow directions of the job posting
- Do not assume the reader recognizes abbreviations or acronyms.
- Remember to use action verbs/words when describing job duties. This allows the reader to picture you in their mind at your work station.
- Do not include personal information, such as; height, weight, age, date of birth, place of birth, marital status, sex, ethnicity/race, health, social security number, reasons for leaving previous job(s), names of former supervisors, specific street addresses or phone numbers of former employers, pictures of yourself, salary information, or any information that could be perceived as controversial, such as religious or political affiliations.

## Résumés and Social Media

Social media platforms such as Facebook, LinkedIn and Twitter are another way job seekers gain access to potential employers, network, search for jobs, market strengths, and more.

Local employers often check out a candidate's online presence. They look at Facebook and LinkedIn primarily. Below is a brief explanation of the most popular social networking sites.

### LinkedIn

LinkedIn is a business-oriented networking tool that lets you build a résumé-like profile and use it to connect with others, as well as research and share information. LinkedIn is used to:

- Network with current and former colleagues and supervisors, professional groups, and friends.
- Ask for and give recommendations.
- Conduct job search activities (look for jobs, post your résumé, etc.).
- Conduct research on companies.
- Track what people are saying about hot business trends and topics.
- Ask questions and get answers from the network.

### Twitter

Twitter is a general networking tool that lets you build a brief, 160-character profile called a “handle;” follow people and activities; and send related messages called “tweets.” Twitter allows you to:

- Track what people and companies are doing and saying by following their “tweets”.
- Send brief messages with attachments files (a brief cover “tweet” announcing your new website, for example).
- “Tweet” requests for information or referrals.
- Share your résumé using dedicated, third-party software.

### Facebook

Facebook is a personal networking tool that lets you build a personal page or “wall” which you share with others whom you “friend.” Facebook is used to:

- Connect with friends.
- Connect with favorite groups or companies.
- Share photos, videos, and links to items of interest.
- Write short notes or longer documents on the items you are sharing.

Create an effective profile by following the same strategies you would for creating a powerful résumé. Remember that your résumé and your social networking profiles are important ways of communicating your brand.

Incorporate social media in your job search using the following tactics:

## **Link to Social Media**

More and more résumés now include a social media link to Facebook, Twitter and/or LinkedIn profiles alongside other contact details. LinkedIn is used most often as it is a professional social network which can show employers what value you can bring to the business. By allowing employers to learn more about you and by making yourself more transparent, employers may feel more comfortable hiring you.

You can even use social media to find employers and get your résumé to them through these platforms. For example, by creating a LinkedIn profile you can upload your contacts from your email address book which is then used to create and build your network. Use the search feature to find companies or job opportunities and compare with your contacts to see who in your network can pass your résumé onto an employer or even introduce you to a contact within an organization.

## **Be Consistent**

It is vital not to have any discrepancies between your résumé and online profiles. Inconsistencies could damage your chances of being considered for a position. Employers may consider you dishonest or inattentive to detail. Make sure you keep track of all your profiles and jobsites where you have uploaded information and update them regularly.

## **Be Concise**

It is becoming increasingly common to use résumés to fill out social media profile sections such as 'about me' and 'work experience'. However, it's important to select the most important aspects to summarize the key points. This will help provide a concise outline of your résumé with all the important and relevant information employers need. Don't overload your profile or make it look cluttered.

## **Review**

Finally, make sure you give your social profiles a thorough review. Remove any incriminating posts or updates, basically anything which may reflect negatively on you. For example with Facebook you can pick and choose what certain people see. It's important to remember that first impressions count online as well as face to face. Present yourself in a positive way and double check every profile for any spelling mistakes or grammatical errors.

## Addressing Specific Types of Job Seekers

### Entry Level Job Seekers

Entry level job seekers, including youth, often face the challenge of lacking real world experience. A functional résumé works well for entry level positions since it focuses on skills while downplaying work chronology.

#### Tips

- Supplement little to no work experience with past volunteer work, internships, transferable skills, etc.
- Do your homework and target jobs for which you are currently qualified, or able to qualify for with some on-the-job-training, if offered.
- Express a willingness and desire to be trained and, if applicable, an understanding that working your way up in the organization takes time.
- Explain short term employment (e.g., left for school, held position while attending college, seasonal work, etc.).
- Remember that if something is factual, it's not boasting. So if you won an award, broke a school record, had a high grade point average overall, or in a class that is job-related, include this information on the application or in your cover letter.
- Also include other information and extra-curricular activities that demonstrate tenacity, the ability to set and accomplish goals, and/or talents you may possess. Examples could include:
  - Captain of the tennis team
  - Fluency in a second language
  - Working your way through college
  - Perfect, or exceptionally good attendance at school

## Reentering the Workforce

Regardless of the reason why, reentering the workforce is going to require a résumé that highlights your key achievements, even those that were some time ago. A functional or combination résumé are good format choices for those reentering the workforce.

#### Tips

- Make it clear that your expertise and technology skills are up-to-date. This negates the automatic impression that your technology abilities are stale.
- Stress your current expertise to assure employers that your abilities are still relevant.
- Help to clarify your employment gaps by stating anything you did that was noteworthy—even if unpaid—and why these activities bring value to a new employer.
- Think about what you've learned while away from the job market. Really think about it, and be creative. Did you manage your family's finances? If so, did you teach yourself Quicken? These are absolutely skills that can be put on a résumé.

- Prove you've still been moving forward. Even though you have not been working per se, you can and must demonstrate you have still been progressing during your time away from the job market. Prove that you have learned new skills, or even better that you have been doing other things to stay active.
- Prove you are ready to jump back in. And prove that the (re)learning curve will not be steep. Technological advances will most likely be the biggest barrier in many fields. Take classes or do research to get as up to date as possible.

## Older Workers

Statistics from the U.S. Bureau of Labor Statistics reveal that workers over 50 remain unemployed longer than those who are younger. The way a résumé is crafted can quickly reveal to an employer your age or signal to an employer you are not current with today's competitive workplace.

### Tips

- Do not use outdated salutations in cover letters such as:
  - Dear Sirs:
  - Dear Gentleman:
- Do not include a fax number in your contact information or e-mail address that indicates digits that can signify a year, such as “molly55.” Some employers consider “@aol.com” e-mail addresses old school.
- Don't make your years of experience the focal point of your top summary. Eliminate phrases such as “over 25 years of experience” or “seasoned professional.” If you have had a 25-year career but the last 10 years have been in a specific industry or function, focus on that rather than the total number of years.
- Dedicate more space to explaining your recent experience. Weight the résumé toward your most recent experience (the past 10 years).
- For a one-page résumé, your more recent experience should take up at least half of the page. For a two-page résumé (often necessary for someone with more than a 10-year work history), the more recent experience should generally take up the entire first page.
- Eliminate ancient phrases. Avoid phrases on the résumé such as “references available upon request”, “responsible for,” “duties included,” “managed day-to-day operations,” and “out-of-the-box thinker.” These phrases are old and tired — the opposite of the impression you are trying to convey.

## Overqualified

The main concerns employers have with job candidates who have higher level qualifications than the job demands include:

- They won't be challenged and will quickly become bored by the job.
- They are going to expect a higher salary than is budgeted.
- They are only considering the job because the job market is tight. As the recession eases they will leave for a job that is a better fit.
- Their manager, who may be younger or less experienced, will have a difficult time supervising them.
- The candidate has been a manager or executive, and won't adapt well to taking orders.

## Tips

- Elaborate on roles that are relevant to the job you are applying for and deemphasize the rest.
- In your cover letter be sure to present the reasons why you are interested in a job that requires a lower level of education or experience than you possess.
- Stress the advantages you bring. Will your experience allow you to “hit the ground running”? Do you have the good judgment and superior interpersonal skills of a seasoned professional? Have you amassed a rich network of connections in your field? Do your qualifications enable you to perform additional functions that someone without your background could not?
- Focus more on your relevant skills and abilities than on job titles.
- Reveal financial advantages of hiring you with specific achievement statements demonstrating how you increased revenue generation and/or cut costs/realized increased savings.
- Demonstrate loyalty. One method to attempt to overcome the fear that you will leave as soon as a better offers comes along is to point to your longevity with previous employers.

## Résumé Review

But, “it’s just a typo” some people may think. Anyone can make an honest mistake, right? The harsh reality is that an innocent error can raise concerns about an applicant that has submitted an otherwise excellent résumé. It can imply that the applicant isn’t concerned about details, isn’t interested enough to take the extra steps necessary to submit a perfect résumé, or is simply careless.

After working on your résumé so extensively, it is easy to miss your own mistakes. Therefore, it is critical that you take extra care to complete a thorough proofing process and correct any errors.

## Proofreading Tips

- Use spell check. Just don’t rely on it. If a word used is the wrong one, but is spelled correctly, a spell checker will not flag it as wrong. For example, a spell checker can’t identify misused real words. It won’t pick up “their” if used instead of “they’re” or the use of “identify” instead of “identity” and similar errors. Spell checkers are also unable to identify words that were omitted entirely.
- Proofread from a physical copy. Do not proofread on your computer monitor. Research shows that proofing on screen does not catch nearly as many errors as when proofing from a hard copy. If you absolutely have no choice but to proof it online, be sure to enlarge your text for easy reading, and proof your writing slowly by reading line by line.
- Pass your résumé by someone else’s eyes. Ask someone with strong English skills to proof your work. Often an objective person is able to easily catch errors that you missed when proofing yourself.
- Proofread slowly. Once your résumé is completed, it’s often assumed to be ready to submit after a very quick glance through it. In reality, very thorough proofing takes a good deal of time.
- Use a dictionary. Be certain that your word choices are correct.
- Read each line aloud. Listen for phrasing. Does it flow awkwardly or sound strange when read aloud? It’s not unusual for errors to be caught this way.
- Read from the bottom up, reading backwards. When you view your own words in their intended order, you can sometimes see what you “think” you see, rather than the words that are actually there. When you proof



from the bottom up, you are reading out of context and are much more apt to recognize errors.

- Use a straight edge ruler or even a piece of paper to proof line by line, one at a time. Then, within each line, proof carefully word by word. Avoid the temptation to rush ahead and skim quickly.
- Check punctuation closely. It is important to use commas, semi-colons, and other punctuation consistently and correctly. Using accurate punctuation is a problem area for many job applicants.
- Confirm that bullet points are written in a consistent format. Do all bullets end with a period or not? Begin each bullet with capital letters or not? All start with a verb? Be sure you're consistent.
- Review one more time with a fresh perspective. You will see things differently by allowing a day or two to go by since last reviewing your résumé.

## Résumé Bloopers

Proofread your résumé to avoid errors like these:

### What a difference a letter makes:

- Revolved customer problems and inquires.
- Consistently tanked as top sales producer for new accounts.
- Dramatically increased exiting account base, achieving new company record.
- Participated in the foamation of a new telecommunications company.
- Promoted to district manger to oversee 37 retail storefronts.
- Seeking a party-time position with potential for advancement.
- B.A. in Loberal Arts
- Ability to meet deadlines while maintaining composer.
- Thank you for your consideration. Hope to hear from you shortly.
- Received a plague for Salesperson of the Year.
- Reason for leaving last job: maturity leave.
- Demonstrated ability in multi-tasting.
- Instrumental in ruining entire operation for a Midwest chain store.
- As indicted, I have over five years of analyzing investments.

### Standing out for the wrong reasons:

- Extensive background in public accounting. I can also stand on my head!
- Let's meet, so you can "ooh" and "ahh" over my experience.
- I perform my job with effortless efficiency, effectiveness, efficacy and expertise.
- Objective: I want to play a major part in watching a company advance.
- Finished eighth in my class of ten.
- Objective: I would like to work for a company that is very lax when it comes to tardiness.

- Work experience: Responsibilities included checking customers out.
- Experience: My father is a computer programmer, so I have 15 years of computer experience.
- Education: I have a bachelorette degree in computers.
- Bi-lingual in three languages.
- Skills: Strong Work Ethic, Attention to Detail, Team Player, Self Motivated, Attention to Detail.
- Professional headline: 1 year old marketing executive
- Objective: To have my skills and ethics challenged on a regular basis
- Education: College: August 1880 to May 1984
- Graduated in the top 70 percent of my class.
- Any interruption in employment is due to being unemployed.
- Worked successfully on a team of one.
- My dream job would be as a professional baseball player, but since I can't do that, I'll settle on being an accountant.
- Grate communication skills.

# WRITING YOUR RÉSUMÉ

## Résumé Checklist #1

	YES	NO
<b>Appearance/Style</b> Is your résumé visually appealing?		
<b>Completeness/Length</b> Is your résumé complete, but not too long?		
<b>Content/Layout</b> Does your résumé contain all the relevant information?		
<b>Focus</b> Is your résumé sharply focused to your job goal?		
<b>Format/Approach</b> Are you using the proper format -- and do you need more than one format -- for your situation?		
<b>Perspective</b> Does your résumé have what it takes to get noticed by employers?		
<b>Professionalism/Integrity</b> Is your résumé free of errors?		
<b>Use of Accomplishments</b> Have you identified one or more accomplishments for each experience?		
<b>Use of Keywords/Action Verbs</b> Have you included keywords and action verbs in your résumé?		
<b>Versions</b> Do you have both printed and electronic versions of your résumé?		

## Résumé Checklist #2

<b>Five Second Review</b>	YES	NO
Is your résumé visually appealing?		
Is your résumé neat, clean and pleasing to the eye? Is it easy to skim information quickly?		
Is the text and white space balanced on the page?		
Are the margins even and not too narrow or too wide?		
Is it printed on high quality, neutral color paper?		

# RÉSUMÉ & COVER LETTER GUIDE

<b>Fifteen Minute Review – Overall Appearance</b>	<b>YES</b>	<b>NO</b>
Do you have at least 1-inch margins on top, bottom and sides?		
Does your résumé have enough white space between sections/lines?		
Did you use an easy to read font?		
Did you use just one font?		
Are you using consistent headings, boldface, punctuation and spacing throughout the document?		
Is your choice of résumé format easy to read and consistent?		
Do you have zero tolerance for errors and misspellings?		
Did you eliminate artwork, photographs, cutesy bullets, fancy type and colored ink?		
Is the length appropriate for your experience?		

<b>Organization</b>	<b>YES</b>	<b>NO</b>
Does the layout and organization showcase your skills and experience to their best advantage?		
Are your section headings clear and related to the target/objective of your résumé?		
If you used a chronological résumé format, did you list jobs, internship and other experience in reverse chronological order (starting with the most recent and continuing back in the past)?		
Did you omit references on your résumé?		

<b>Content</b>	<b>YES</b>	<b>NO</b>
Did you include an appropriate email address?		
Is it easy for the employer to see how you meet the specific job requirements/qualifications?		
Are the descriptions of your experience, skills and knowledge related to the job?		
Did you include unpaid, volunteer, internship and classroom experience as well as paid experience?		
Did you begin descriptions with an action verb?		
Are your descriptions brief?		
Whenever possible, did you use key industry words and/or words related to the job description?		
Did you give examples of your demonstrated proficiency with skills/knowledge related to the job?		
Did you include details that make you stand out from other applicants?		

# WRITING YOUR RÉSUMÉ

<b>Content cont.</b>	<b>YES</b>	<b>NO</b>
Did you use present and past tense correctly?		
Did you avoid using personal pronouns?		
Did you use capitalization and punctuation consistently (either periods at end of all bulleted phrases or none at the ends)?		
Did you avoid abbreviations (exception for state names), acronyms, and jargon that is not commonly understood or standard for the industry you are targeting?		



# COVER LETTERS & MORE

PROFESSIONAL SKILLS MOTIVATION EDUCATION  
EXPERIENCE EMPLOYMENT SKILLS PROFES  
CAREER STRATEGY GOALS EXPERIENCE  
MOTIVATION TRAINING CAREER EMPLOYMENT  
ALS EDUCATION EXPERIENCE CAREER  
PROFESSIONAL EXPERIENCE MOTIVATION



## Cover Letters

A cover letter introduces you and your résumé to employers. It is the first document an employer sees, so it is often the first impression you will make. Every résumé should be accompanied with a cover letter.

### Your cover letter:

- Tells the employer what type of position you are seeking.
- Entices the reader to learn more about you by reading your résumé.
- Provides or expands your résumé objective and/or job-search goal.
- Allows you to go in-depth about important experiences/skills and relate them to the job requirements.
- Gives you an opportunity to impress employers by showcasing your knowledge about the company and/or industry.
- Shows how well you express yourself.
- Provides a sample of your written communication skills.

A cover letter, just like a résumé, is a marketing tool that should be customized to the employer and clearly sell them on what you can bring to their organization. Effective cover letters are personalized and demonstrate that you have taken the time to research the company.

## Types of Cover Letters

There are several types of cover letters that serve different purposes. The most common types of cover letters include:

### Application cover letter

An application letter is written in response to a specific job opening. This letter is used to formally apply for the position, and show the employer how your qualifications match what the position requires. Use the position description and your research about the organization to compose your letter.

### Prospecting cover letter

A prospecting letter, also known as a letter of inquiry, accompanies your résumé when you'd like to apply to a specific company and do not know if they have any current openings. These letters are structured similarly to the application letter, but focus on how your qualifications match the work environment rather than focusing on a specific position.

### Networking cover letter

A networking letter is written to approach individuals for career information, advice, and referrals. Networking letters are used to generate information interviews, not job interviews. Your letter must express your sincere interest in meeting with a specific individual, and describe who you are and the intended purpose of your visit. **Additional Resource: Northwest Michigan Works! Job Search Guide: NETWORKING.**

### Referral cover letter

A referral cover letter is used to mention a mutual connection when you are applying for a job. When have been referred to a potential employer by a colleague, friend or acquaintance it's important to mention this mutual contact, by name, in the first paragraph of your cover letter.

## Cover Letter Structure

A cover letter should be one page long and usually consists of three to four paragraphs.

### Introduction- The Grab

The first or introductory paragraph presents the reader with immediate and focused information regarding the position you are pursuing and a few core competencies that demonstrate your strength. If you are applying for a particular position, identify both the position for which you are applying and the source from which you learned about it. When writing a prospecting letter indicate the type of position you are seeking, and inquire about similar opportunities within the organization. This is also a good place to show off your knowledge about the organization and point out why you are interested in that particular organization.

### Body- The Hook

Take your knowledge of the organization and match it with your interests, skills, and experience. In an application letter, explain why/how your qualifications fit the position description. If you are inquiring about possible opportunities, concentrate on your qualifications for the position you desire as well as your interest in the field in general. In both types of letters, extract a couple of examples from your résumé to support your statements. Use aspects of your experience, volunteer work, and education that would be of interest to the company. Refer to your résumé, but do not repeat details from your résumé.

Based on your experience and qualifications, briefly state what contributions you can make to the company or what qualities you bring into the workplace. Also, provide a couple of specific reasons for your interest in working for this particular organization. Use reasons based in your research of the organization rather than simply stating that you want to work in the field.

Relate yourself to the company, giving details why you should be considered for the position. Continue expanding on your qualifications while showing knowledge of the company.

### Closing

Finally, you will want to request an interview and indicate your availability. While many people state that they are looking forward to hearing from the organization, it is a good idea to suggest that you will contact him or her within one or two weeks to set up a time that is convenient. This allows you to be responsible for following up rather than leaving it to the employer.

### Keep in mind these tips when writing your cover letter:

- Use the same paper for the cover letter as your résumé.
- Be sure to address the letter to the person who could hire you. If you do not know the name, call the company and ask for the name of the hiring manager. It is important to show that you care enough about the job to do some research.
- Show that you know a little about the company, that you are aware of their current situation, interests, or priorities.
- Express your enthusiasm and interest in the company and position.
- Project warmth and friendliness while still being professional. Avoid any generic phrases such as, "Enclosed please find..."
- Set yourself apart from the crowd. Identify at least one thing about you that is unique – something that distinguishes you AND is relevant to the job.
- Be specific about what you are asking for and what you are offering. Make it clear which position you are applying for and what experience or skills you have that relates to that position.
- Take the initiative about the next step whenever possible, and be specific.
- Proofread!



## Sample Application Cover Letter

Richard Jennings  
8009 Mountain Blvd.  
Interlochen, MI 49643  
(231) 234-5678

July 1, 2012

James Lawler  
Director of Operations  
XYZ Company  
780 Park Street  
Traverse City, MI 49694

Dear Mr. Lawler,

I read your advertisement for a marketing manager with great interest. If you are seeking to augment your leadership team with an experienced and accomplished marketing professional known for breakthrough results, please consider my enclosed résumé.

As JKL Company's marketing manager since 2008, I direct all phases of both the creative and technical elements of marketing initiatives including data mining, brand creation, print/Web collateral development, lead generation, channel partner cultivation, and customer segmentation/profiling.

Perhaps most importantly, I offer a history of proven results, as evidenced by the following marketing accomplishments for my current employer:

- **Captured a 28% expansion in customer base since 2008**, achieved during a period of overall decline in the retail industry.
- **Led national marketing campaign** (comprised of trade show, media and PR initiatives) of company's newly launched technology services division.
- **Developed and executed SEO strategy** that achieved and sustained top 3 rankings on Google and Yahoo! (organic, nonpaid results) for key product search terms.
- **Oversaw creation of new company logo** and rebranded 100+ products to cement a cohesive corporate identity and support new company direction.

Given the opportunity, I'm confident in my ability to achieve similar groundbreaking marketing results for XYZ Company.

A copy of my résumé is enclosed. I plan to call your office next Monday to inquire about when we could meet, and I look forward to speaking with you in person about this position.

Sincerely,



Richard Jennings

Enclosure: Résumé

## Sample Prospecting Cover Letter

Joe Seeker  
909 E. Lincoln Street  
Petoskey, MI 49770

May 11, 2012

Ms. Lynn Smith  
Plant Supervisor  
Advanced Technologies  
9100 Industrial Park Drive  
Petoskey, MI 49770

Dear Ms. Smith,

Your plans to double your plant's capacity, as outlined in the May 9, 2012 Petoskey News Review article impressed me. I am very interested in working for Advanced Technologies as a machine maintenance person and feel I could contribute to your expansion plans.

I have over four years experience in machine maintenance and recently completed a six-month machine maintenance training program at North Central Michigan College. In addition, I have been a machine operator for six years on a production line, so I am keenly aware of the necessity to minimize equipment down-time through a planned and thorough machine maintenance program.

My résumé is enclosed for your review. I am prepared to provide additional facts concerning my qualifications for a machine maintenance position and will call you early next week to arrange an appointment.. You may reach me by phone at (231)922-3777 or by e-mail at [jseeker@gmail.com](mailto:jseeker@gmail.com).

Thank you for your consideration.

Sincerely,



Joe Seeker

Enc: Résumé

## Sample Referral Cover Letter

Christine White  
235 W. Second St.  
Manistee, MI 49660  
(231) 723-4444

January 7, 2011

David Myers  
Vice President  
Fulton Engineering Corporation  
124 Madison Street,  
Manistee, MI 49660

Dear Mr. Myers,

John Bird, the Director of Data Systems at Ottings Engineering Company informed me that you are looking for someone to direct your new management information system.

Please review résumé for your consideration. During the past 10 years I have developed and supervised a variety of systems. I have worked at both the operational and managerial levels and know how to develop systems appropriate for different types of organizations.

I would appreciate an opportunity to visit with you and examine your operations. I will call you next week to make arrangements for a visit.

I look forward to speaking with you next week.

Sincerely,



Christine White

Enc: Résumé

## Sample Networking Cover Letter

Robert Burns  
235 Lake Dr. St.  
East Jordan, MI 49727  
(231) 745-4444

August 7, 2012

Amanda Brown  
Up North Physical Therapy  
124 15th Street,  
East Jordan, MI 49727

Dear Ms. Brown,

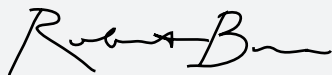
I am very interested in pursuing a career in physical therapy. I would love the opportunity to schedule an informational interview with you to learn more about the field, more about how you got involved in this career, and the day-to-day activities of a physical therapist.

I was fascinated with the approach to physical therapy that you describe in your blog postings on PhysicalTherapyBlog.com, and I felt you would be one of the most enlightening people in the field that I could possibly interview.

I know that you must be quite busy, so I assure you I will be brief -- taking up no more than 30 minutes of your time.

I will contact your office next week to inquire about a convenient time for scheduling this informational meeting. You can also reach me at 231-745-4444 or at [rburns@gmail.com](mailto:rburns@gmail.com).

Sincerely,



Robert Burns

## WORKSHEET

### COVER LETTER

Use this worksheet to gather the necessary information to create a cover letter. Once you have answered the questions, put the information in letter format.

#### PREPARATION

Based on the job posting and what you know about the job, what is the company looking for in a candidate? (What are they buying? What problem are they trying to solve? What experience, results, skills, approach, and abilities do they need?)

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Who are you sending the letter to?

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company, Address: \_\_\_\_\_

#### OPENING PARAGRAPH

What is the exact title of the job? \_\_\_\_\_

How did you discover the job was available? (e.g., job board, internet, referral, etc.)

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Why are you interested in this particular job and company? (e.g., type of work, location, reputation, opportunities, etc.)

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## MIDDLE PARAGRAPH

What do you have that matches those needs?  
(Experience, education, results, skills, approach, abilities)

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Determine the three to five areas that are the highest priority to the company.

1. 

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2. 

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3. 

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4. 

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5. 

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Create a few short statements that include action verbs and key words from job description.

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## *CLOSING PARAGRAPH*

What do you want to happen after you send the résumé? (An interview, a phone call, an email, etc.)

What is the person expecting you to send? (e.g., résumé, letter of interest, salary requirements, references, examples of your work)

What next steps will you take after sending your résumé? (e.g., a call, email, a visit)

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## *CONTACT INFORMATION*

What is your phone and email?

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## Sample Cover Letter- BEFORE

### Renee Simmons

15 Elm St. | Sometown, MI | 555-555-5555 | renee@somedomain.com

June 7, 2012

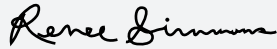
To Whom It May Concern,

I am writing about your advertisement for a Store Manager. Please review my enclosed résumé for details of my qualification.

My background includes three years of experience at HomeLife USA. My responsibilities include store management, sales, and merchandising. I am also responsible for training retail sales associates.

I would appreciate an opportunity to interview for this position. Thank you for your consideration.

Sincerely,



Renee Simmons  
Enclosure



## Sample Cover Letter- AFTER

### Renee Simmons

15 Elm St. | Sometown, MI | 555-555-5555 | renee@somedomain.com

June 7, 2012

Ms. Ellen Jones  
HR Manager  
ABC Company  
15 Park Place  
Sometown, MI 55555

Dear Ms. Jones,

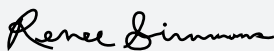
I am applying for the Store Manager position posted on the MITalent website. As a retail management professional with three years' experience, a cross-industry background that includes sales of consumer furnishings and appliances, and a degree in marketing, my credentials should meet your requirements.

During my time a store manager with HomeLife, I consistently met the challenge of promoting high-margin sales in an industry known for competitive pricing. To accomplish this, I focus on equipping my 12-member sales team with solution-based sales tools and product-oriented sales incentives. In doing so, the branch has earned a number of accolades (detailed on the enclosed résumé), as well as these awards:

- Most Improved Sales Volume (region-wide)
- Best Profit Margin Increase (district-wide)
- Top Store for Display & Visual Merchandising (district-wide)

Although corporate is pleased with my performance, the parent company's restructuring on a national scale necessitates that I explore other options. Your opportunity appears to be a situation that would benefit from my talents and experience. If so, I will be in touch next week to see when we might meet.

Sincerely,



Renee Simmons

Enclosure

## Cover Letter Checklist

### Appearance and Inclusion of Vital Information:

- Is it an original letter rather than a mass-produced copy?
- Is the letter in a standard business-letter format?
- Is it clear where the employer can reach you during business hours? Have you ensured that either a person or a machine will take the employer's call?
- Is the letter neat and attractive?
- Is it no longer than one page?
- Have you signed your name?

### Writing Style:

- Is every word spelled correctly? Is all grammar, syntax, punctuation, and capitalization correct?
- Does the letter tell why you are writing, as well as grab the reader's attention in the first paragraph?
- Have you used action verbs?
- Is the letter concise and to the point?
- Does it avoid such clichés as "I have taken the liberty of sending my résumé enclosed herewith"?
- Have you avoided such phrases as "I feel" and "I believe," which tend to weaken and dilute the statements you make about yourself?
- Is the letter sharply focused? Have you avoided needless detail and autobiographical ramblings?
- Have you read it from the employer's perspective?

### Avoid Major Cover-Letter Mistakes:

- Is it addressed to a named individual?
- Have you left out everything negative?
- Is it specific? Have you spelled out what kind of job you're looking for?
- If it's in response to an ad, does the letter speak to the requirements of the position?
- Have you told the employer what you can do for the company rather than what the company can do for you?
- Have you requested action and told the employer you will call for an appointment?
- Have you used caution with "willing to learn" statements so the employer isn't reminded of training time and expenses?
- Have you avoided pleading for favors or sounding desperate and "willing to do anything"?
- If you're a recent grad, have you avoided over reliance on an academic frame of reference?
- Have you avoided rewriting/rehashing your résumé in your cover letter?
- Have you avoided describing your personal objectives in vague terms?
- Have you avoided listing hobbies or interests unless relevant to the position?

## Cover Letter Checklist cont.

### Enhancing the Value of your Cover Letter as a Job-Search Marketing Tool:

- Have you added more credibility to the value judgments you make about yourself by attributing them to a professor or former employer(s)? For example, “My former employers can attest that I am a motivated hard worker.”
- Have you taken advantage of your networking contacts by referring to someone the employer knows?
- Have you quantified and given examples of accomplishments that demonstrate your skills wherever possible?
- Have you demonstrated your knowledge of the company you’re writing to?
- Have you ensured that your letter is not too skimpy and doesn’t depend too much on your résumé to do the work?

## References

A reference is an individual that is willing to speak on your behalf regarding qualifications for employment. The standard number of references is three.

You do not need to include “References available upon request” on your résumé. There is debate whether or not your reference list should be sent unsolicited with the résumé and cover letter. While some employers prefer to receive a list of references, if it is not specifically requested in the posting, it is acceptable to wait for the employer to ask.

***You must always ask a person’s permission to list them as a reference.***

Contact Information in the same format as your résumé and cover letter.

### References

Name  
Relationship:  
Company  
City, State  
Work Phone  
Home or Cell Phone (optional)

Name  
Relationship:  
Company  
City, State  
Work Phone  
Home or Cell Phone (optional)

Name  
Relationship:  
Company  
City, State  
Work Phone  
Home or Cell Phone (optional)

## Salary History

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If an employer requests your salary history, it should not be included in the résumé or the cover letter. It should be prepared on a separate sheet and it should be laid out like this:

Contact Information in the same format as your résumé and cover letter.

### Salary History

Employer Name  
Your Job Title  
Salary  
City, State

Start with your most recent employer and work backwards. Include jobs going back for 10 years. Ensure that the salary information is consistent: convert all your salaries to the same format per hour, per week, per month, etc. Don't expect the employer to do the math for you!

If you were previously earning much more than your current salary expectations, explain in the cover letter why this is not an issue for you. This is easy to do if you have a new career goal. If you are planning to stay in the same field, you need to explain why salary is not your main motivation.

If you were previously earning much less than your current salary expectations, explain why your salary range is now higher, in terms that addresses your increased value to an employer such as: recently upgraded training, etc.

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