

RESUME and COVER LETTER

This guide was created by Gwynedd-Mercy College Career Services and is designed to help you develop your marketing materials: resume, cover letter, and reference page.

GUIDEBOOK CONTENTS

Additional Resources	p. 2
Introduction and Purpose of Resume.....	p. 3-6
Action Words.....	p. 7
Resume Sample.....	p. 8
Cover Letter Information.....	p. 9
Sample Cover Letters.....	p. 10-12
Sample Reference Page.....	p. 13

ADDITIONAL RESOURCES

In addition to this workbook, Career Services has an abundance of other resources and guides to help you. These materials can be found on our website and in our Career Center.

- Some of our resources/books include the following:
 - Resumes: Knock ‘em Dead Resumes and Gallery of Best Resumes.
 - Cover Letters: Gallery of Best Cover Letters.
 - Interviewing: High-Impact Interview Questions – 701 Behavior-based Questions; Succeeding at Your Interview; Interview Magic; and Interviewing packet on website.

- In addition, make sure to review the other academic areas on the Major Resources section on our website to find more examples of how to design your resume.

- Before sending out your resume and cover letter, make sure it is error free and markets you in the best way. Schedule an appointment with a Career Counselor to have your documents reviewed. We can be reached at 215-646-7300 ext: 230 or careerservices@gmc.edu.

**These resumes and cover letters are available as samples only.
Please use it as a guide and don't copy them word-for-word.*

INTRODUCTION AND PURPOSE OF THE RESUME

Your resume – just a typewritten sheet with your education and work history...right? WRONG! Your resume is an important reflection of you. It summarizes your education, work and life experiences, skills, and abilities in a succinct, readable document. Your aim is to interest the reader enough to invite you in for an interview. No resume alone has gotten someone a job – its whole purpose is to get you in the door for an **interview**, and that's where you land the job. **Your challenge is to get into that interview!**

To capture in your resume the key skills and experiences that the employer needs, you must find the most appropriate and professional way you can to make yourself the exceptional candidate. **Your resume should change slightly or significantly each time you send it, in order to customize it to the position sought.**

TAKING INVENTORY OF SKILLS, ABILITIES AND ACCOMPLISHMENTS

You need to know what you have to offer before you can write a good resume. Use the worksheets below to assess and organize your skills and talents which an employer might need. **Complete these steps before you begin to format your resume.** Once you have completed these steps, you can then explore the various components found in most resumes.

SKILLS AND ACCOMPLISHMENTS WORKSHEET

STEP 1

Complete this exercise to pull together all information you will use in your resume. Take several sheets of blank paper and put the following headings on each:

EDUCATION

List colleges and universities attended; special educational experiences like study abroad; special training or certifications received; GPA (if over 3.0); if you graduated with honors; list degrees, majors, minors, and concentrations.

RELATED COURSEWORK

List any courses that are relevant to success and performance in your future career, especially if it is in addition to your major. Please note this does not mean listing every course taken as you should list no more than 5 courses total. Also, you don't need to list the course number of the grade you received in it. This section is recommended when applying for internships and other pre-graduation positions.

SKILLS

Computer skills; fluency in foreign languages; other unique capabilities.

CAREER RELATED EXPERIENCE

Internships, full-time or part-time jobs related to your career field; volunteer experiences are relevant.

WORK EXPERIENCE

All jobs you have held, your duties and accomplishments. Don't worry about length right now – write down everything. You will be editing later.

LEADERSHIP ACTIVITIES

List everything you have done in college clubs, community involvement, team or individual sports, etc.

OTHER CATEGORIES

Write down anything else that doesn't fit into any of the above categories, such as: Professional Affiliations or Research.

STEP 2

Go through each section and ask the following questions:

- Are there things in this section that I feel proud about?
- Can I make these things relate to what an employer might be looking for?
- What things in this section show positive attributes or strengths about my work ethic, my personality, etc.?
- Which activities have been replaced by more recent accomplishments?
- How can I make my best capabilities show in this section?

Work with a career counselor to help you edit further from this point. Then have friends, relatives, professors, professionals in the field, etc. give you feedback on your resume before you begin sending it out.

ESSENTIAL PARTS OF THE RESUME

Heading

The Heading should be formatted in the following way:

NAME

Street Address City, State Zip
(Area Code) Phone Number Email

If you have a current address and a permanent address, you can list them like this:

Name

(Area Code) Phone Number
Email

Current Address
Street Address
City, State Zip

Permanent Address
Street Address
City, State Zip

Be aware that this is the first impression you will be making. Limit phone numbers to two or less and make sure your voice mail message is professional. Your email should be professional as well. We recommend using your GMC email or setting up a similar account elsewhere. Avoid addresses like CrazyPartyPal84@aol.com.

Objective/Professional Summary

A good rule of thumb is to read a resume, and if you can very clearly understand what type of position the person may be applying for, then you may leave it off. Otherwise, it's best to go with an objective. Well-written objectives are usually no longer than 1 – 3 lines. Samples are listed below:

- Seeking a position as a Registered Nurse at X Hospital, with special interests in med/surg and acute care.
- To secure a position as a Computer Programmer, Systems Analyst, or Software Designer.
- Seeking a challenging internship in Accounting, preferably in corporate accounting.

What is NOT appropriate is an objective like this:

- Seeking a challenging position where I may use my skills and abilities

This objective doesn't give the employer any information about how you can be of use to him or her. A well-written, concise, focused job objective gives the reader an idea of your areas of skill or expertise and conveys a sense of direction and professionalism.

A **Professional Summary** is often used when a person has already acquired experience or expertise in a given field. While it doesn't always state a specific position sought, it is clear in which area the person might be best employed. An example might look like this:

- Over 12 years of experience in human resources, with special expertise in staff selection, training, and succession planning. Skilled in development and facilitation of management training programs.

A **Highlight of Qualifications:** Is a great way to showcase specific skills and traits that are important to the job you are applying for. An example might look like this:

- More than 10 years of experience in the newspaper and magazine industries as reporter and editor.
- Recipient of numerous writing awards for excellence in magazine and newspaper publishing.
- Experienced in launching print publications and Web sites.
- Accomplished freelance author with bylines in more than 30 professional publications.

Education

Here is a sample of how to format your educational background:

Gwynedd-Mercy College

Bachelor of Arts in Criminal Justice

Minor: Philosophy

Gwynedd Valley, PA

Graduate: May 2012

GPA: 3.8

Include your most recent degree, institution and location, date of graduation, majors, minors, concentrations, G.P.A. (usually only for your first job; after that, work experience is more important). You may also list honors and awards here (if numerous, you may want to create a separate heading), and some students may want to highlight specific relevant courses.

Related Coursework

When applying for an internship, list specific relevant courses that are related to your objective. Once you are seeking fulltime employment, Related Coursework is removed from the resume because your degree encompasses coursework.

Skills

Skills which are used on a regular basis in your future career field are excellent to include. Special competencies which could be an added asset to an employer are also helpful to include. Areas to consider might be computer skills, language proficiency, technical skills or knowledge, specialized training such as CPR, etc. Skills listed should be "hard" skills, those which are objective and easily tested or proven.

Career Related Experience

Include in this section such activities as internships, related work experience, related community service, and/or independent research or class projects which show special expertise in your field of choice. Having a section

which is focused toward your future career path shows you have tried to gain important career related experience.

Additional Experience

You do not need to list every part-time position you've ever held, nor do you need to go into great detail on positions you may have held many years before, but you do need to try to avoid huge gaps of time in your work history.

Were you responsible for training all new employees? Did you close out the cash drawers and make the nightly deposits? Were you "unofficially" in charge when the manager was out? Did you work 30+ hours per week while attending class full-time? Try to think about what could be related or transferable from your previous position to your new career field and clearly draw these connections.

Include such things as position title, organization, location, dates employed, and description of duties. Short phrases using "action" words should be used – see the list of "Action Words" included in this packet. "Bullets" are the preferred format to describe your activities. Here is an example:

KPMG
Auditor

Harrisburg, PA
2005-2007

- Supervised seven staff members in audits of banking and thrift institutions, manufacturing facilities, and healthcare organizations
- Designed complex pension plan test that uncovered problems in client software, resulting in \$10,000 annual savings for client

Leadership Activities

Do not underestimate the weight that employers place upon campus involvement, leadership roles, participation in athletics and community service, and other extracurricular activities. If this was a strong part of your experience while in school, emphasize it! If it was not, emphasize your stronger areas, whatever they may be. When possible, don't just list involvement; describe what your role as Vice President entailed.

Other Categories

Other optional categories, which may fit your background, include: Volunteer or Community Service Activity, Honors/Awards, Military Experience.

INCLUDE ACCOMPLISHMENTS

Although we stress that accomplishments are far more important than duties and responsibilities, a surprising number of people are unable to articulate beyond the day-today tasks they performed in their jobs.

Accomplishments are the points that really help sell you to an employer—much more so than everyday job duties, and you can leverage your accomplishments for job-search success at all stages of the process: resume, cover letter, interview, and more.

To understand how to include accomplishments on your resume, review the "**Accomplishments-Focused Resume**" packet on our website—www.gmc.edu/careerservices

ACTION WORDS

accelerated	delegated	installed	
accomplished	demonstrated	instituted	recruited
achieved	designed	instructed	rectified
adapted	determined	interpreted	reduced
administered	developed	introduced	re-established
advised	devised	investigated	referred
aided	devoted	involved	regulated
allocated	diagrammed	launched	reinforced
amplified	directed	led	reorganized
analyzed	displayed	lectured	represented
answered	distributed	listed	researched
appointed	drafted	maintained	reshaped
approved	edited	managed	restituted
arbitrated	eliminated	mediated	restored
arranged	employed	modified	revamped
assessed	established	monitored	reviewed
assisted	estimated	motivated	revised
assumed	evaluated	negotiated	scheduled
augmented	examined	observed	selected
awarded	exhibited	operated	set-up
began	expanded	ordered	simplified
broadened	expedited	organized	solved
built	explored	oriented	specialized
calculated	extended	originated	streamlined
catalogued	fabricated	overhauled	structured
chaired	facilitated	participated	substituted
compiled	focused	performed	suggested
completed	fortified	planned	supervised
computed	founded	pinpointed	supported
conceived	generated	prepared	systematized
condensed	guided	presented	taught
conducted	handled	preserved	trained
constructed	harmonized	processed	tutored
consulted	headed	produced	unified
contracted	implemented	programmed	used
contrived	improved	proposed	utilized
controlled	incorporated	proved	volunteered
cooperated	increased	provided	widened
coordinated	influenced	received	worked
counseled	initiated	recommended	wrote
created	innovated	recorded	

CHRONOLOGICAL RESUME

**This resume is available as a sample only. Please use it as a guide and don't copy it word-for-word. Check out additional resume samples under the "Major Resources" section of the website.*

MICHAEL SCOTT

26 Manor Road; Gwynedd Valley, PA 19437
215-123-4567; Scott.michael@gmc.edu

OBJECTIVE: To secure the Communication Assistant position at Disney World utilizing expertise in product planning, buying, and analysis.

EDUCATION

Gwynedd-Mercy College

Bachelor of Arts in Communication

Minor: **History**

Gwynedd Valley, PA

May 2011

GPA: 3.5

EXPERIENCE

Smithville Youth Group

Group Leader

Smithville, PA

July 2010-Present

- Developed, coordinated, and facilitated educational and recreational activities for a group of 50 culturally diverse children.
- Trained in diversity issues, conflict resolution, and successful activity planning.
- Coordinated programs to foster community spirit and awareness.

Eden Toys

Market Research Analyst

Elizabeth, NJ

Summer 2008-2009

- Reviewed and approved samples for toy line.
- Determined materials and color selections for toy construction.
- Collaborated with engineering and design departments to design, manufacture and implement cost effective product lines.

Student Government Association—Gwynedd-Mercy College

Vice President

Gwynedd Valley, PA

Spring 2009

- Marketed and publicized events and fundraisers, including the Movie Marathon which raised money for the Children's Diabetes Association.
- Created and designed social media sites, including Facebook and Twitter to improve the organization's outreach to the GMC community.

ACTIVITIES

- Habitat for Humanity, Volunteer
- Women's Lacrosse Team

Summer 2009, 2010

2008-2011

SKILLS

- Microsoft Office
- Adobe Photoshop

COVER LETTERS

The cover letter you submit should be written to enhance your resume as well as highlight other information which may not be a part of your resume. Its purpose is to introduce you to the reader, indicate the job for which you are applying, and to give supporting information on why you are qualified for the job. You should always include a cover letter with your resume. A well-written, targeted cover letter will greatly increase your chances of being invited to interview. Follow the format on the following page to construct your letter.

ESSENTIAL PARTS OF THE COVER LETTER

Formatting:

Make sure to review the samples for how to properly format your cover letter.

1st Paragraph – The Opening

In this paragraph, you need to identify the job for which you are applying, how you found out about the job (referral, research, advertisement, etc.) and a brief statement indicating your interest in the position. Try to get a “hook” into this statement; something that will “hook” the reader to want to read on. This could be years of experience, type of knowledge the company is seeking, etc. Also, introduce the themes that you will elaborate upon in the second paragraph. For example, perhaps you will expand upon your educational qualifications and related experiences in the second paragraph. (Skip 1 line)

2nd Paragraph – The Body of the Letter

This is the critical paragraph (or two paragraphs—depending on the length), the real “meat” to the letter. Many job seekers have difficulty understanding that their job is to clearly state the employer’s needs and tell how they can fill those needs. Give concrete examples, showing when, how much, what kind, etc. Your job is to convince the reader that you can immediately (or at least very quickly) perform those tasks which he or she requires. Your wants and needs are secondary to the employer’s wants and needs at this point. Target those needs which you know; those which you believe to be important based on your research are good to include as well. At the end of this paragraph, you may refer to the enclosed resume so the employer can find further supporting evidence of your candidacy. Lastly, mention why you want to work for this particular company. Do research on them. (Skip 1 line)

3rd Paragraph – the “Close” or Call to Action

In sales terminology, this is the “close.” In the first paragraph, you set the stage to create interest. In the second paragraph, you stated all the benefits of the product (you) to the buyer (the employer). In the third paragraph, you want action to occur. You need to tell the employer what the next step should be (requesting an interview, for example), what action you plan to take (follow up), and what action you hope the employer will take (actually setting the appointment). Include your phone number and times you can be reached to make it easy for the employer. End your letter with a conventional closing such as “Sincerely,” “Cordially,” etc., and make sure to sign your name before sending the letter with your resume. (Skip 1 line)

Sincerely, (Skip 4 – 5 lines; enough room for your written signature)

Your typed name

PARAGRAPH STYLE COVER LETTER

**This cover letter is available as a sample only. Please use it as a guide and don't copy it word-for-word.*

15 Broad Street
Lansdale, PA 19446

March 7, 2011

Dave Saunders
Point Laboratories
123 Main Street, Suite #3
Lansdale, PA 19446

Dear Mr. Saunders:

I am writing in reference to the Lab Tech Internship position listed recently on College Central through the Gwynedd-Mercy College Career Services office. This position appeals to me because it would allow me to combine the knowledge I have gained through my college science courses with my strong interest in pharmaceutical laboratories.

I am currently a junior at Gwynedd-Mercy College, working on my Bachelor of Science degree in Biology. Some of my strengths include being a self-motivated hard worker. As a biology student, I am often required to work independently on my own laboratory projects requiring me to be accurate and consistent as I work. In addition, I am able to successfully maintain a good grade point average while working part-time to earn money for my college tuition and also remaining involved as a campus leader. I am currently the Vice President of the Biology Club and am a member of the Student Government Association.

I have developed and enhanced several skills during my work in those leadership activities including teamwork, multi-tasking, problem solving, critical thinking and communication. These skills, combined with my educational background in biology, make me an ideal candidate for this internship position at a well respected laboratory. Through my research I noticed that Point Laboratories frequently comes up with new and meaningful products and methods. That is one of my strong suits, as I often lead my lab partners at school in thinking outside the box.

Enclosed please find a current copy of my resume. If you should have any questions regarding how my skills fit with your organization, please give me a call at 215-646-7300. I may also be reached by E-mail at griffin.kimgmc@gmail.com.

Sincerely,

Kim Griffin

PARAGRAPH STYLE COVER LETTER

**This cover letter is available as a sample only. Please use it as a guide and don't copy it word-for-word.*

Taylor Student
45 Maple Avenue
Ambler, PA 12345
(215) 646-7300

January 22, 2011

Mary Smith
Nurse Recruiter
General Hospital
234 Broad Street Ste. 123
Philadelphia, PA 54321

Dear Ms. Smith:

While job searching on your hospital's website, I was excited to learn about an opening for a Registered Nurse in pediatrics and I would like to express my interest in applying for this position. I will be graduating in May 2011 with a Bachelor of Science in Nursing from Gwynedd-Mercy College (GMC).

As a nursing student at GMC, my clinical rotations have provided me with the experiences and skills needed to begin my career as a registered nurse. Through my rotation in pediatrics, I have gained experience with working with children, their families, and other medical professionals. My commitment to providing high-quality patient care and eagerness to continue learning aligns me with your Mission Statement and makes me a qualified candidate for this position.

In addition to my educational background and clinical experience, my volunteer work at Abington Hospital has also prepared me well for a career in healthcare. Since my senior year of high school, I have volunteered in several areas of the hospital including pediatrics and maternity. I am interested in working at General Hospital because of its outstanding reputation for being one of the best children's hospitals in the state (placing fifth in the recent Pennsylvania Nurses Association's state ranking).

I am very interested in starting my career at General Hospital and would welcome the opportunity to speak with you in person about my qualifications. I will be following up early next week to make sure my materials were received. Thank you for your time and consideration.

Sincerely,

Taylor Student

BULLET STYLE COVER LETTER

**This cover letter is available as a sample only. Please use it as a guide and don't copy it word-for-word.*

302 E. 6th Street
Boyertown, PA 19512

May 2, 2011

Frank Jones, Business Manager
Project Industries
7000 Hancock Street
Lansdale, PA 19446

Dear Mr. Jones:

I am introducing myself as a candidate for the Marketing Director position at Project Industries that was recently listed on your website. I am currently the Marketing Assistant at Ambler Financial. I have dedicated a significant part of my professional experiences to the areas of marketing, public relations, event planning and leadership development. I believe my professional experience and educational knowledge would help me succeed in this position and be a valuable contributor to Project Industries.

In my current position as the Marketing Assistant, my responsibilities are to manage the marketing operations and our staff in a team-based environment. I am responsible for analyzing and assigning all work to the staff, as well as problem resolution pertaining to our customers and products. I have proficiency in several areas you mention in your job posting. Specifically I have:

- Flexibility to manage multiple tasks to a successful conclusion.
- Solid verbal and written communication skills with internal and external clientele.
- Strong event management experience in overseeing, planning and executing events and programs in a higher education setting.
- Excellent organizational skills with meticulous attention to detail.
- Proficient leadership competencies in public speaking, interpersonal skills, taking initiative and team collaborator.

As the Marketing Assistant, I have developed excellent leadership skills in a team environment, which I utilize daily to assist my team in achieving our company's goals. "As a small firm specializing in complex marketing and public relations solutions", your organization is perfectly suited to my individual strengths and skills. Throughout my work experience I have focused on creating effective and individualized marketing plans for each company/product.

I feel strongly that my experiences working in marketing along with my recent educational exposure to business and communication theory and practice have adequately prepared me to perform successfully in this position. I welcome the opportunity to further discuss my qualifications for the Marketing Director position. Please feel free to contact me by phone (215-646-7300) or email (Johnson.markgmc@gmail.com) at your convenience. Thank you for your time and consideration; I hope to hear from you.

Sincerely,

Mark Johnson

REFERENCES

References can be a critical part of the decision-making process for the employer. You should always be prepared to supply a prospective employer with references should they be requested.

References should be drawn from the pool of people who are in the best position to assess your performance. Make sure you ask permission to use someone's name in advance as a reference. Three to five references is the norm. Best bets are employers, professors who know you and your quality of work well, internship supervisors, etc. Personal "character references (such as your neighbor or minister) are not as strong as the previously mentioned potential references. Make sure to supply your references with a copy of your resume, job description and ask them in advance if they will serve as a reference for you. Additionally, there is no need to write "References Available Upon Request" at the bottom of your resume. It is understood that references will be available.

Typically you would supply the prospective employer with the person's name, title, business address, and business phone number and their relationship to you.

Sample Reference Sheet:

Your name
Address/City/State/Zip code
Phone/Email

REFERENCES

John Doe

V.P. of Operations
Reporting Official
123 Sumneytown Pike
Gwynedd-Valley, PA 19437
215-646-7300
jdoe@yahoo.com

Dr. Jayne Smith

Psychology Professor, Advisor
Gwynedd-Mercy College
123 Sumneytown Pike
Gwynedd-Valley, PA 19437
215-646-7300
Smith.j@gmc.edu

For help with your resume and cover letter, contact Career Services:

215-646-7300 x230—careerservices@gmc.edu