

Writing a Results-Focused and Targeted Resume & Cover letter

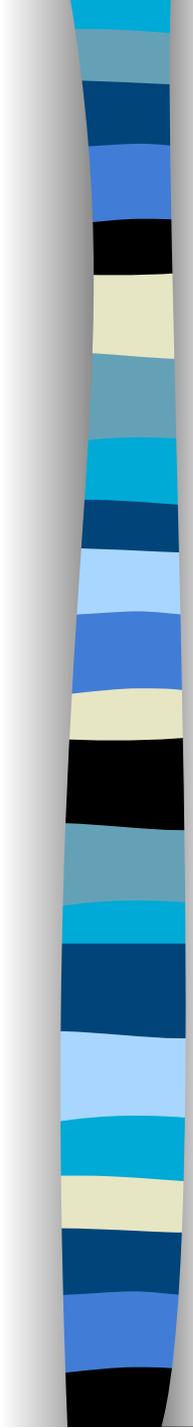


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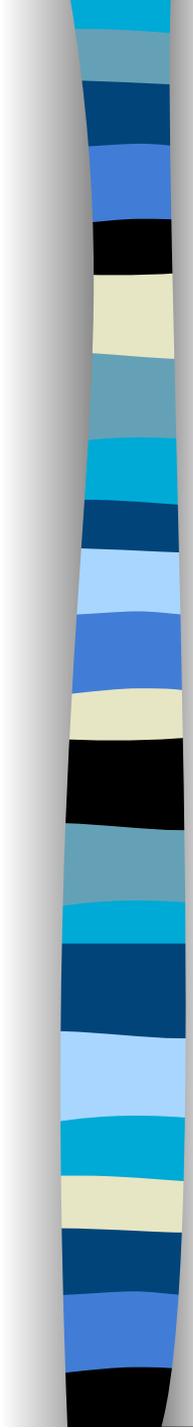
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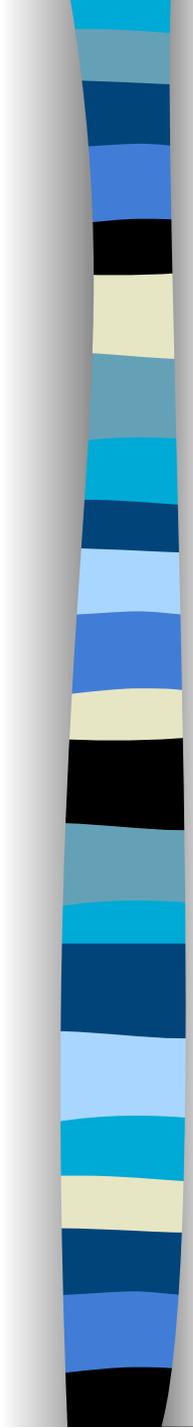
Purpose of a resume.

- Purpose of a resume: *to get an interview*
 - Communicates student's key strengths and skills
 - resume as **marketing tool**
 - **Easy to read** and find important information
 - **Tailored** to the application



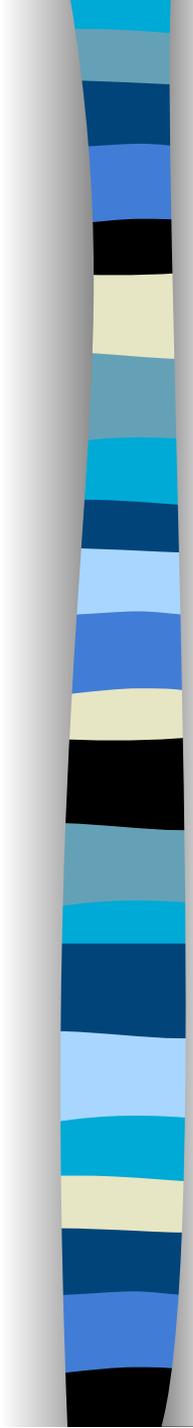
Resumes vs. CVs?

- TWO different things in the U.S.!
- Resumes: concise, attractive personal marketing tool
 - **Summarizes** experience, skills, accomplishments, and academic background **relevant** to the job you are applying for - *a science major's resume will probably look different than an English major's!*
 - **Does not include** *age, marital status, race, religion, or photos*
 - Federal Resumes



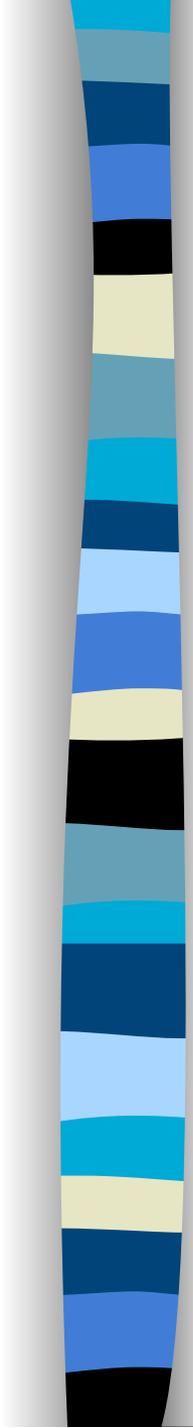
Resumes vs. CVs?

- CV: details academic and formal work experience
 - Can be multiple pages – including research and presentations
 - Used mainly when applying to professional schools, research, teaching positions, or international positions



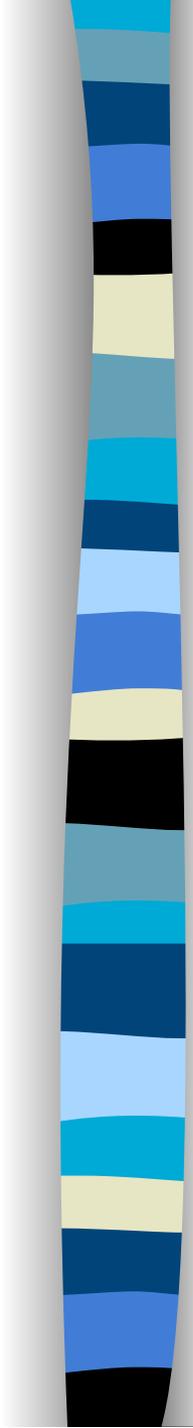
Common mistakes.

- Typos/grammatical errors
- Too much **irrelevant** information
- Discounting/**leaving off** relevant experiences
- **Formatting** that makes material difficult to read – consistency is key
- Trying to use one resume for many different purposes – **version-ize!**



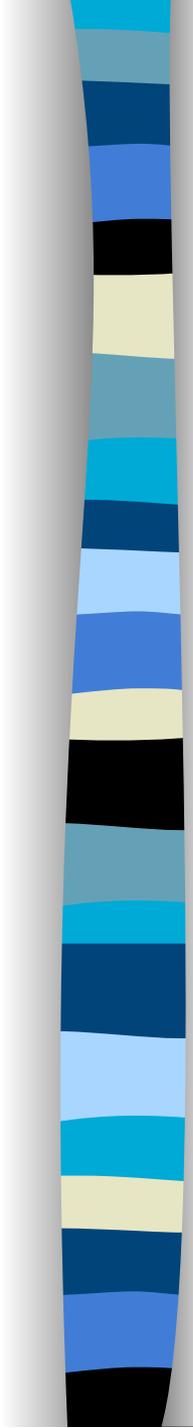
Basic resume guidelines.

- Resumes should be 1 page unless the student has significant (5-10 yrs) work experience and/or a master's degree
- Students should not exaggerate or mislead
- No fancy graphics, colors, pictures, etc. but bold, all caps, and bullets are useful for emphasis (*case by case basis*)



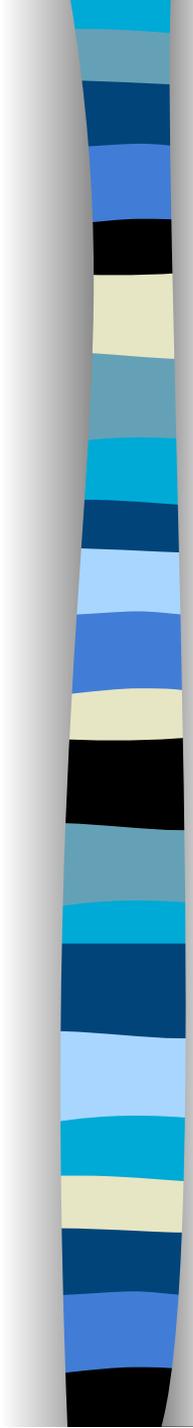
Basic guidelines.

- Never use resume templates or wizards
- Never use “I, me, my”
- Use bullet statements – not paragraphs



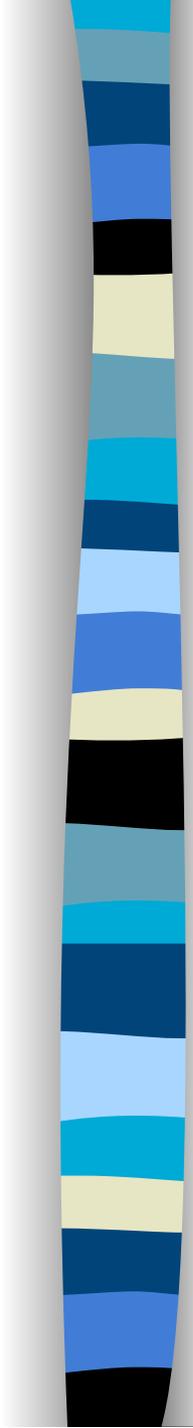
Resume sections.

- Header
 - Name, address, phone, email
- Education
 - Honors/Awards- certifications
 - Related Coursework
- Experience
- Academic Projects
- “Activities” - affiliations, leadership roles
- Skills - computer, languages



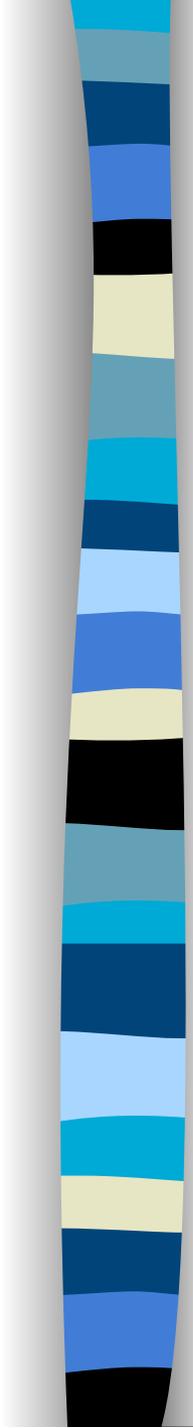
Education.

- **Name of School, City, State, Country**
Formal Degree Title (Bachelor of Arts in....), Expected Month Year
- Include **GPA if it is above 3.0** – you may also put major GPA if it adds credibility
- *Juniors and Seniors*, unless you went to a high school related to your field, remove high school. Limit high school activities unless you are still participating in those activities.



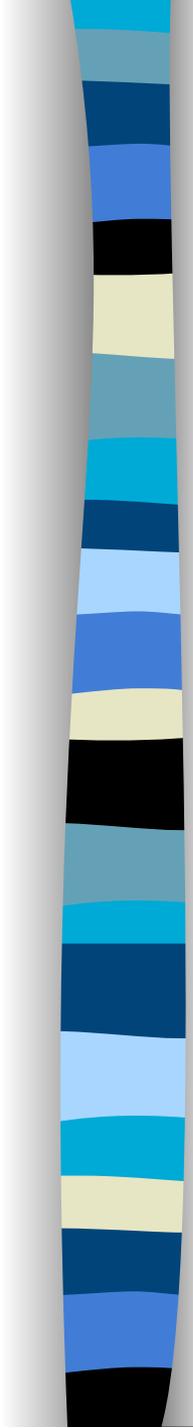
Education.

- Academic honors, scholarships
- **Relevant coursework (titles, up to 6)**
- Certifications



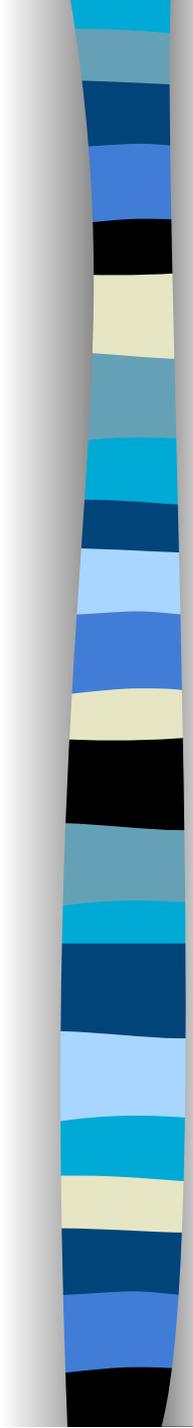
Experience.

- Reverse chronological order/Functional resumes
- Paid or unpaid, volunteer, part-time or full-time
- Use action verbs to start each phrase
 - *Analyzed*
 - *Corresponded*
 - *Researched*
 - *Interacted*
- Use **descriptive phrases** and quantify responsibilities, accomplishments and results – STAR approach
- Consider using multiple experience sections – **Relevant vs. Additional**
- **ACADEMIC PROJECTS!**



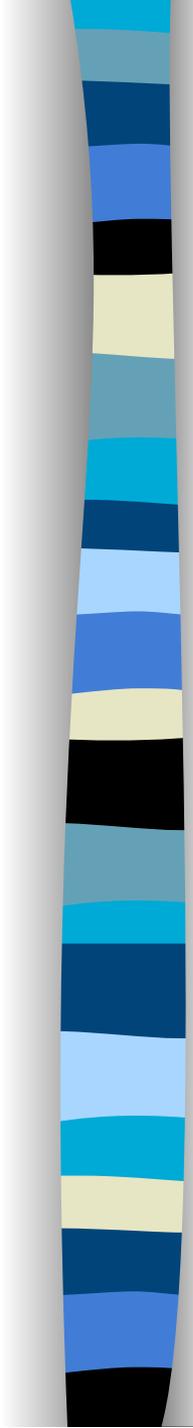
“Activities,” etc.

- **Leadership** roles and experience
- **Affiliations** that support your career goals – student groups/professional
- **Activities** that are relevant or demonstrate a transferable skill



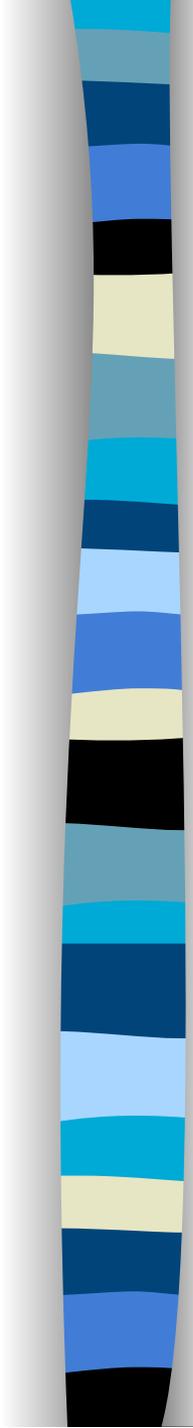
Skills.

- Computer skills and Language skills
- Categorize them if you have many. Example:
 - Software:
 - Database management:
 - Hardware:
 - Programming Languages:
 - Editing software:
 - Design software:
 - Spoken Languages:



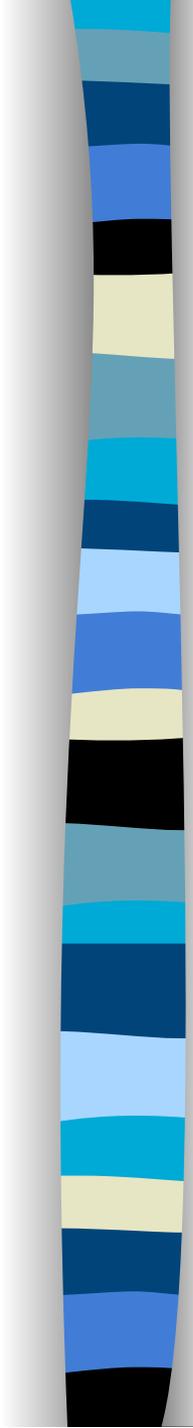
References.

- Do NOT include on the resume - prepare separate document
- Always ask contacts if they are willing to serve as a reference BEFORE they go on the references page



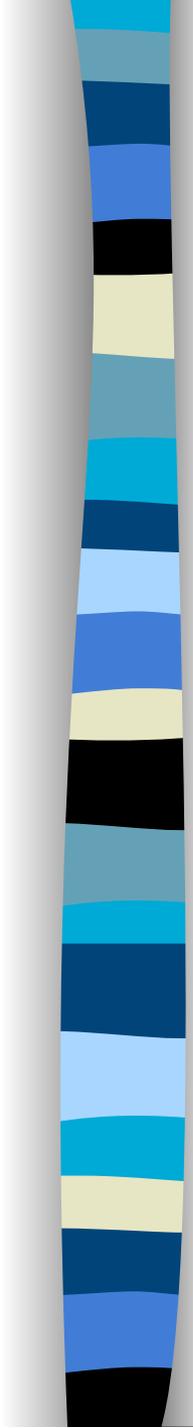
Cover letters: the purpose.

- To demonstrate *the fit between your background and the POSITION and COMPANY* for which you are applying
- To guide the reader's attention to relevant items on the resume, demonstrating *what you can do for the employer*
- To get the interview!



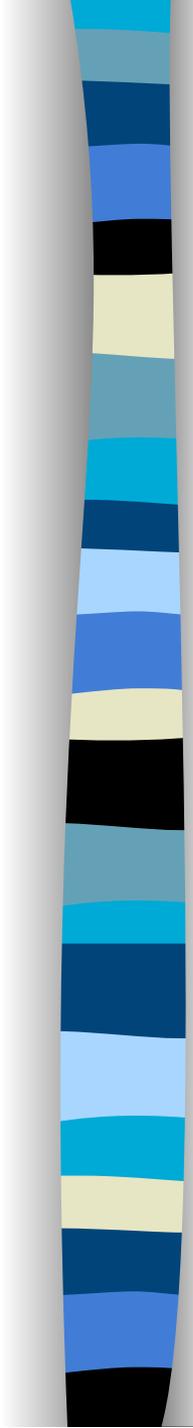
Cover letters: the details.

- Standard business letter format
- If sent via e-mail, as an attachment in PDF format
- Addressed to a particular person whenever possible
- Proofread, proofread, proofread!



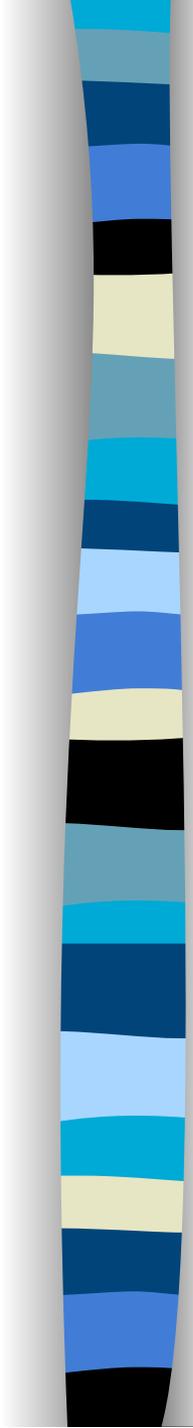
Structure: 6th grade book report.

- **Paragraph 1: introduce yourself**
 - Who are you? What's your major?
 - How did you learn of the position?
 - Why this employer? Be specific – show you did your homework.
 - Why you? Highlight 2-3 qualities that make you a good fit for the position.



Structure: 6th grade book report.

- Paragraph 2 (and 3): the guts of the letter
 - Identify accomplishments that demonstrate the skills they're looking for in the position, and explain where you developed those skills
 - Explain what makes you **unique** – direct experience, transferable experience, interest/education, etc.
 - Relate what you've done back to the employer's work/industry/mission



Structure: 6th grade book report.

- **Closing paragraph: the conclusion**
 - Reaffirm interest and why you're a good fit
 - Provide contact information, a list of any enclosures or salary requirements (if requested), and any details re planned follow up
 - Thank the reader for his/her time!