



ADVISING & CAREER DEVELOPMENT

# Resume & Cover Letter Resource Guide



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## WHY DO YOU NEED A RESUME?

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A resume is a one-two page document which allows you to introduce yourself and your strengths to potential employers and graduate school recruiters, scholarship committees; individuals you'd like to have in your "network"; and many others that you meet as you make career and academic plans.

## FORMATS FOR WRITING A RESUME

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There are many different ways to write/design your resume. The way a resume is organized will vary for each person and each position.

There are three basic formats for writing a resume:

- **Chronological:** This is a good design for someone with a lot of related work experience. This format lists past employment in reverse chronological order, with the most recent first.
- **Functional:** Experience is summarized in skill categories rather than by chronological order. This format works well for someone with little or no work experience and is especially beneficial if one is trying to avoid the use of dates or non-consistent employment. This design allows the individual to be more selective about her employment or feature an internship.
- **Combination:** The combination or position-oriented format combines skills and work history. It presents patterns of accomplishments and skills in categorical sections or a single section called "Areas of Accomplishment." When including brief job descriptions, stress connections between those jobs and the one for which you are applying.

To choose the most appropriate format remember that you want to customize your resume for the position for which you are applying. Sections of your resume that are most important for the position should be listed near the top of your resume.

While you may choose any of the above formats to create your resume, you will want to make sure you include the following sections that are typically standard in all resumes.

## RESUME SECTIONS

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### Contact Information

The first item that should appear on your resume is your name. Your contact information should immediately follow. (As noted in the "Resume Design" section of this guide, having a personal letterhead comprised of your name and contact information will make your resume more eye appealing.)

*Information to include in contact section:*

- List your name, address, city, state, zip code, area code and telephone number of where you can be reached.
- Include your e-mail address if you check it regularly.
- You may consider listing your permanent and school address if you are submitting your resume for positions for summer term or between breaks.
- *International students who wish to include citizenship/work status should include that desire in the contact section as well, although including such information is not required.*
- *If you are submitting a resume for a position outside of your home country, talk to the Registrar at Mount Mary about your work status and whether or not listing visa information on your resume is recommended in your personal circumstances.*

# Sample Student

[students@mtmary.edu](mailto:students@mtmary.edu) | 414.555.5555

**Campus Address:**

Mount Mary College  
2900 N. Menomonee River Parkway  
Milwaukee, WI 53222  
414-555-2810

**Permanent Address:**

152 South Woodcrest  
Appleton, WI 54721  
545-943-1211

## Career Objective

The career objective gives a sense of purpose to the resume. State the type of position you want to attain and an indication of the skills you offer the employer. You do not necessarily have to identify a specific job title in your objective statement. Avoid generalities like “challenging position with opportunity for growth and advancement.” You should tailor your objective to each position you seek. The objective should be the first section after your name and contact information.

## Education

In general, new grads should place education at the top of their resume (immediately after the objective, if one is used) as the primary qualifying factor for the position. List highest degree first and work backward. It is not necessary to list your high school education.

*Information to include in education section:*

- your degree and major/minor
- name of school attended, city and state of institution
- dates of graduation
- your GPA, if above a 3.0
- you may include your major GPA, if it is higher than your cumulative GPA

## EDUCATION

<b>Masters of Science in Counseling-Higher Education</b> <i>Mount Mary College</i>	May 2013 (Anticipated) Milwaukee, WI
<b>Bachelors of Science</b> <i>University of Wisconsin Madison</i>	December 2010 Madison, WI
<ul style="list-style-type: none"><li>• Major: Psychology</li><li>• Minor: Communications</li><li>• Dean's list</li></ul>	

## Relevant Coursework

If you don't have career-related experience, it is a good idea to list some of your major courses or projects on your resume. This gives the employer an idea of your training and shows that you have knowledge in your specific area. Avoid listing courses by their catalogue number; instead list them by title, in order of importance.

## Experience

This section is used to highlight your employment history. Be sure to show what you have achieved and special contributions you have made. Remember to include internships, field terms, clinical rotations, senior projects and practicum. This includes both paid and unpaid experience.

*Information to include in experience section:*

- your job title
- dates of work (years only or months and years only are sufficient)
- employer name and location (city and state only)

*Ways to describe your experience:*

- define abilities rather than your duties
- stress your accomplishments
- use brief and direct descriptions
- use strong action verbs
- avoid being overly complex

### EXPERIENCE

#### **Whitewater Annex Site Coordinator**

*Fort Atkinson Memorial Health Services*

August 2011- December 2011

Fort Atkinson, Wisconsin

- Planned and directed site in conjunction with manager and developed new services.
- Supervised staff of 12 coordinated training, provided evaluation.
- Developed work schedules that assured adequate staff coverage.

## Special Skills, Campus Involvement and Awards

Include any special skills such as computer skills and languages known. It is recommended to quantify your language skills by using phrases such as: proficient in, knowledge of, etc. Include your memberships in professional organizations and particularly any awards, leadership roles, offices held or presentations given that relate back to your career objective. To best highlight these experiences, you may separate them into their own sections. Some sample headings for these sections include: "Computer Skills", "Lab Skills", "Languages", "Honors and Achievements", "Military Service", "Special Skills", "Leadership Experience", "Extracurricular Activities", "International Experience", etc.

## Community Contributions

Include community activities that relate to your objective and how you have added value to the organization. Possible headings for this section include "Community Service", "Community Involvement", "Community Contributions", "Volunteer Work", etc. (Note: All or some of your community contributions may be included as part of your "Experience" section or listed under their own separate section.)

## **RESUME DESIGN**

Employers won't read your resume until you get past the screening stage. In order to make it that far, something must catch the employer's eye.

## How to get noticed

Customizing your resume to a particular position, company or industry is a great way to bring positive attention to your resume.

- Include selling points that will substantiate your objective.

- Use key terms or phrases common to your target industry.
- Highlight information that is most relevant to your target career.
- Read the want ads in newspapers and trade/industry journals, or job descriptions in various career books, and pick out the key experiences and skills employers are seeking for jobs similar to the one you want.

Then incorporate relevant words and phrases into your resume presentation. By using key industry terms and highlighting information most relevant to your target job or career, you accomplish two goals: you show the employer you are familiar with the industry and you help eliminate doubts about how your qualifications meet their needs.

### **Making your resume an “easy read”**

Your overall resume presentation says volumes about you. In addition to the content of your resume, it is important for you to consider layout and design. Many employers will initially look at resumes for only 10-20 seconds. Make those seconds count by creating a resume that is visually appealing and easy to read.

#### **Eye Appeal**

- Use plenty of “white” space and utilize formatting tools to help distinguish important information (e.g. section headings, school and company names, job titles, major, etc.).
- Do not exceed two tools (bold, underline, italic, etc.) per item.
- If your resume extends to a second page, try to fill *at least* half of that page. If you do not have enough information to do so, try to fit it all on one page.
- Limit the number of tabs you set so that all indentations and columns fall on no more than three vertical lines running down the page; too many tabs can make information appear scattered and thus more difficult to read.
- Create your own personal letterhead, which includes your name and contact information. Letterhead is a professional standard in business correspondence and may help your resume and cover letter stand out in a positive way. Your letterhead design can also show some of your own personality. Be sure your letterhead is still easy to read and error-free.
- Use resume or business stationery quality paper; conservatively light colored cotton bond paper.
- Print your resumes on a laser printer for the best quality, avoiding possible ink smears.

#### **Attention to Detail**

- Be consistent with your use of tools, placement and spacing. For example, if your job titles are in bold, make certain all of them appear that way and make sure all of your dates appear in the same locations.

#### **Margins**

- Your top and bottom margins should be at least 0.5 inch, but no greater than 1.0 inch. Left and right margins should be at least 0.75 inch, but no greater than 1.0 inch. Center your resume from top to bottom and left to right.

#### **Font**

- Use a 10-12 point font in the body of the resume, and 12-16 point font for section headings
- Use a 12-20 point font for your letterhead (name and contact information at the top of the resume). Have your name stand out, but avoid choosing a font size that is more than 2 sizes larger than your letterhead font.
- Use fonts that are easier to read, such as Garamond, Book Antiqua, Times New Roman, Arial, and Helvetica. Avoid fonts with unusual spacing between letters, shadowing or unusual letter shaping, such as ALGERIAN, Bernard MT, and *Brush Script*.

## **Resume building guides / templates**

Remember writing and resume is an art not a science. There are many different ways you may choose to create your resume! When selecting a format for your resume choose one that highlights your information in the most clear and concise way, keeping in mind the overall aesthetic of your piece.

They are several examples of differing resume formats in the back of this guide. However, there are several templates/resume builders that are also available if you prefer to input your data into a pre-designed format. Check out the following resources for free resume templates!

- **Microsoft Word** – Open a new document and select from dozens of resume templates.
- **E-resumes** – An electronic resume builder, [www.eresumes.com](http://www.eresumes.com)
- **WISCareers** – “Resume Maker.” Log into the Mount Mary’s WISCareers account, select the “Job Seeking” tab and create your own online portfolio! *\*\*For login information contact the office of Advising and Career Development\*\**

## **MAKING SURE YOUR RESUME IS ERROR FREE**

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Review, Review, Review! It’s always a good idea to have someone else look over your resume. After you spend hours working on something, you may not catch spelling errors or questionable grammar, so let Career Development Staff, faculty, and/or friends double-check your work. Don’t place complete trust in computer spell-checks. Misspellings are found in 9 out of 10 resumes!

Also continue to edit your resume and customize it for particular positions. After each edit or revision, have at least two other individuals read your resume again to look for grammar, spelling, spacing or design errors.

## **Editing your resume to fit**

**When you need more space to fit things on one page:**

- Reduce margins (no less than .5 inch margins).
- Reduce font sizes (no less than a 10 point font—try to keep your name and section headings at least 12 or 14 point font).
- Change font styles (Times Roman or Arial Narrow are fonts that take up smaller space per character).
- Change tabs so the tabbed line starts further left (can be less than 5 spaces over—go to a 3 or 4 space tab).
- Put more information on each line (e.g. 1. combine company name, job title, locations and dates on same line or split into two lines and then use bolds and/or italics to distinguish job title and company name to have them still stand out; 2. list related courses on one line; 3. list honors on one line; etc.). Try to avoid putting job descriptions in paragraphs or putting all club involvement on one line (too difficult to read or make distinguishable).
- Decrease the number of line spaces between headings (use only one blank line space instead of two between each section of the resume—do not take out all blank line spaces; spacing is still important to make the resume appealing to the eye and easier to read).
- Change date or state format so they’re shorter (e.g. use “02/05” vs. “February 2005”; use “WI” vs. “Wisconsin”, etc.).
- Eliminate too detailed information.
- Eliminate experiences that are least related or that involved the least amount of responsibility—*only if* there is other work experience to list that is more related, shows more responsibility, and/or is more recent.

- Redesign your personal letterhead so it takes up less space—put more information per line so fewer line spaces are used (e.g. list address, city/state/zip, phone number and email all on one line and then use bullet symbols to separate them so they're still easy to read).

### **When you need more content to fill a page:**

- Expand margins (no larger than 1 inch left and right/top and bottom).
- Increase font sizes (no larger than 12 point for body of resume; no more than 16 point font for headings; no larger than 20 point font for name/letterhead).
- Change font (Arial or Helvetica are examples of fonts that take up more space per character).
- Increase tab spacing (e.g. make tab spacing 6 to 8 spaces apart vs. 5 or fewer spaces).
- Put less information per line (e.g. list job title separate from company name, list degree separate from school name, etc.).
- Increase line spacing between headings and items within a section (no more than two blank line spaces between each section; no more than one blank line space between separate items under a heading/within the
- same section; two to three line spaces between your letterhead and the first section heading of the resume)
- Change date and state formats to be longer (e.g. "February 2003-March 2004" vs. "02/03-03/04"; use "Wisconsin" vs. "WI").
- List different items on separate lines (e.g. list company name on a separate line over job title).
- Check for missing sections (i.e. volunteer work, other unpaid work—including work for family members, foreign languages, travel abroad/international experience, etc.).
- Review descriptions for job duties and activity involvement—elaborate on the skills and accomplishments gained in your experiences, as needed.
- Redesign letterhead to use up more space—put each item of contact information on a separate.

## **ADDITIONAL RESUME GUIDELINES**

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### **General Considerations**

- A resume is primarily a sales tool; it's an advertisement for you.
- Be prepared to discuss everything you place on your resume.
- Don't try to copy a resume; your experiences and education are unique.
- There is no one correct format; tailor yours to highlight your achievements.
- Resumes don't get you the job; they are meant to get you the interview.

### **Do Include**

- An objective tailored to the industry or position
- Your education—state the degree you've earned or are pursuing and all majors and minors
- Your overall and/or major GPA if 3.0 or above (written as 3.0/4.0)
- An associate degree, if it adds something to your higher degree(s)
- The fact that you were financially responsible for your education
- Relevant coursework if you have limited experience in your field
- Your job-related accomplishments; not simply job descriptions
- Field experiences and internships
- Action words to describe your accomplishments (*See Action Words on pp. 8-9 in this guide.*)
- Activities, honors, awards and scholarships
- A skills summary; especially if you are changing career fields

### **Do Not Include**

- Your social security number or other personal information
- Your high school education or achievements

- Street addresses, zip codes, or phone numbers *other than your own*
- Exhaustive detail; a resume is for highlighting information
- Technical jargon unrelated to the field for which you're submitting your resume
- Abbreviations, particularly those unique to a particular organization
- Your references; have a separate reference page
- Personal pronouns such as I, my, mine, we, us, they
- Use of the words "Responsibilities", "Duties" or "Responsibilities Included"; use active language and action verbs to describe experiences

### Preparation Techniques

- When listing accomplishments, list them in order of most important to least important
- Boldly display your name at the top of your resume; include relevant addresses and phone numbers
- Do not put the word "resume" anywhere on your resume
- Your education/experience entries should be in reverse chronological order (most recent first)
- In your work experience section, use present tense verbs for jobs you currently hold and past tense ones for previous jobs
- As a new graduate, education should go toward the top of the resume (after two years of professional work experience, education should be moved toward the bottom of the resume)
- If you did not have a formal job title, construct one you feel your supervisor would approve (consult with your supervisor if possible)
- Tailor headings to your particular experiences; you can be creative!
- List internships, field terms, or volunteer work under a separate heading for greater emphasis
- When employment spans years, do not indicate months (e.g., 2003-2005)
- Use various type styles and formatting tools to emphasize items, but never make the page look too "busy"
- Use bullets; stay away from paragraphs and full sentences whenever possible
- Keep your resume concise; one page is the general norm; never exceed two
- If your resume is two pages long, be sure your name appears at the top of both pages and use a paper clip to attach them (do not staple—makes it more difficult for the employer to detach the paper for photocopying)

### HOW TO INCLUDE REFERENCES

Never list references on the resume. DO NOT add the line "references available upon request", as this is assumed and unnecessary to state – use your resume space more effectively by filling it with more important information which highlights your strengths and qualifications. If requested, include a listing of your references on a separate page, which matches your resume in terms of paper, font, layout, letterhead, etc.

If an employer does not specifically request a list of references, you have two options:

- 1) Send a reference list anyway to bring to their attention particularly notable individuals on your reference list (this is common in the sciences and academia in general – the department may 'expect' you to send a list of references even if the job ad doesn't specify to do so); sometimes institutions use the reference list as a part of the initial screening process or to contact your current professors/supervisors to get more information about your background before inviting you to the next step in selection); or
- 2) Wait until the interviewing stage and bring your list of reference to the interview to show confidence in your abilities and references. This approach gives you two key advantages. First, it gives you greater control over when the employer contacts your references, allowing you time to contact them in advance to give more detail about the position for which you are applying if needed. Second, it prevents the employer from screening you out of the hiring process early if you would prefer them not to contact references early.

Most employers outside academia will indicate in the job ad if they would like a list of references or reference letters. Still, depending on your individual background and preferences, you may opt to send the reference list/letters even if the job ad doesn't specify – use your judgment and determine whether or not the reference list is likely to improve your chances of being considered in the next step in the selection process.

### **Things to provide someone serving as a reference for you:**

- Information about positions for which you are applying
- If a reference letter or form is required from your references – provide the requirements information/forms to the reference
- Copy of your unofficial transcripts
- Copy of your resume
- If the reference is a faculty member - copies of papers graded by the faculty member, and a list of your current classes
- Possible talking points for them to write about in a recommendation letter, if applicable
- If a reference letter/form is required – a stamped addressed envelope
- If a reference letter/form is required – a stamped self-addressed postcard that reads “The (company/organization name) has received your reference form from (reference name) on this date of (leave this blank for date).” Ask your reference to include this card with the reference letter/form. The employer may mail this to you when they receive the reference letter/form.

### **Additional Tips**

- When asking for references, ask the individuals if they can provide a “strong” reference. If you do not get their assurance that they are comfortable providing you with a favorable recommendation, then do not use them as a reference. They may say something in a phone reference or write you a letter of reference that reflects poorly on you.
- When asking for a reference letter, ask early—when possible give your references several weeks notice and give them a deadline of two weeks prior to when you hope to get your application in (Caution: Do not give them the application deadline date as their due date for the reference letter. Some references may delay until the deadline and a family emergency, departmental problem, time management issues, etc. may cause them to miss the deadline.)
- Set an appointment with your reference to discuss the issue of providing a reference for you. Bring supporting materials in your favor when talking with the individual. The meeting will allow you to gauge the reference's response to your request and your materials will provide discussion points for the person providing the reference, helping them use stronger language/examples in a phone reference, and write a stronger recommendation letter if applicable.
- Prompt the reference every Thursday to give them the status of your search/application process—this will remind them of their commitment to serve as a reference, or write a reference letter for you if applicable.
- Thank your references for providing phone references and/or letters of recommendations—send them a thank you note or letter.
- Make sure to get at least one reference from your job/internship search target field of work.
- Ask for one more letter of reference than what the application requires, when applicable.
- Ask references to customize their recommendations to each job/internship you are applying.

## **SCANNABLE RESUMES**

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### **What are Scannable Resumes?**

At many large companies, human resource departments have computers equipped with OCR (optical character recognition) systems. Resumes are scanned into this software program, which reads them, stores information in text files and rates the candidate's qualifications for a position based on predetermined job criteria.

## **What to Keep in Mind When Writing a Scannable Resume**

Employers will generally indicate when they would like a candidate to submit a scannable resume. You have to understand what the company is looking for and communicate that information so that the computer will select your resume to be read by a human being. Searches are usually conducted using keywords and phrases that describe the skills and education required for the position, thus, use terms and familiar industry acronyms that describe your skills and experience. Below are some tips to get you started.

### **Scannable Resume Tips**

- Use white or light colored 8 ½ x 11 paper, printed on one side only.
- Don't use dot matrix or poor quality copies; provide the employer with an original laser printed version.
- Send the resume in a large envelope; do not fold your resume.
- Use standard typefaces such as Arial, Futura, Helvetica, New Century Schoolbook, and Times New Roman; avoid decorative fonts.
- Use a font size of 10 to 14 points (avoid Times New Roman 10 point).
- You can boldface and capitalize all section headings, but make sure that the letters don't touch one another.
- Never use italics, underline, shadows, bullets, slashes, dashes or contractions.
- Don't use lines, graphics, boxes, or shading.
- Use a very traditional format for your resume; don't use a two-column format.
- Your name should be placed on the first line of the resume; avoid starting your resume with "Resume of" or with your address on the top line.
- Use a standard address format below your name (name on top line; street address and box/apartment number on one line; city, state and zip on one line; phone number on one line; email address on one line).
- Left justify text.
- If your resume exceeds one page, place your name at the top of each additional page.

### **Tips for Getting Resume Selected**

- Use lots of key words to define your skills, experiences, education and professional affiliations.
- Be specific about your abilities.
- Use action words to express achievements.
- Increase your list of key words by including specifics (e.g. list the names of software programs you use such as Microsoft Word, Excel, Access or Powerpoint, HTML, Dreamweaver)
- Use common headings (e.g. *Objective, Experience, Employment, Work History, Positions Held, Skills Summary, Summary of Qualifications, Accomplishments*, etc.)
- You might consider including a "Summary of Accomplishments" section after your objective. This will allow you to focus on results you achieved in the field rather than specific duties or responsibilities

## WRITING YOUR OBJECTIVE STATEMENT

Objective statements should be composed with the *audience* in mind. Your objective statement is not written for you! Instead of listing what you want, highlight the skills, knowledge, and experience that you have to offer. Answering the questions below and following the suggested form will help you to write a strong audience centered objective statement.

1. What position or occupational field do you wish to be employed in? \_\_\_\_\_
2. Specific area(s) of interest: \_\_\_\_\_
3. Skills / experience / knowledge you can offer: \_\_\_\_\_

Writing the Objective Statement...

1 \_\_\_\_\_ + 2 \_\_\_\_\_ using (utilizing) 3 \_\_\_\_\_, 3 \_\_\_\_\_ and 3 \_\_\_\_\_.

Position/field + area of interest using list of skills (no more than four)

### Career Objective Examples:

Assistant buyer position utilizing ability to manage multiple responsibilities, excellent communication skills, and strong desire to complete assigned tasks.

Obtain internship experience in Occupational Therapy working with geriatric clients using knowledge of treatment procedure, diagnostic skills and willingness to work as member of a team.

Accounting position where strong organizational skills, attention to detail and producing timely results are rewarded.

Staff social work position in a community hospital counseling addiction patients using previous health care and clinical experience.

Obtain field experience in art therapy application and practice in a internship or coop type experience. Offer strong communication skills, experience with multi-cultural expression, and various forms of therapy.

### Avoid these mistakes in writing your objective statement

Leave out the following phrases:

- opportunity for advancement
- position that requires creativity
- a challenging position
- dealing with people
- a progressive company
- a company that is recognized
- a chance to advance
- a chance to grow

## COMMON ACTION VERBS

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### Management Skills

activate  
administer  
advance  
appoint  
approve  
arbitrate  
assign  
attain  
authorize  
centralize  
chair  
control  
decide  
delegate  
designate  
employ  
enable  
enforce  
establish  
execute  
finalize  
focus  
found  
govern  
head  
hire  
institute  
lead  
manage  
mobilize  
oversee  
place  
preside  
produce  
promote  
pursue  
recover  
recruit  
reinstate  
screen  
set goals

simplify  
start  
steer  
strategize  
streamline  
supervise  
target  
terminate  
train

### Communication Skills

acquaint  
act  
address  
advertise  
advocate  
answer  
author  
brief  
co-author  
cold call  
communicate  
confer  
consult  
contact  
convince  
correspond  
develop  
direct  
document  
draft  
edit  
evaluate  
explain  
express  
facilitate  
influence  
initiate  
interpret  
lecture  
listen  
narrate  
open

outline  
prepare  
present  
propose  
publicize  
publish  
respond  
revise  
sell  
speak  
submit  
translate  
transmit

### Research Skills

acquire  
analyze  
canvass  
catalogue  
carry out  
chart  
check  
clarify  
classify  
collect  
compare  
compile  
condense  
conduct  
define  
examine  
extract  
gather  
generate  
identify  
index  
inspect  
interview  
investigate  
locate  
log  
monitor  
name

order  
pinpoint  
prioritize  
profile  
rank  
reorganize  
report  
research  
review  
search  
study  
summarize  
systematize  
uncover  
write

### Teaching Skills

adapt  
apply  
award  
coach  
consolidate  
contract  
convey  
critique  
cultivate  
demonstrate  
educate  
ensure  
examine  
explore  
guide  
implement  
incorporate  
inform  
install  
instruct  
judge  
motivate  
navigate  
observe  
overcome  
persuade

## Teaching Skills

### Continued

plan  
qualify  
reinforce  
relate  
resolve  
solve  
specify  
strengthen  
teach  
test  
tutor  
utilize  
validate  
verify

### Technical Skills

adjust  
assemble  
build  
calculate  
combine  
compute  
construct  
debug  
deduce  
derive  
detect  
devise  
diagnose  
engineer  
enlarge  
fabricate  
fashion  
formulate  
function  
furnish  
improve  
increase  
measure  
operate  
program  
raise  
regulate  
rehabilitate

repair  
replace  
restore  
revitalize  
run  
structure  
supply  
survey  
tighten  
transfer  
transport  
upgrade  
use  
vitalize  
weigh

### Clerical or Detail Skills

affect  
alter  
balance  
begin  
bolster  
change  
complete  
conceive  
determine  
dispatch  
familiarize  
handle  
hone  
issue  
keep  
maintain  
move  
organize  
originate  
overhaul  
process  
record  
re-evaluate  
recommend  
research  
retrieve  
route  
schedule

screen  
select  
separate  
set up  
spearhead  
staff  
standardize  
tailor  
track  
update  
widen

### Financial Skills

accelerate  
allocate  
anticipate  
audit  
augment  
boost  
budget  
capitalize  
capture  
convert  
distribute  
double  
earn  
eliminate  
enhance  
estimate  
expand  
finance  
forecast  
foster  
gain  
gross  
insure  
market  
maximize  
merge  
minimize  
negotiate  
net  
obtain  
project  
purchase

realize  
reduce  
specialize  
sponsor  
spread  
stabilize  
surpass  
tabulate  
total  
trade

### Creative Skills

accomplish  
achieve  
appraise  
arrange  
broaden  
collaborate  
compose  
conceptualize  
coordinate  
create  
customize  
design  
discover  
display  
emphasize  
entertain  
explore  
express  
form  
fulfill  
generate  
heighten  
illustrate  
innovate  
inspire  
integrate  
interact  
invent  
launch  
model  
modify  
orchestrate  
participate

<b>Creative Skills Continued</b>	moderate
perform	prevent
photograph	prove
pioneer	provide
play	reason
print	receive
rate	recommend
remodel	reconcile
reshape	rectify
revitalize	refer
shape	represent
stimulate	save
synchronize	secure
synthesize	serve
transform	service
undertake	supersede
unify	support
<b>Helping Skills</b>	sustain
accommodate	volunteer
advise	visit

aid  
 assess  
 assist  
 cooperate  
 conserve  
 continue  
 contribute  
 counsel  
 deliver  
 elect  
 encourage  
 enlist  
 expedite  
 extend  
 fulfill  
 guide  
 help  
 host  
 influence  
 introduce  
 involve  
 join  
 mediate

**Traditional chronological resume with each section listed in reverse chronological order**

**JASMINE SMITH**  
 321 Hickory Lane  
 Milwaukee, WI 00000  
 414-555-5555 | jassmith@mmc.edu

- Write out full title of degree and college (no abbreviations)  
 - List degree first if more relevant than institution  
 - List date of graduation as anticipated until you have officially completed your degree

**OBJECTIVE:** Public relations intern

**EDUCATION:** **Bachelor of Arts in Communication** May 2013 (Anticipated)  
*Mount Mary College* Milwaukee, WI  
 Emphasis: Advertising/Public Relations  
 Major GPA: 4.00

**Related Courses**

- Public Relations: Studied the public relations process and its various components, examined the relationship between public relations and society, and learned how to create a public relations plan.
- Fundamentals of Advertising: Gained an understanding of the components of effective advertising campaigns, learned advertising industry terminology, examined emerging advertising issues in old and new media, and studied global cross-cultural advertising challenges.
- Advertising Media and Markets: Studied the strategic use of media in advertising. Developed a working knowledge of the major principles of media planning and buying, audience measurement, media research, new media technology, segmentation and marketing strategy.

Use statements to describe knowledge gained from areas of study

**EXPERIENCE:** **Boston Store** Glendale, WI  
*Sales Associate* 2011-present

- Provide quality customer service when answering inquires and totaling purchases.
- Strengthen problem solving skills in handling of customer complaints.
- Maintain on-floor inventory and merchandise displays.
- Responsible for training new employees.
- Work within a team to achieve highest selling department.

Choose order based on relevance to i.e. if employer is more impressive than title list place of employment first.

**United Parcel Service** Oak Creek, WI  
*Loader* 2010-2011

- Worked with fast paced environment with strong emphasis on efficiency and detail in meeting deadlines.
- Unloaded parcels with a team of four others at the rate of 1200 per hour.
- Loaded service truck with 100% accuracy.

List bullets in present tense for current positions and past for previous

**Journal/Sentinel** Milwaukee, WI  
*Driver* 2008-2010

- Delivered newspapers to wholesale and retail dealers.
- Recorded delivers and collected payment.

**ACTIVITIES:** Public Relations Student Society of America 2011-present  
 Mount Mary College Volleyball 2010-present

Adapted from University of Wisconsin-Milwaukee Career Development Center 2012

## Kim Kool

333 North Oakland Ave • Milwaukee, WI 50000  
(414) 555-1111 • kool@mmc.edu

### Objective

Customer service of sales position with a Spanish-US import and export business. Offer previous customer service experience and fluency in Spanish and English.

### Education

Bachelor of Arts: Spanish, December 2011  
Mount Mary College, Milwaukee, WI

- Minor: Business Administration – competencies in accounting, finance, marketing, business, computer applications, and business management concepts
- Cumulative GPA: 3.2

Use Statements to describe knowledge gained from areas of study.

### Business Experience

Assistant Manager, September 2010-present  
Nobody's Cleaner, Milwaukee, WI

- Promoted to position based on exceptional monthly evaluations and consistently surpassing management's expectations.
- Run all business operations during prolonged owner absences.
- Provide quality customer service with an emphasis on needs assessment and rapport building.
- Train new employees and assist in supervision.
- Receive and process orders on a computerize system.
- Suggested, and helped with implementation of campaign that increased sales 15%.

### Cultural Experience

- Studied and learned about Latin people and cultures through study abroad experience in Madrid, Spain.
- Facilitator of Cultural Orientation Group. Promoted discussion between American and diverse foreign exchange students.
- Participant in International Friendship Program.

Demonstrates various experiences in one section

Using "cultural/diversity experience" as a heading may be especial beneficial when applying to a company who has specifically stated that it is an important part of the work environment.

### Other Experience

Loader, 2009-2010  
United Parcel Service, Oak Creek, WI

- Received awards for quality and quantity performance while loading packages with a team of five others. Increased responsibilities to team leadership.

Fourth Hand, summers 2007-2009  
James River Corporation, Green Bay, WI

- Performed maintenance within a team and independently.

### Computer Skills

Proficient in Microsoft Word and Excel, Familiar with Microsoft Access and PowerPoint.

Adapted from University of Wisconsin-Milwaukee Career Development Center 2006

**Two page Chronological resume** with experience headings that highlight transferable and career specific skills. Two pages are more common in social work, counseling, health, education, academia and for people with 10+ yrs of experience.

## **JACKIE JONES**

1234 Make Believe Road  
Fake, WI 53000  
262.555.1234 | jonesj@mmc.edu

### **SUMMARY**

---

- 3 years experience with individual counseling and 2 years prior experience counseling families and couples
- Excellent case management and referral skills
- Experience working with diverse populations including multicultural, LGBT, and people with disabilities
- Extensive interest and experience with AODA

### **EDUCATION**

---

Mount Mary College, Milwaukee, WI

- **Master of Science in Community Counseling**, May 2009
- **Bachelors of Science in Social Work**, May 2007

List related experience first and use a separate section for additional less related work.

### **COUNSELING EXPERIENCE**

---

**New Hope Social Service**  
Counselor

Make Believe, WI

August 2009-present

- Counsel clients including singles, couples, single parents, blended families, teenagers, children, sex-offenders incest victim, and alcohol and other drug abusers.
- Collaborate with clients, staff and other professional in developing treatment plans that address client's personal, social education, and health needs.
- Co-facilitate support group exploring sexual orientation and gender identity issues,
- Work as a team member with county social service department, schools, other counselors, and courts.
- Participate in agency staff meetings.

**Highland Counseling Center**  
Counselor/Practicum

Make Believe, WI

August 2007-May 2008

- Counseled individuals, couples, and families of diverse cultural and socio-economic backgrounds.
- Facilitated support groups addressing a variety of issues including self-esteem, divorce, AODA, and sexual assault.
- Worked with clients with disabilities including mental health and sensory impairments.
- Maintained progress notes and treatment plans for weekly caseload of ten clients.
- Provided appropriate community referrals.

**Another Hope Agency**  
Counselor/Field Work

Make Believe, WI

January 2007-August 2007

- Served as student-in-training with supervision of primary counselor on AODA hospital.
- Completed 300 hours training with caseload of six to eight clients.
- Initiated contact with clients and recorded introduction notes.
- Wrote progress notes and treatment plans.

# **JACKIE JONES**

Page 2

## **ADDITIONAL DIVERSITY EXPERIENCE**

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**Easter Seal Kind Care** Milwaukee, WI Summers 2005-2007  
Adult Recreation Staff

- Assisted in coordinating recreation and social activities for individuals with disabilities.
- Gained knowledge of various disabilities and appropriate accommodations.

**Rainbow Alliance** Brown Deer, WI May 2004 – September 2004  
Vice President

- Co-authored proposal for LGBT Resource Center.
- Organized student and community support groups.
- Worked with wide range of LGBT community to develop resources including students, faculty, and off-campus organizations.

**The Learning Center** Milwaukee, WI August 2003 – May 2004  
ELS Tutor

- Provided tutoring to 3 Laotian teenagers ranging from 11-16 years of age.
- Assisted with homework and developed weekly lesson plans to strengthen English skills.
- Provided support in the understanding of cultural differences.

Held additional community service and tutoring positions working with a diversity of social issues and people. Worked with small and large organizations with grassroots and neighborhood philosophies. 1999-2005.

## **COMMUNITY INVOLVEMENT**

---

Participated in numerous fundraisers and social service activities including, but not limited to...

- AIDS Walk Wisconsin, 4 years
- Meals on Wheels, 4 years
- St. Joseph's Hospital, 3 years
- Al's Run, 2 years
- Church fundraisers and festivals

## **MEMBERSHIPS**

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- National Association of Social Workers
- Alcohol and Drug Problems Association
- National Council on Alcoholism and Drug Dependence
- American Counseling Association

## **SEMINARS AND WORKSHOPS**

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- AODA and Domestic Violence, University of Wisconsin-Milwaukee, April 2011
- Crisis Planning and Management, American Counseling Association, October 2010
- Working with LGBT Youth, American Counseling Association, October 2010
- Alcohol and Family, Milwaukee Family Services, September 2009

Advising and Career Development | mmc-adcardev@mtmary.edu | (414) 256-1243

Updated: May 2012

**Functional resume** with experiences categorized by skill headings. Creates less emphasis on places, titles and dates.

## Suzie Que

700 College St. | Milwaukee, WI 53000  
414-123-5555 | [suzieque@mtmary.edu](mailto:suzieque@mtmary.edu)

### EDUCATION

Mount Mary College, Milwaukee, WI  
Bachelor of Arts, December 2011  
Major: **Nursing**

Create categories based on skills/qualifications listed in job positing

### MEDICAL EQUIPMENT/TERMINOLOGY

- Completed several studies using terms from physiology, pathology, and other medical areas
- Assisted various persons in use of medical equipment for rehabilitation
- Familiar with a range of emergency, diagnostic, and therapeutic medical equipment.
- Designed adaptive equipment from available raw materials for relative with a disability.

### CLIENT SERVICES

- Provided excellent service to customers of different background in various settings.
- Developed creative and effective customized treatment plans
- Actively sought new customer base using multiple marketing techniques.
- Provided formal and informal education and instruction regarding services, information, and equipment to various types of learners.

### ORGANIZATIONAL/RELATION BUILDING SKILLS

- Maintained regular customer phone contact to ensure timely contract completion.
- Initiated and moderate list-serv to provide support and resources for pre-med students.
- Sustained competitive GPA while handling multiple responsibilities including school. Community service, and independent business operation.
- Developed and maintained strong relationships with existing customers and community members by providing individualized attention with follow-up communication.

### EMPLOYMENT HISTORY

Owner/Laborer	Green Grass Lawn Service, Kenosha, WI	2009-present
Nurse Aide	St. John's Hospital, Milwaukee, WI	2007-2009
Server	Ribs R Us, Kenosha, WI	2003-2007
President	Mount Mary College Pre-Med Student Organization	2010-present
Volunteer Tutor	A neighborhood community center, Milwaukee, WI	2008-2010
Volunteer	Big Sisters of America, Kenosha, WI	2000-2006

Layout idea for separating paid from unpaid experiences

You can also just include a partial experience history and title as such.

Adapted from University of Wisconsin-Milwaukee Career Development Center 2012

Advising and Career Development | [mmc-adcardev@mtmary.edu](mailto:mmc-adcardev@mtmary.edu) | (414) 256-1243  
Updated: May 2012

## COVER LETTER CONTENT AND LAYOUT

---

Your Contact Information

Month Day, Year

Contact Person

Title

Organization Name

Street Address

City, State Zip

Consider using the same header as your resume, to establish a branding for yourself.

Dear Mr. or Ms. Contact's Last Name

If no contact name, write Dear Human Resources Specialist or Hiring Manager. Avoid using To Whom It May Concern

### **First Paragraph: Why you are writing**

In your initial paragraph, state the reason for your letter.

*Letter of application:* If you are applying for a specific opening. State the position and indicate how you learned of it. If you found it from someone currently working there, be sure to mention their name (with their permission of course).

*Letter of Inquiry:* If you are inquiring as to whether there are openings with the organization in your field of interest.

### **Second paragraph: What you have to offer**

1. *Indicate why you are interested in the position or organization.* – Do your research! Employers want to know you are interested in working for them, not just anyone. Show them that you know who they are and what they do.

2. *Indicate what you can do for the employer.* – This is known as an employer-focused letter. If all your paragraphs begin with "I... ", then you have written a self-focused letter. Change your wording! If you are a recent graduate, explain how your academic background makes you a qualified candidate for the specific position. If you have practical work experience, point out your specific achievements or unique qualifications. Show the employer how the knowledge or skills you have will allow you to fulfill the position and be a benefit for the employer. You may refer to your enclosed resume, but try not to repeat the same information that the reader will find there. This is your chance to expand that information and really shine.

### **Third paragraph: What happens next?**

In the closing paragraph, indicate your desire for a personal interview. Close with a statement that will encourage a response. For example, state that you will be in the city where the organization is located on a certain date and would like an interview. Or, simply state that you will call during a certain week to inquire about an interview. Ask the employer to contact you if they desire additional information.

Sincerely,

Add your handwritten signature here, using black or dark blue ink if you submit the letter as a hard copy.

(Leave 3 black lines spaces for your signature when typing)

Typed Name

## SAMPLE COVER LETTER

---

### Jordan Smith

700 College Street, Box 0000 • Beloit, WI 53511 • (608) 555-5555 • smithj@mmc.edu

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October 1, 2011

Ms. Jane Johnson  
Director  
The Washington Post  
1111 Wells Avenue  
Washington, DC 11111

Dear Ms. Johnson,

I am writing to express my interest in the journalism internship that was advertised at [www.internships.com](http://www.internships.com). Having a strong journalism background and with plans to live in the D.C. area this summer, I am very interested on learning more about the opportunity at *The Washington Post*.

Through college coursework and work experience in the U.S. and Germany, I have gained over three years of journalism and writing experience. My positions with *The Boston Globe* and German based *Thüringen Allemeine* involved extensive editing, research in the community, connecting with over 40 local organizations, and often meeting very short daily deadlines. In my current work with Mount Mary College's student managed newspaper, I coordinate layout and design for 4-6 pages and conduct feature writing and reporting. My most recent features have included a full-page story on the College's three-all conference softball honorees, and a two-article series sharing hoe the history of social justice at the College has connected with the development of several programs in the local community. The quality and variety of my experiences have prepared me for future journalism opportunities such as the internship with your organization.

Enclosed you will find my resume for your to review with further qualifications. I would be happy to provide writing samples upon request. To follow up with you, I will call the week of October 11, 2011 and confirm you have received my resume and make arrangements to hopefully meet with you while I am in Washington D.D. in November.

Thank you for your time and consideration. I look forward to talking with you soon.

Sincerely,

Jordan Smith

Enclosure

Do not copy this letter word-for-word. This is a sample only.  
Use your own wording when writing letters to contacts and employers to demonstrate communication skills.

- Use 1 to 2 paragraphs to highlight your most impressive qualifications (start with the most relevant or prestigious).
- Reword or rephrase the information in your letter so it does not exactly repeat the words/phrase on your resume.
- Try to share additional relevant details to enhance information shared on your resume.
- Avoid beginning more than one paragraph with the word "I."

## SAMPLE EMAIL COVER LETTER

---

From: sample@mmc.edu  
To: [jjohnson@washpost.com](mailto:jjohnson@washpost.com)  
Subj: Application for Journalism Internship

Ms. Jane Johnson  
Director  
The Washington Post  
1111 Wells Avenue  
Washington, DC 11111

- A date is not needed within the body of the letter, since it will appear in the sender information of the email.
- Whenever possible, still list all of the recipients mailing information in the letter.

I am writing to express my interest in the journalism internship that was advertised at [www.internships.com](http://www.internships.com). Having a strong journalism background and with plans to live in the D.C. area this summer, I am very interested on learning more about the opportunity at *The Washington Post*.

Through college coursework and work experience in the U.S. and Germany, I have gained over three years of journalism and writing experience. My positions with *The Boston Globe* and German based *Thüringen Allemeine* involved extensive editing, research in the community, connecting with over 40 local organizations, and often meeting very short daily deadlines. In my current work with Mount Mary College's student managed newspaper, I coordinate layout and design for 4-6 pages and conduct feature writing and reporting. My most recent features have included a full-page story on the College's three-all conference softball honorees, and a two-article series sharing hoe the history of social justice at the College has connected with the development of several programs in the local community. The quality and variety of my experiences have prepared me for future journalism opportunities such as the internship with your organization.

Enclosed you will find my resume for your to review with further qualifications. I would be happy to provide writing samples upon request. To follow up with you, I will call the week of October 11, 2011 and confirm you have received my resume and make arrangements to hopefully meet with you while I am in Washington D.D. in November.

Thank you for your time and consideration. I look forward to talking with you soon.

Sincerely,

Jordan Smith  
700 College Street, Box 0000  
Beloit, WI 53511  
608-555-5555  
[smithj@mmc.edu](mailto:smithj@mmc.edu)

- No need for more than a double-space between your closing line and your name, since you will not be signing your emailed letter.
- List your address, phone number and email below you name when sending a cover letter via email.
- Have an "Attachment" line instead of an "Enclosure" line with email letter..

Attachment: 1

## SAMPLE REFERENCE PAGE

---

Use your same personal header that you used on your resume to make your application materials more identifiable.

### TIERA WRIGHT

---

321 Hickory Lane | Milwaukee, WI 00000  
414-555-5555 | wrightt@mmc.edu

You may center (as seen here) references' information or left align

**Chris Riley**  
*Principal*  
Beloit Memorial High School  
1225 4<sup>th</sup> Street  
Beloit, WI 53511  
(608) 555-1234  
[chrisriley@bmhs.edu](mailto:chrisriley@bmhs.edu)

- Include the reference's name, job title, their employer's name, work address, and work phone (unless the reference instructs you to use their home contact information instead) and email address.
- Put each item of information on a separate line to make it easier to find.
- Use the same fonts distinctions (i.e bold, italics, etc.) as resume to help distinguish different pieces of information.

- In general, listing 3 – 4 references is typically appropriate (unless otherwise specified by employer).
- Always ask an individual if they will serve as a reference **before** providing their name and contact information to other parties.
- Also confirm with them that they are comfortable and able to give you a *positive* reference.

**Samantha Stone**  
*Superintendent*  
School District of Milwaukee  
1633 Keeler Avenue  
Milwaukee, WI 53100  
(414) 555-4567  
[ss@mps.edu](mailto:ss@mps.edu)

**Alex Foster**  
*Professor of Education*  
Mount Mary College  
2900 N. Menomonee River Parkway  
Milwaukee, WI 53222  
(414) 555-4810  
[fostera@mmc.edu](mailto:fostera@mmc.edu)

**Shantell Miller**  
*Field Experience Supervisor*  
Merrill Elementary School  
1333 Copeland Avenue  
Wauwatosa, WI 53123  
(414) 555-7891  
[smiller@mes.com](mailto:smiller@mes.com)

## SAMPLE THANK YOU LETTER

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### Jordan Smith

700 College Street, Box 0000 • Beloit, WI 53511 • (608) 555-5555 • smithj@mmc.edu

---

November 23, 2011

Ms. Jane Johnson  
Director  
The Washington Post  
1111 Wells Avenue  
Washington, DC 11111

Dear Ms. Johnson,

Thank you for taking time to talk with me yesterday about journalism internship opportunities at *The Washington Post*. Meeting the newsroom crew was a true highlight during my visit. It was clear that they are a professional, enthusiastic group of people who enjoy working together as a team.

Talking with you about internships at the *Post* was also greatly beneficial. I was especially excited about internship opportunities in the international news area that you described. My background in working with international news media organizations and interest in global issues match well with the position's requirements. I would enjoy being a part of that type of department.

I understand that you will be connecting with me sometime within the next two weeks. If I can provide any additional information in the meantime, please do not hesitate to contact me at (608) 555-5555 I look forward to the possibility of working with you.

Sincerely,

Jordan Smith

- Send either a thank you letter or a handwritten note the day after your interview.
- If you know the candidate selection will happen quickly a thank you email may be more appropriate. This will ensure that the employer receives your thank you prior to their decision making.

## POPULAR INTERVIEW QUESTIONS ASKED BY EMPLOYERS

---

1. Tell me about yourself.
2. What do you know about this organization?
3. Why should we hire you?
4. What accomplishments are you proudest of?
5. What is your greatest strength? Weakness?
6. What major problem have you encountered and how did you deal with it?
7. What was your best/worst boss like?
8. What did you do in your last job to contribute toward a teamwork environment? Be specific.
9. Describe a stressful time on any job which tested your coping skills. Explain the problem, what you did, and what were the results?
10. Tell me about a time you had to use your verbal communication skills in order to get a point across that was important to you. How did it go?
11. Describe the most significant report/presentation which you have had to complete.
12. Give me an example of a specific situation when you conformed to a policy with which you did not agree.
13. Give an example of a time YOU were able to build motivation in your co-workers or subordinates at work.
14. Describe the most creative work related project which you have carried out.
15. Tell me about a time you felt it was necessary to modify or change your actions in order to respond to the needs of another person.
16. What motivates you to put forth your greatest efforts?
17. Tell me about a mistake you have made in the past and what you have learned from that mistake.
18. When do you feel you must consult with your manager before taking action?
19. What did you do in your last job in order to be effective with your organization and planning?
20. What do you like most/least about your present position?
21. What qualities should a successful manager possess?
22. Did you take any leadership roles in college? Please explain.
23. What criteria are you using to evaluate the company for which you hope to work?
24. How do you respond to constructive criticism?
25. Do you think your grades should be considered as an indication of your abilities? Why or why not?
26. Are you willing to relocate?
27. Are you willing to work non-traditional hours?
28. Are you willing to work part-time in a job that may expand to full-time?

## QUESTIONS YOU CAN ASK INTERVIEWERS

---

1. How would you describe the corporate culture?
2. What are things you like most/least about working here?
3. What are the greatest challenges facing this organization at this time?
4. What would you change about this organization if you could?
5. Is this company quick or slow to adopt new technology?
6. What type of growth do you foresee in the next few years? Why?
7. Does the company promote professional and personal growth?
8. How has your career progressed?
9. How would you describe a typical day in this position?
10. Could you describe your management style? (If manager)
11. Could you describe your management-training program?
12. What types of people seem to do well in this department/company?
13. What are the three most important things you would need me to accomplish in the first six months to one year? (or, how will I know I'm doing a good job?)
14. How often will my performance be evaluated?
15. How does one advance in the organization?
16. Outside of my department, whom else will I work with?
17. How much evening or weekend work is expected?
18. How much travel is normally expected?
19. Why is this position available?
20. Where is the person who had this position? (If promoted, what position; if fired, ask why?)
21. How many people have had this position in the past three years?
22. Is there anything else I should know that would help me understand this position?