

# Résumé Writing Secrets

Your Step-by-Step Guide to  
Crafting a Professional  
Résumé for Women



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## Introduction



My name is Catherine Trebble and I am a Career Change Coach, and an Entrepreneur.

As an employer, over the past 25 years I have interviewed literally hundreds of job applicants and read thousands of résumés and cover letters.

I have to tell you, a good Cover letter and résumé are the single most important factors in your search for your ideal job. What they are is your *introduction* and *entrée* to getting an audience, an interview, with potential employers.

You may be familiar with the phrase *less is more*, which urges moderation and caution. When you're searching for the perfect job, or any job, less certainly is not more.

More is more.

**The more you know about job hunting, the job you apply for, the company hiring, and what it takes to land an interview with a potential employer—the better prepared you'll be to make the process as smooth, effective and beneficial as possible.**

This insider's guide provides you with more: A wealth of important and powerful insights that will make creating your résumé and cover letter more purposeful, more stress-free, more effective and more successful.

There are other very important aspects, besides a résumé and cover letter, of the job search:

- Your research to gather information about potential employers
- Preparing for an interview
- Mastering a phone and/or in-person interview
- The interview follow-up process.

These are equally as important in your quest to find the best, most fulfilling job for you.

**First Things First** – By the very fact you’ve invested in this guide, you are saying loud and clear that you recognize that it’s tough out there in this post credit-crunch job market; and you want to give yourself the best advantage possible.

Congratulations from the bottom of my heart, by that attitude alone you are a winner. To have *the best* chance of securing the job interview for the job of your dreams your résumé need to stand out from the crowd – in the right way 😊.

In this guide you’ll find out how.

Your Cover letter and résumé have but one focus – to catch the attention of your target prospective employer and by doing so secure an interview to *seal the deal*. Therefore, your cover letter and résumé deserve great consideration and are the focus of this guide.

Job hunting can be stressful. It's not something you want to do too often, so resolve to go after the job you *really* want.

Many people find the whole process a hassle, time-consuming, frustrating and stress-inducing. *It doesn't have to be that way.*

Your job search can be a successful, agreeable, learning experience.

Preparing to create your résumé and cover letter can help you learn a great deal about yourself and what the job market is searching for, hone your writing and researching skills, and get organized for the rest of the process—the follow up and interview.

**Through effective planning and preparation, your confidence will grow.**

This guide focuses on planning and crafting a superior Résumé and cover letter, in essence, helping you make the most impact in your brief, professional introduction to prospective employers.

**Here are some of the highlights covered in this guide:**

The process that goes into creating effective, strong résumés and cover letters that maximize your chances for successfully landing you your dream job.

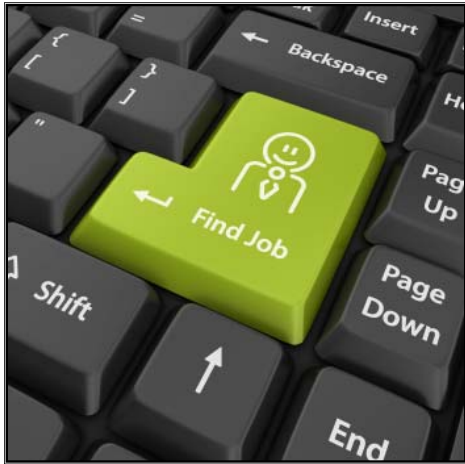
See clear examples of how to present yourself as the professional, qualified candidate that you are, utilizing powerful language and taking the steps needed to ensure an effective outcome.

Learn to avoid the pitfalls that can doom your efforts to the great circular file otherwise known as the trash can.

Tips for organizing your job search that can make the whole process practically painless.

And throughout, you'll see examples of successful and unsuccessful cover letters and Résumés that you can steal to help you build a potent introduction for yourself with your future employer.

## CHAPTER 1: Doing Your Research



According to studies conducted by worldwide employment organizations, job candidates performing preliminary research is the single most under-attended aspect of job searching. Fewer than half the candidates who apply for a job bother to investigate the hiring organization before an interview. Even fewer than that bothers to research information about their chosen industry or job position.

If you think about it, you take the time to gather information before making major decisions in your own life, right? Whether it's buying a new car or dishwasher, finding the best school for your children, looking for life insurance or checking out a night class. You turn to the Internet, talk to experts and read up on the latest information available. You research the topic so you have the data to understand what's out there and what best suits your needs.

It only makes sense to give the same due diligence to something as important as checking out where you'll spend a large percentage of your waking hours once you land the job.

This topic is covered in-depth in "Choosing the Right Career for You". If you're not sure exactly what you want from your career, or even if you want to completely shift careers, check out this valuable resource first.

When you are looking for the right job for you, you want to be able to put your best foot forward and show an employer that you are the right candidate. Once you've done your homework on any company you're considering working for, you will have the necessary information to present your *best self* to the potential employer.

So what information do you need to hunt out to help you with your decision making process, and as research to wow your prospective employer with your knowledge of their company?

## Researching the Job



Contrary to popular opinion, job searching is not all about you. Yes, you need a job or want a better job. You want to influence potential employers to select you, and you have to do the initial work to make sure that happens.

Successful job candidates understand that first and foremost, employers are looking to fill a need in their organization. They have specific wants which are generally listed as responsibilities of the job posted or announced.

You can't fit a square peg into a round hole. You want information on the company so you can reshape (or re-word) your skills and abilities so that they are a clear fit with what an employer is seeking.

For example, if a position requirement is “formatting monthly reports” you want to find out what kind of reports. It could be internal reports like budgetary or departmental updates; or it could be external reports like forecasting or annual reports. Either go online to see what kind of reports the organization generates or better yet, call the organization and speak with someone in that department. Gather information so you can be sure you’re addressing the organization’s needs.

It’s not always easy to get more job information than what’s listed in a job posting. This may be a challenge for you, but this is where a healthy dose of curiosity comes in. Put on your detective’s cap. Investigate.

You may not find obvious answers, but you can find clues that help you craft the best Résumé and cover letter—the one that gets you the job.

Also worth mentioning is that not every responsibility for a job will be spelled out, generally just the major tasks that fulfill the organization’s needs. You’ve seen the infamous “other duties as assigned.” Most of us read that and believe it’s there so the organization can add tasks to your job once you’ve signed on.

That may be true, but to the savvy job hunter, that phrase is also a welcome catchall, giving you the green light to showcase the unique skills that you can bring to the organization.

Most job postings are general. Research the company and find out what they do, what they value and what the job really entails.

What can help you stand out is demonstrating that you've already taken the next step, done the research and shaped your unique abilities and skills to “fit” with what the organization values and strives to accomplish.

## Researching Job Descriptions

Some job postings are scant at best, listing a generic job title (e.g., administrative assistant or head chef), hinting at the company industry (i.e., an accounting firm or a large retailer of sporting goods) and providing the person or department to whom the cover letter and résumé should be addressed.

Your first step in this case is to flesh out the job posting as best as you can. If a phone number or email address is provided, call or get your fingers moving to get more detail.

If contact information is provided, employers are all but taking out a full page ad inviting you to take initiative to get more information and get a leg up on the competition out there.

You want to briefly state your name and interest in the job posting, telling where you found it and when. Tell them you have a few clarification questions and confirm that you are speaking to the individual who can respond to your questions.

Here are sample questions you may want to consider to get the information you need:

What are the four major responsibilities for the job listed?

Is this a new position or a replacement for an individual leaving the job?

What is the job title of the individual to whom this job reports?

Is there anything else you can tell me about this job?

Be certain you thank the person you speak to and write down his or her name. You'll want to thank him or her in person once you get the job.

If no contact information (except a job number) is provided in a job posting or if the posting states that only your Résumé and cover letter should go to the individual listed, go online and look up the company, industry or job title.

*You want to ferret out:*

What skills are needed to do the job

How various organizations define that job title

How the overall industry is doing in today's economy

Taking these few steps means to use what you've learned in your creation of a powerful cover letter and résumé. This demonstrates your resourcefulness and competence at finding the information you need to present your best self to an employer. Already you've given yourself a major advantage over most of your competition.

**Most jobs won't list skills like "ability to be resourceful and find information that hasn't been provided to you" or "ability to read between the lines and infer what's really needed." Yet these are skills that employers prize in their employees. They are unspoken skills that employers look for when reviewing résumés.**

## Researching the Employer

Researching the company you intend to work for is not an option. Too many people come to an interview uncertain as to what the organization does, produces or how long it's been in operation. When an interviewer asks you if you have any questions, the last thing she wants to hear is "So, what does your company do?" Most interviewers will ask questions to find out what you know about their company.

You put yourself at a huge disadvantage, if not out of the running completely if you fail this step.

### **Find out:**

What the company does and/or makes

Who are its customers or clients

How long have they been in business

Who is leading the organization

What does this individual or group of people believe in

How have their financial profits been over the last few years  
Anything else of interest you can find out.

This is a job you want, right? You want to know these details about your future employer.

You have three goals concerning conducting preliminary research:

The first goal is to give you an advantage over other candidates.

The second goal is to arm yourself with knowledge so you can demonstrate to potential employers (through your cover letter, Résumé and the interview) that you possess initiative, resourcefulness, determination and curiosity.

The third goal is to find out if this employer is right for you. In my opinion this is the most important one. You want to research if the company is a fit for you and your lifestyle. For instance, if you are concerned about work-life balance, working part-time from home, onsite day care or the personal cost of health benefits, find out what stance your future employer takes on those topics. This helps you make the decision that's best for you.

**So take your time to do your research.**

## CHAPTER 2: Your Résumé



Your résumé is a snapshot of who you are and what you've done that not only qualifies you to do your next job well, but the specific job to which you are applying.

More than just a calling card, your résumé needs to represent you as the *right candidate for the job*. That means you understand the needs of the employer, what the job entails and can customize your Résumé to present yourself as the ideal person for the job.

Once you've written your résumé for one job, it will become easier for you to customize it for other jobs that you feel are ideal for you. Just remember that your goal is to show an employer how you are an ideal candidate for his or her job.

There are many of schools of thought on what constitutes a résumé with impact—one with powerful content, addresses the specific needs of the employer, and presents you as the best candidate for the job.

Here are some considerations when putting your Résumé together:

- Do you make more impact by including a summary of your qualifications on your résumé - or by putting that in your cover letter?
- Will stating an objective impress an employer?
- Should you list your interests in your résumé?
- Will a chronological résumé have more impact than a functional Résumé?

These questions will be answered for you as you go through this guide, giving you choices to make in how you structure your résumé and cover letter so that you are presenting the best image of you.

## Structuring Your Résumé – Length, Format and Style

What all employers appreciate in a résumé is simplicity, clarity and powerful use of words. Trying to include every task from every job in your résumé is a mistake.

Your résumé has one purpose - to show an employer that you have the skills and knowledge to do this job well. This will generate interest in you as a candidate for the job so that an employer will call or email you to arrange for a face-to-face interview.

The length of your résumé is secondary to its content, readability and use of language. You want to show your education, work history, accomplishments and skills in the best light possible.

Don't worry about the length your résumé should be right now. A potential employer will read a lengthier résumé if it is compelling enough. So don't concern yourself with the length of your résumé until you've got your content written down.

As for style and format for résumés - again this is not worth getting too caught up with. Your content will show if you meet the needs of the potential employer or not. Experiment with the visual appeal of your résumé after you've got your content. If your content has impact, style and formatting are just icing on the cake.

Keeping to a basic layout is far better than risking detracting from the content of your résumé by being over fussy. A good résumé relies on content and powerful use of words, not visual design to sell the individual as highly capable and an excellent fit for the job.

You will find various style and format samples in the bonus chapter on résumés and cover letters at the end of this book for guidance. You can decide on which layout appeals to you once you have your content together.

Take it from me, employers are unimpressed by "pretty" résumés; they're impressed by résumés that speak directly to what the employers' stated needs and show the applicant as the right candidate for the job.

## Content is King – What Goes in Your Résumé

Here's where you craft the content for your résumé that will make a favorable impact on an employer. There are parts of a résumé that you'll want to include. Every employer expects these basic categories to show up—some in your résumé and others in your cover letter. They are all important in presenting your snapshot or introduction with a goal toward getting an employer to call you in for an interview.

As you create your Résumé, keep in mind that you are applying for a specific job, so keep that one job in mind as you write your content.

### Contact Information

Every résumé should have your contact information. This is typically called your résumé header. You want to include your name, address, phone number and email address—the information an employer will need to contact you for an interview. It's ideal to provide at a minimum these three methods for an employer to reach you: snail mail, phone, email.

It's important that the phone number you list have voice mail capability, and that the outgoing greeting be brief and professional. Individuality is wonderful and some people are very creative with their outgoing messages. When you're looking for a job, however, you don't want to risk your potential employer getting the wrong impression of you. Keep your message short and clear.

"You've reached 555-1212. I can't take your call right now. Please leave a message and I will return your call shortly." This message confirms the number called and leaves clear directions to leave a message.

If you don't have an email address, you can go online to Google (gmail) or Yahoo (hotmail) and get one for free. If you do have email, make sure that your email address is professional, appropriate and supports the strength of your résumé.

Employers are unimpressed—sometimes offended—by cutesy or vulgar email names. [Hotchick27@gmail.com](mailto:Hotchick27@gmail.com) does not inspire confidence and competence in an individual applying for a position as a sales director, office manager or even sales clerk. [GoofyAnnie@verizon.net](mailto:GoofyAnnie@verizon.net) does not make a good impression on an employer or reinforce that you'll be professional and committed to doing the job well. Don't undercut your powerful résumé by neglecting how you present your contact information.

If you have a personal website that shows your strengths for the job you are applying for, you may want to include the URL on your résumé as well.

## Your Objective

You can decide whether to place your objective statement either in your résumé or in your cover letter. It definitely needs to appear in one or the other to give an employer a brief glimpse of what makes you the right candidate for this job.

When you have a short work history (under 3 years), this brief but powerful statement provides a hook to draw an employer into reading the rest of your résumé. Your objective—when it's well-written—informs the employer that

you are a strong candidate for the job and deserve a closer inspection of your résumé.

How many times have you seen a generic objective on a résumé? Unfortunately, employers see a lot. When you present non-specific information in your résumé, you are sending a message that you didn't try your best here, and will probably not try your best in the new job. Employers who see bland, unessential information in a résumé will certainly put that résumé aside and move on to the next one. You want every sentence in your résumé to be meaningful and appropriate to selling you as the employer's ideal candidate.

*Objective:* "I am seeking a position in Sales Management that will enable me to utilize my skills and abilities to their fullest potential and enable me to make an impact on your organization."

The above example makes several mistakes:

The position applied for is not specific. Write the actual job title the way the employer listed it so there is no doubt which job you want.

The individual mentions her skills and abilities, but did not name them. An employer will not try to guess that she meant her sales skills or ability to generate results through her leadership and influencing skills.

The individual mentions making an impact on the organization, but again does not take the opportunity to state clearly what kind of impact she will make.

Employers see generic objectives like the sample above far too often. I know I do. It's a tragic missed opportunity to show that you understand the position and the organization and how you are an ideal fit for this job.

An objective is much more than your long-term employment wishes or what you determine is the perfect job for you. Remember, your Résumé is not about you—it's about how you fit the needs of a specific employer. If the job you're applying for is what you want and you know that you're a great fit for this particular employer, you'll want the employer to know it as well. When you provide a well-written objective, your Résumé will stand out from the crowd.

Here is an opportunity for you to show and tell an employer explicitly how your skills and knowledge can benefit his/her specific organization. The research you've done on the employer is a great resource to use when you write your objective.

When you gathered information on the employer, what stood out for you? Was it the values the organization espoused? Was it their mission statement? Was it the products or services the organization creates or provides?

Whatever information you read on the employer that matches your own values, beliefs or interests will make a great impression if you incorporate that into your objectives. Use their terminology so there's no room for doubt that you understand this organization, the job they're offering and how you are a perfect fit.

As an example, here is an objective that's well written and addresses the needs of the applicant *and* the employer:

*Objective:* "To obtain a position as Sales Manager where my knowledge of cutting edge sales techniques and years of experience training staff enable me to increase profitability and product sales volume by developing a dynamic team."

This objective is specific and will make you stand out from the crowd of more generic résumés.

## Qualifications Summary

There is some debate as to whether you need to include this section in your résumé. Your qualifications summary presents highlights of your skills, talents and achievements that quickly show an employer you are the right candidate for this job. If you choose to include a qualifications summary in your résumé, then you want to make sure it is powerful and engenders interest in the employer.

A powerful summary shows how your skills meet the needs of the employer and the specific job posted. For example, if you are applying for a university hospital registered nurse position requiring demonstrated leadership skills and ability to focus on patient needs, your summary might read:

"Dedicated and patient-focused Registered Nurse with proven expertise in acute care, staff development and family advocacy.

Exceptional capacity to multitask: manage competing priorities with ease while fostering delivery of superior patient care.

Solid administrative and referral experience include admissions, assessment, treatment, referral, and education for a broad range of patients.

Widely recognized as an excellent care provider and patient advocate.

Demonstrated ability to forge, lead and motivate outstanding healthcare teams that provide top-quality patient care.”

If you choose to include this section in your résumé, you always want to tailor your qualifications summary to the needs of a specific job. Employers reviewing résumés generally have 10-15 seconds to scan one résumé before moving on to the next. When an employer sees that you have a qualifications summary, his or her expectation is to find what’s needed to determine your viability as a candidate to call for an interview.

When written well, this can mean the difference between getting to the next step and losing out on the job. To customize your qualifications summary, you’ll want to:

- ✓ Read the job posting
- ✓ Identify three to four key responsibilities of that position
- ✓ Select the skills and achievements you have that are the best fit or that demonstrate you are the best fit for the job
- ✓ Select strong, active verbs like accomplished, achieved, created, developed, directed, excelled, organized, provided, etc.
- ✓ Don’t just tell, show how you excelled or achieved.

You want your qualifications summary to highlight the key strengths you are bringing to this job, so don’t be afraid to make yourself shine.

## Your Employment History



Whether you choose to title this section of your résumé “experience,” “employment history,” “work experience,” etc., what you’ll want to present to an employer is your most recent 10-15 years of work by showing:

Position held

Organization name and location

Dates you held this position

Highlights of your skills developed and achievements made while in that position.

You might find it helpful to just create a list for now with the above information. Make sure you have accurate data: spellings, dates of employment, the actual job title, etc. You’ll spend the most time listing your job skills and the noteworthy achievements you had in each position. Don’t worry about how it’s written for now, just get all the information you can into your document.

Also note any awards or commendations you received from an employer. You’ll want to write the actual name of the award and the qualifications that you met in order to receive it.

Once you have your employment history written down look at the skills you've developed and the goals you've achieved. What is most relevant to the job you're seeking today? Those are the items you'll want to list first under that position. The skills and achievements that speak directly to the needs of the employer are what you want an employer to see first.

One of the biggest mistakes people make on their résumés is presenting previous responsibilities that read like an old job description. Here's a bland résumé responding to an Executive Assistant job:

Scheduled travel and maintained supervisor's calendar

Organized expense receipts and entered expenses into database

Created documents using Microsoft Word and Excel

Answered phones

Other duties as assigned

It isn't necessary to list every responsibility you had in your previous jobs. Your new employer isn't interested in that or in seeing your old job description. She wants to know what skills you gained from that former job and what you accomplished there that is relevant to the position she is offering now.

Your goal is to highlight your talents and keep your Résumé focused on relevance to this new job so that you can have the most impact on an employer's decision to call you for an interview.

- ❖ Excelled at providing comprehensive support for executive-level staff including scheduling meetings, coordinating travel and managing all essential tasks

- ❖ Proven track record of accurately completing expenses reporting and information management within demanding time frames
- ❖ Highly proficient in Microsoft Word and Excel

Now that's more compelling than a mere list. Too many people have difficulty keeping their résumés to two pages or less because they don't select the key points to highlight for a specific job and edit out the irrelevant facts.

The chapter on Powerful Language will help you strengthen your résumé by using compelling, active language that grabs attention and shows your confidence and skills.

The résumé samples provided in the bonus chapter at the end of this guide also give you examples of strong, well-crafted and well-written sentences.

As you put together the employment history section of your résumé, here are suggestions and tips to note as well.

When you've had multiple positions in one company, you want to show your growth through promotions, increases in responsibility, or achievements.

Typically, the further back you go in your employment history you'll show less detail unless a former job is where you achieved a great deal or have skills that are directly relevant to the job you're applying for today.

**Avoid using abbreviations.** Don't assume that everyone knows what you mean—even if it's an industry-specific term. It's best to just be clear and spell it out. One exception is if you are going to repeat it several times in

your résumé. If that's the case, then spell it out the first time and abbreviate it the second and third times.

If you held non-paid positions such as internships or volunteer work that are relevant to the job for which you're applying, consider including those in your employment history. You want to show your breadth of experience, and this section is not limited to paid work only.

Things you don't want to include in your employment history are your supervisor's name, a former employer's address, your previous salary or the reasons you left a job. Your résumé is a snapshot that focuses on your skills and achievements.

You won't need to supply your former supervisor's name or address unless he/she is a reference for you, and details about former jobs and salary are more appropriate as discussions during or at the end of a face-to-face interview.

## Your Education

This section of your résumé is fairly straightforward, but you do have choices in what you include. You want to present yourself in the best light for a specific job, so keep that job in mind when you decide what to include under education.

### **Employers are typically looking for:**

School or institution attended

Location of the school or institution

Degree, license or certification you received

Date of graduation or completion

Optional information you may want to provide if it's relevant to the job and adds to your qualification as the best candidate includes:

Grade point average (3.5 or better only)

Distinctions earned

Awards received

Courses you are currently taking

When you write this section, you'll want to place education in reverse chronological order just like the employment history section. There are two exceptions, however. If the job you're seeking requires it, and you have completed a professional degree (e.g., Masters, PhD, JD) or licensing (e.g., accounting, real estate, psychology, aesthetician), you'll want to list those first then put other education below that in reverse chronological order.

## Your Accomplishments and Skills

If you already created a quick list of your skills and accomplishments under by each job you've held, you have the information you need for this section of your résumé. This is an optional section because your most powerful and relevant skills and achievements will be in the Qualifications Summary or listed as the top entries under each job in your Employment History.

You don't want to repeat what's already in your résumé. So if you choose to include the material that's less relevant to a specific job, here is where it will

go. This section will be close to the end of your résumé so it doesn't compete with the more powerful information.

## Professional Affiliations

Creating this as its own section in your résumé is useful when you:

- Have relevant accomplishments that don't fit anywhere else on your résumé
- Want to highlight your active role in professional organizations

List the organization, your title or role, the dates of your active membership, and one or two sentences that spotlight your skill or achievement. Use powerful language like these examples.

“Interviewed four local contractors and selected a highly qualified firm that built a community playground in four weeks.”

“Negotiated with City Council representatives to secure funds for after school activities at New Town Elementary school.”

“Organized a family fun day to raise awareness of animal adoption and increased the number of adoption applications by 75%.”

## Publications

If you have authored articles in professional publications, a chapter in a guide or an entire guide, including this section in your résumé can be quite

impressive. Unlike the curriculum vitae where you list all of your published works, you only want to highlight what is relevant and notable here. You might include first-rate critiques or reviews of your writing if they help an employer to see you as the perfect fit for the job.

## Personal Interests

Including this section in your résumé is entirely at your own discretion. Most employers do not feel that knowing your personal interests is relevant to the job. However, if you have a personal interest that strengthens your presentation as a perfect fit for the job, you might want to draw attention to it.

If you aren't certain, or you feel your résumé is really strong, it's best to eliminate the personal interest section.

## References

Unless an employer requests references along with your résumé and cover letter, you'll want to write "References available on request" as the last line of your résumé. If a job requires references up front, write "References attached" and make sure you supply a separate document or page with a list of people you've arranged to provide you with reviews of your skills, achievements, qualities and talents.

Your reference list will include each individual's name, job title, organization, address, phone number and email address. You might want to provide a small statement of how you know the individual, but that is up to your discretion. Employers find it helpful to know if they will be speaking with a former supervisor, work colleague, teacher or professor, etc. to get an idea of the questions to ask that individual about your work habits, skills, achievement or work ethic.

As you begin your job search, it's a good idea to identify three to five people who can be your references. These individuals will be people you've worked with or for in previous jobs, teachers or professors, or close friends who can provide a potential employer with information about your work history, work ethic, skills you've learned, achievements you've made—anything that will present you as the best fit in this new job.

Generally, an employer will contact your references after you've had a successful interview. When you've had a successful interview, let your references know which employer they may be hearing from. It helps to prepare them to sing your praises.

## What NOT to Put In Your Résumé



It takes time and patience to compose your résumé.

While we focus so much of our energy on what to include in our résumés, it's important noting the information that should

NEVER be included. The following three items are at the top of the *What NOT to Put in Your Résumé list*:

**1. Don't get personal.** Any information that discloses your demographics should not be listed in your résumé. Your age, race, ethnicity, religious beliefs, marital status, or your personal philosophies are not relevant to your job performance, so don't include them. Stick to the information relevant to the job and your career objective.

**2. Don't list salary information** from previous positions you have held. If you are asked to provide salary requirements for the position you are applying for, do so in your cover letter, not your résumé. Before you do this, do your homework and know what the acceptable salary is for this job.

Whenever possible, leave all salary conversations to for the interview with your potential employer.

**3. Don't list your personal web site,** blog or Facebook page. Only include a link to your web site if the pages are deliberately set up to showcase your professional portfolio, a copy of your résumé, reference letters, presentations, photos taken for professional use, or your web development skills.

## Types of Résumés

There are generally two types of Résumés: the *Functional* Résumé and the *Chronological* Résumé.

Most people create a chronological Résumé that lists a qualifications summary, previous jobs and education in reverse order.

## **Functional Résumé**

*Functional Résumés work best when you:*

- ✓ Have changed fields several times and want the focus on your skills instead of your previous positions held
- ✓ Are returning to the workforce after a substantial leave and want to showcase the skills you've developed or the achievements you've earned
- ✓ Want to change fields after a long history in another field

Functional résumés focus on your qualifications, not your career timeline. This style of the résumé highlights what skills you have, rather than where and when you acquired them. In other words, instead of listing your experiences by your job titles, your résumé will contain sections titled by your skills such as verbal and written communication, customer satisfaction, project management, etc.

This résumé style is recommended for college students seeking internships or their first jobs out of college, for those with no professional experience, those who have not worked for some time, or for career changers.

## **Chronological Résumé**

As its name implies, a chronological résumé is one that lists your experience and education in order, starting with the most recent jobs or achievements. This type of résumé is more often referred to as *reverse chronological*

*résumé*, because the order of the listing starts with your current employment.

This type of résumé is usually preferred by employers. They will want to know what job you currently hold so that they can better assess your qualifications for the job of your interest. The same is true for your education; your potential employer would rather know your most recent scholastic achievement.

Listing your experience and education in reverse chronological order also shows your potential employer your overall career progress. It also helps in determining the length of employment at each organization, and indicates any gaps in your career (in case of gaps, make sure to address them in your cover letter as to not lead your employer to believe that you are omitting information on purpose).

A chronological résumé should list your current job, as well as previously held positions. Don't skip any employment information on purpose; if your employment history is long, or if you have held jobs further in the past that align well with your current career objective, you can address these qualifications in your professional profile or in your cover letter. Chronological résumés are the most commonly used style, and work best for anyone who has relevant professional experience to the position applied for.

## Tailor Your Résumé – Customizing the Content for Each Employer

It's tempting, especially if you're sending out a dozen résumés, to want to simplify your efforts with a generic Résumé you can just print and stuff into an envelope with a cover letter or send by email. However, every job is unique and your résumé needs to reflect that uniqueness if you want an employer to see you as a perfect fit.

You don't have to re-write the entire Résumé every time, but you do want to scan how your résumé reads and make certain that the skills and achievements that directly address a particular job are the most prominent ones.

- Adapt your qualifications summary.
- Move key job responsibilities up on the list under each previous job listing.
- Make certain a potential employer doesn't have to hunt for how you are the best fit for the job.

## Getting The Balance Right – Tooting Your Own Horn Without Bragging

This section is for those of us who have a little difficulty singing our own praises. Being humble is a wonderful quality; however, when it comes to your résumé and finding the job you really want, humility does not serve you well. Your résumé and cover letter are one of the few exceptions where it really pays to boast about your skills.

If you're having difficulty making the content of your résumé powerful and strong, this section will help you.

When you don't toot your own horn, a future employer won't be able to pull your résumé from a stack of hundreds and give it the attention that you deserve. You want your résumé to highlight why you are the right person for this job. So ask yourself:

- What impact did I have at my previous jobs?
- What mark did I leave?
- How did I hone my skills and shape my abilities?
- What have I done that has prepared me for this new job?

Answer these questions honestly. It might help you to look at some of your old work or to talk with a former work colleague. You did something at your former jobs that helped to shape you into the professional, skilled person you are today. You left some impression or learned something that has made you interested in the job for which you are applying now.

**Try thinking outside the box.**

If you are applying for a mid- or upper-level sales job, think about sales experience you've gained outside the workforce. Did you participate, organize or coordinate neighborhood or school fundraisers or charity drives? Did you take any courses or seminars that taught you sales techniques? These are all relevant experiences you can include to show your depth and breadth of knowledge and experience.

There is one caveat. It's not a good idea to exaggerate your accomplishments. If you don't know how much money you saved your

former company, don't make up numbers. Just state that you had an impact on your company's bottom line, but be certain that you actually did.

You don't want to pepper your Résumé with red flags: Statements that sound too good to be true. "I saved the company from going bankrupt" or "The entire department relied on me to keep everything organized." These are grand, sweeping statements that, without any additional information to show how it was true, can work against a job applicant.

These statements may be accurate or designed to elicit curiosity, but they sound too good to believe in the absence of specific details. Employers are more likely to disbelieve such grandiose speech rather than be curious enough to contact the individuals for a face-to-face interview. Strive to "show" how you saved the company or how the department relied on you.

When you really did achieve something, your résumé is the best place to showcase that achievement.

## Formatting Your Résumé

There are seemingly endless ways to format your résumé. You'll find quite a few examples in the bonus chapter of this guide. The factors determining how you choose to format your résumé are the type of job for which you're applying and your creativity. Here are some tips to keep in mind when you decide on the overall look of your résumé.

**Fonts or Typefaces.** Stick with simple, readable fonts for your Résumé. Times New Roman is the most widely used font in the world. It's clean and easy to read. It's considered a *serif* font because each letter of the alphabet

has feet or tick marks. Arial is the second most widely used font. It's a *sans serif* font because each character is straight and has no feet or tick marks.

Sans serif fonts are ideal for electronic or screen reading because your eyes won't get tired as quickly, so you might want to consider using Arial if you're sending your Résumé electronically.

Use only one font for your résumé. Two fonts are acceptable if you use one for the headings and a second for the rest of your contents. Too many typefaces in a résumé look chaotic and unprofessional. You want to put your best foot forward, so keep your résumé clean, organized and readable.

There are a variety of fonts available in your word processing software and most fit the bill for presenting a professional résumé. Some fonts are fun, fancy and creative. You can even simulate cursive handwriting in your documents. Save those fonts for other projects. A potential employer may smile if you choose a creative font, but he also might not get beyond the outward appearance to read your content.

**Font Size.** You generally want to use no smaller than 10 point and no larger than 12 point for your résumé. You want an employer to be able to read your fabulous résumé without the aide of a magnifying glass. Print that is too large doesn't look professional.

**Bullet Points.** You want to use bullet points sparingly in your résumé. They are used typically to create a list of your skills and achievements under Qualifications Summary and your Employment History. Word processing programs provide a good variety of style of bullet points. You want to use solid round or square bullets and save the fancier check marks or diamonds

or stars as an element to draw attention to an outstanding skill, achievement or award you've received.

**Color.** The easiest documents to read are black type on white paper. You want to make your Résumé as readable as possible. If you absolutely must use color in your résumé, choose an ivory, cream or pale gray colored paper to print on. If you use color in the text, make sure the employer isn't conservative and traditional. Use color sparingly and select colors that aren't bright or shocking to the eyes. Instead of drawing attention for the right reason, garish colors detract from all the other content in your Résumé.

**Tables.** Using tables can make formatting your résumé easier for you, but be aware that organizations that use résumé scanning software might have difficulty reading text that is in a table. When you do your research, you might want to inquire about résumé formats that are preferred by the employer.

If you do use a table to organize the contents of your résumé, do not use the shading feature. Yes, it can look really cool, but shading and color fills tend to interfere with résumé scanning software.

**Lines or Rules.** Using lines to separate the sections of your résumé or your heading from the rest of your résumé looks clean and sleek. Use lines sparingly. You want the contents of your Résumé to be the star, not the overall look. Résumé scanning software can also have difficulty reading lines, so use your best judgment.

**Bold Text.** Typically résumés will have bold text to call attention to each employer in your job history section and each school or institution in your

education section. You don't want to overuse bolding or those features will no longer stand out.

**Italic and Underline Text.** You can use italics or underlining to draw attention to key words or phrases in your résumé. You want to use them sparingly, again, to make sure those important items really draw an employer's attention.

When you have completed your formatting, print out the résumé on paper and review to make sure that margins are accurately set, and that the content doesn't appear crowded on the page. Keep in mind – when it comes to your résumé, a well written résumé with a professional, simple uncluttered appearance and great writing will make you stand out – in the right way!

## CHAPTER 3:

# Powerful Language for Résumés and Cover Letters



How good are your communication skills, both verbal and written? Certainly you've probably developed these skills over the years. Writing your résumé and cover letter is where those skills will benefit you greatly.

Employers dream about hiring an individual who is an excellent communicator. You see it listed directly as a requirement in almost every job posting or implied in the term "interpersonal skills." You may excel at both written and verbal communication or fare better in one over the other. If written language isn't high on the list of your strengths, that okay. This chapter will give you a refresher course in English, give you helpful tips and prepare you to write a powerful cover letter and résumé.

Powerful language is robust and clear and conveys your message in as close to your own voice as possible. Until you get that interview and come face-to-face with your future employer, your résumé and cover letter are representing you and how you demonstrate your ability to communicate with others. Here are several tips for making your writing strong.

**Be Yourself.** Most people write using more formal English than they speak it. That's understood and accepted by employers. However, if your résumé

or cover letter contains words you never use or don't understand, then you are not representing yourself well.

You want to use your own voice. A career bookkeeper applying for a position in a large corporation probably won't use the same language that an architect would use or that an IT professional uses. When you write, strive for clarity and authenticity in your use of language. Don't use large, cumbersome words unless that's really how you speak or write.

**Don't Make Assumptions.** What you know isn't necessarily what everyone knows. The more specialized your field of work is, the more you probably use jargon. Jargon is language that's limited in use and understanding to specific groups of people. For example, people in the military or who work in government positions use a lot of acronyms that other people aren't familiar with. Almost every field you can think of has jargon.

Be aware that the person reviewing your cover letter and résumé might not be in your field of work. Limit your use of jargon or spell it out to make sure your intended message is received.

**Show and Tell.** An average communicator *tells* an employer about his abilities. A great communicator *shows* his communication ability. A superior communicator shows *and* tells. Would you believe and hire a stranger who tells you she's an experienced child care provider or he's a professional contractor who can replace your roof without looking for evidence to back up their words? You'd want to see certification, licensing and talk to references first, right? You'd want to see evidence.

It's the same for potential employers. They want to see evidence of the skills you profess to have before taking a chance on you and calling you in for that interview.

Look at the following paragraphs taken from two cover letters. Can you tell which one got more attention and which was given a couple of seconds before being pushed aside?

I have over ten years experience in human resources. I am an excellent communicator who thrives on challenge where I can utilize my ability to take initiative and cut costs.

As HR Manager at Z Corp, I initiated a company newsletter, launching the first intra-net news source for customers, allowing for cost-effective delivery of important information with an annual savings of more than \$45,000 in printing costs.

Paragraph A could have been written by any Joe or Sally and doesn't tell you much more than what an individual believes about himself. Paragraph B shows *and* tells you her communication skills as well as her ability to take initiative and cut costs.

**Take Action.** Powerful language shows movement or motion. The employment history on your résumé isn't a laundry list – a repeat of an actual job description: answered phones; scheduled appointments; managed large events; etc.

To get an employer's attention, you want your résumé to show growth, progression or movement. Show the skills you learned, developed,

enhanced, strengthened and increased. Employers want to see what you accomplished that prepares you for the job you want now. Your choice of words is important. Use strong, active verbs that show you doing something, not passive language where someone else is doing the action.

Passive Language:

Active Language:

Given large projects to manage

Managed large projects

Had four people report to me

Managed four staff

Supervised by the CEO

Reported directly to the CEO

Assigned to restructure evaluations

Implemented a new evaluation structure

Team of engineers reported to me

Supervised a team of engineers

Find new leads for sales

Identified new lead sources for sales

**Be Confident.** Powerful language is decisive. Avoid using “if” or “perhaps” in sentences. They don’t express confidence; they open a door to doubts. For example, you don’t want to end your cover letter by stating, “If you find my résumé is a good match for this job, please contact me for an interview.”

You want to end on a strong note. Try, “I look forward to hearing from you for an interview.” Or, “To arrange an interview, you can reach me through the email or phone contact information provided.”

Other words to avoid are “hope” and “believe.”

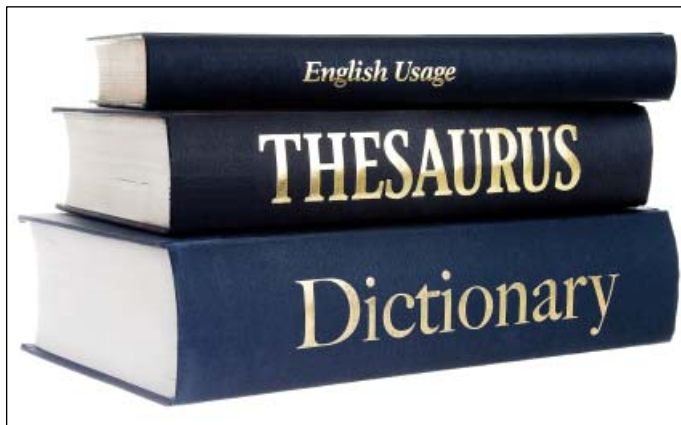
Instead of “I hope you’ll review my résumé...” try, “When you review my résumé...”

Instead of “I believe that my skills are...” try, “My skills are...”

**Choose Your Strengths.** Whether your greatest strength is being creative, learning quickly or building trust, prove how amazing you are by providing the evidence through a clear example of a time when you demonstrated creativity, fast learning or building trust. Focus on one or two strengths, and make sure your example supports it.

**Remember the research you did.** Try to incorporate relevant and interesting information you uncovered. You'll demonstrate how you took initiative, and it will be clear to your new employer how curious and resourceful you are.

## Know Your English



Whenever you are less than 100% certain about a word, look it up. This applies to both its spelling and its meaning. You want to be sure that your intended message is what the employer receives.

The English language has plenty of words that are easy to confuse or mix up because they are similar in spelling. According to Webster's Dictionary, the most commonly misunderstood or misused words in English are:

Affect – a verb meaning to influence

Effect – a noun meaning outcome or result; a verb meaning to bring about

Elicit – a verb meaning to evoke or bring out

Illicit – an adjective meaning unlawful

Farther – meaning distance; “He jumped farther than her.”

Further – meaning increase; “He will further his career by getting an MBA.”

Its – a possessive pronoun meaning belonging to “it”

It’s – a contraction of “it is”

Lay – a verb meaning to place or put an object; the past tense is laid

Lie – a verb meaning rest on or recline; the past tense is lay

Their – a possessive pronoun meaning belonging to “them”

They’re – a contraction of “they are”

There – an adverb expressing location

Then – an adverb expressing time or sequence

Than – expresses a comparison

Many people confuse when to use “which,” “that” and “who” as a clarifying word. These tips will help you keep them straight.

Never use “which” to refer to people. *I excel at PowerPoint, which is my strongest asset.*

“That” can refer to a group of people but is generally used for things. *The skills that I have are organizing and prioritizing.*

Always use “who” when it’s one person. *I am a manager who believes in delegating to empower others.*

Lastly, there is no “s” on the word “toward.” You work toward a goal, not towards it.

## Employment Buzzwords – when and how to use them

Fast-paced...

Self-starter...

Initiative...

Excellent Communicator...

Go-getter...

Curious...

You’ve seen and heard these words or phrases and have probably used them yourself in your cover letter and résumé. These are what we call employment buzzwords because of how often they are used by job applicants—not because they aren’t truly what an employer is searching for in new employees; they definitely are what employers want.

Buzzwords are often-used, recognizable words or phrases. Employers who have tons of résumés to scan look for these words to pull their attention into a paragraph; however, they expect that paragraph to have substance, not just a key word here and there.

**Remember to show and tell like the sample below.**

“I honed my journalistic abilities on three widely different publications: a typical small town newspaper where I learned all aspects of getting news out in a timely manner; as a staff writer for a media corporation’s mid-size newspaper where I sharpened my interviewing skills; and, as Chief Correspondent for a large newspaper in the south where I developed my investigative ability to find and report compelling news stories.”

For an employer at a news organization, the key words “journalistic,” “timely,” “interviewing” and “investigative” are industry buzzwords that draw the attention. This individual uses them to tell and her examples to show her growth as a journalist.

This is eye-catching writing, which is ideal since most employers receive so many résumés and only have 8-12 seconds to scan for something attention-worthy.

So, it’s okay to use buzzwords in your cover letter and résumé, just be certain to back them up with clear examples.

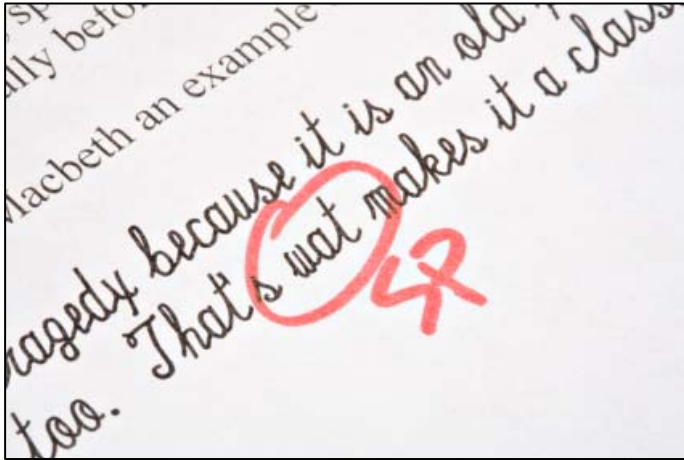
## Finding Professional Help

You might feel that writing is not your cup of tea. It’s okay to have someone else draft your résumé and cover letter for you. However, it’s very important that you review what’s written and make sure that it contains your voice—how you talk, think, write and communicate.

Use the tips in this chapter and the following one to edit what someone else wrote to ensure that you and your voice are present in your résumé and cover letter.

## CHAPTER 4:

### The Value of Proofreading



Think back to junior or senior high school. When your English teacher announced a writing assignment, do you recall someone—or perhaps it was you—asking, “Does spelling count?”

You’re no longer in seventh grade, but the answer your teacher gave still holds true. Especially when it comes to résumés and cover letters, yes, spelling counts and so does grammar and formatting.

Your introduction to a potential employer needs to have pristine grammar and spelling. Nothing is more distracting to an employer than finding misspelled words, inconsistent grammar or incorrect information in a cover letter or Résumé. One cover letter boasted,

“I have always been prized for my attention to detail.”

Ouch! How embarrassing is that? Did the individual mean he was prized or praised? And he certainly wasn’t paying any attention to how he spelled attention. That particular applicant was immediately placed in the “unconsidered” pile.

## Good Proofreading Practices

It's good practice to always proofread your own writing...twice...then have other sets of eyes look over your writing to make sure no errors end up in the hands of a potential employer. Sometimes, it's difficult to catch your own mistakes, especially when you've been staring at it for a long time. Choose people whom you know have a good command of spelling and language.

Here are a few good proofreading practices.

### *Use Spell Check.*

Almost all word processing software comes with a spell checking feature. Use it to run a preliminary search for misspellings or awkward sentences.

### *Put it aside.*

You will do a better job at proofreading your own work if you put it aside for at least an hour and do something else. You want to give yourself a break so you can come back to this task with a clear head and a fresh eye.

*Read out loud.* Your ears are likely to pick up an error that your eyes might overlook.

### *Check for spelling and context together.*

Context is the meaning of your words and sentences. You want to combine the two when you proofread because the Spell Check feature may not catch when you type "from" and meant "form." Words that are spelled correctly in word processing documents may not show up as an error. Therefore, as you read your cover letter and résumé for misspellings, also read it to make sure it makes sense.

*Check for grammar and content.*

This is the second round of proofreading. You're looking for periods, commas, semi-colons and other punctuation and making sure they are correctly placed. You're also looking at content—what you've written. Did you include everything you wanted to say? Are your jobs presented consistently? Do all your bulleted lists end with punctuation? Do your job responsibilities start with verbs or nouns or are they mixed up? Your list of job accomplishments will have more flow and continuity if you stay consistent.

For example, if you write:

Expanded the company newsletter mailing list from 410 to 1160 through direct email campaigns and online advertising that increased website traffic by 140%.

Directed the upgrade of software and employee training across four departments.

Supervised five staff members.

Using past tense verbs consistently to begin each sentence reads much better than using a combination as seen below:

Expanded the company newsletter mailing list from 410 to 1160 through direct email campaigns and online advertising that increased website traffic by 140%.

Influential in upgrading software and training employees across four departments.

I supervised five staff members.

*Verify contact information.*

Do you have the correct spelling of names, titles and places—including your own? Is your contact information accurate? Give your Résumé heading and the employer's information on your cover letter a good last look to make sure everything is present and spelled correctly.

Even if you are a Professor of English, ask some friends to review your cover letter and your résumé, a fresh eye can spot simple spelling and formatting mistakes you simply didn't notice. Give this task your time and attention to make sure you present your very best to a future employer.

## CHAPTER 5: Writing Your Cover Letter

### Cover letters that Play Up Your Strengths and Get You the Interview.



When you meet new people, how do you introduce yourself? Are you naturally effervescent and enthusiastic, or somewhat shy and reserved yet friendly? Would you describe yourself as pleasant, cautious, sunny, optimistic, reserved, humble? Your personal introductions

are generally tempered by who you are and how you approach new situations.

Your résumé is a brief overview of your employment history, education and skills. Your cover letter is more personal to you. It is an extension of you, a representative of who you are as a person and as a potential employee.

When it comes to cover letters, personality is as important as content, and you want your letter to give a prospective employer a sense of who you are through your writing.

You want your voice *and* your message to be heard.

When you meet someone face-to-face, can you imagine saying “Hello, Sir or Madam. Here is a résumé that tells you all you need to know about me. I look forward to hearing from you.”

If the name of the game in this job market is to stand out from the crowd, that's certainly not going to do it for you. Yet countless people send that brief and personality-free letter as an accompaniment to their résumé...and these are people who really expect to be called in for an interview. Needless to say, their résumés never receive even a cursory glance and the cover letter was immediately placed in the "no follow-up required" pile.

A cover letter is your opportunity to make a great first impression, your introduction to a potential employer to spark his or her interest in you. Just like meeting new friends, the situation, the person you're meeting and the setting in which you meet will vary. Therefore, your cover letter needs to reflect that. Every job is unique and requires a unique way of being approached, so steer clear of the 'one size fits all' cover letter.

This is important. DON'T use form letters as your cover letter.

A cover letter needs only to be one page in length.

**The cover letter is your salesperson for your résumé. If your cover letter stinks, your potential employer won't even get to the résumé.**

## The Personal Touch – Customizing Your Cover Letter

You might think flooding the market with your résumé and cover letter maximizes your chances for getting an interview, but it doesn't. You are more likely to land a job that you are excited about and make an effort to acquire.

Isn't this what you want anyway?

When you're passionate about a job you need that passion to come across in your cover letter so you can get to the next stage. Employers notice enthusiasm. And it starts with your cover letter.

For the best results, you want to strive for quality, not quantity. Employers know when they're reading a passionless, impersonal rehashing of information. Few people are impressed by form letters—in fact, potential employers are more likely to resent it and ignore your letter.

Imagine having to read stacks of generic marketing material like the junk mail you scowl at and immediately throw into the recycle bin at home, or the endless junk email that clutters your inbox. Do you really want your cover letter tossed aside or deleted after only the first line is read?

After seeing so many monotonous and boring applications, your cover letter that brims with enthusiasm and well-crafted sentences will leap out and command attention.

**You want to use language that stands out, grabs attention and, most importantly, speaks directly to what the employer needs.**

You'll have much greater impact if you customize your cover letter for each potential job. The chapter on powerful language will help you with your writing and so will the examples provided in this book.

Customizing your cover letter takes a little extra time and effort on your part, but it's time well spent. Think of it as an investment in your future, which it is.

You don't need me to tell you the job market is more competitive than ever. Our current economic environment is slow to turn around. Unemployment is still high so there are more people applying for every job that comes up. Employers know this. For the first time in years it's an Employers market.

If the job is in any way, shape or form desirable, you are going to have to stand out from the mob to get it. Your extra efforts will not go unnoticed, and the job search process will pay off when you land that job you want.

## The Basics

Type your cover letter in a basic letter format and try to keep it one page in length—two pages at the most.

**Your goal is to be concise, clear and give potential employers what they need.**

No one has the time or the inclination to read pages and pages of ramblings.

## The 4 Questions You Need to Answer in Your Cover Letter

These are the four questions you'll want to address in your cover letter regardless of the kind of job you're seeking, the employer or the industry:

1. What job are you applying for?
2. Why do you want this job?
3. How do you meet the requirements of this job?
4. What can the employer gain by hiring you?

The answers will not be the same for every job you apply for because each employer is different and so is each job. There may be common responsibilities, but you want to make sure that you are responding to the unique needs of a particular employer, i.e., the job responsibilities provided in the job posting.

So let's look at these in detail:

## 1. What job are you applying for?

Sometimes a company may have more than one job vacancy posted.

You don't want a potential employer to have to guess the job you are applying for or how you heard about the position. Be clear and upfront in the first sentence of your cover letter.

If you are responding to a job posting, state the job listed and where you found it. For example:

"I am responding to the IT Manager position listed on CareerBuilders.com last week."

If you are applying to a job that you heard about from a friend, colleague, or individual currently employed at the hiring company, you want to be upfront about that as well. Use the individual's name—with permission—especially if it's a person that the employer will know and recognize.

"Lisa Smith, HR Director at Z Company, informed me about an opening in your organization for an IT Manager."

As a general rule, you want to avoid starting your cover letter with the word "I." In fact, you want to use "I" as infrequently as possible throughout your entire cover letter. Play around with the words to lessen the number of times you use that pronoun. For example, you can rewrite the first sample sentence in a variety of ways:

“This letter is in response to the IT Manager position listed on CareerBuilders.com last week.”

“The IT Manager position listed on CareerBuilders.com last week really caught my attention.”

Your opening paragraph is an ideal place to show the knowledge and insight about the hiring organization that you gained from your preliminary research. For example, if you discover that an organization has a four-year track record of making Forbes Magazine's list of top 200 outstanding employers, you might say something like:

“The Operations Manager position listed on Monster.com is ideal for me. Forbes Magazine has listed your organization consistently, as an outstanding employer that exhibits integrity, quality and commitment to customer service. I pride myself on my proven track record as a results-oriented manager who has been consistently commended for working well with others and motivating a team to excellence in customer satisfaction.”

**You want your future employer to see that you've done your homework, that you are the resourceful, initiative-taking employee they are seeking.**

When there is no job posting or announcement and you are inquiring about a possible job in an organization, your first paragraph must be clear that it's an inquiry, what role you are seeking and what sparked your interest about this particular company.

"This letter is to express my interest in discussing an opportunity at Z Company for a highly skilled management level IT professional. Your organization has an exemplary record with integrating leadership, technology and excellence, which matches my years of experience leading progressive change initiatives."

"For the past two years I have followed Z Company's innovation with Web 2.0 technology and would like the opportunity to discuss my IT management experience."

## **2. Why do you want this job?**

Employers want to hire someone who is passionate about what they do. In your second paragraph, explain why this job is ideal for you. You want to convey your understanding of what the job is and why getting *this* job is important to you.

You also want to express your passion and excitement for the job.

It sounds like a tall order, but if you really feel that this is the job for you, it won't be difficult to get your message across.

"I am looking to bring my well-honed administrative and client-focused interpersonal communication skills to your progressive organization. My

employment history shows that I am a results oriented, hands-on individual with progressive management experience. My management style strongly emphasizes the teamwork and accountability that your organization values.”

This is an important paragraph in your cover letter. You want to keep it focused. You will want to reiterate key words found in the job posting or words that the hiring organization’s website uses to express what the company values.

“I am excited about this opportunity to join Global Corp as you move into another decade of providing superior technology to consumers around the world. My six years of experience in marketing and sales, in tech and non-tech companies, have given me the skills that your organization values: teamwork, accountability, getting results.”

### **3. How do you meet the requirements of this job?**

Here, an employer is looking for a glimpse of how you specifically meet the requirements of the job. You want to make that information easy to see at a glance.

*Do not repeat word for word what’s in your résumé.*

In one or two paragraphs you want to present the highlights of your skills and talents that directly speak to the responsibilities listed in the job posting. Some people prefer to create two bulleted lists, one showing the posted job requirements and the second showing how their skills match up.

Others might prefer writing paragraphs that address how they specifically meet the requirements of the job. The latter is the desired format when there is no job posting.

**This is an example of a bulleted list:**

“Your Requirements:

Responsible for operations in Student Center, including managing registration, solving customer problems, dealing with risk management and emergencies, enforcement of department policies.

Assists with hiring, training, and management of staff.

Coordinate statistics and inventory.

Experience in the supervision of student staff and strong interpersonal skills are also preferred.

Ability to travel to different sites required.

Experience in collegiate programming and management.

My Qualifications:

“The key strengths that I possess for success in this position include, but are not limited to, the following:

- Register students for courses, design and manage program software, solve customer problems, enforce department policies, and serve as a contact for students, faculty, and staff.
- Hiring, training, scheduling and management of staff.
- Managing supply inventory and ordering.
- Extensive experience in collegiate programming and management.
- Excellent interpersonal and communication skills.”

Here is an example of the paragraph format responding to this same applicant's qualifications:

"My extensive experience in collegiate programming and management includes registering students for courses, solving customer problems, enforcing department policies, and serving as a contact for students, faculty, and staff.

"Key strengths are using excellent interpersonal skill to hire, train and manage staff, overseeing supply inventory and designing and managing program software."

For more support in your writing, you'll find samples of successful cover letters in the Bonus Section that accompanies this book. There's no hard and fast rule for which style you choose to show how you meet a job's requirements. The point is to stay on target and show at a glance how well-qualified you are.

#### **4. What can the employer gain by hiring you?**

Avoid the platitudes that employers see in countless cover letters. They are perceived as exaggerations to cover a lack of confidence or skill.

"I am the best candidate for the job."

"You won't regret hiring me."

“I am perfect for this job.”

You might believe it, but someone who doesn't know you won't believe it.

Your goal is to show *and* tell, not just tell. Making grand, sweeping statements like the ones above only encourage employers to groan or grimace and become skeptical. Showing how you are the best candidate for the job will make them sit up and pay attention.

“As an Information Technology professional with mid-level management experience, I learned that the best way to get results is to motivate others with well-defined objectives and empowerment. My management philosophy—integrity, quality and service, along with a positive attitude, strategic thought and planning, and the ability to adapt quickly to new situations—allows me to achieve consistent and significant successes with my team. I look forward to bringing these skills to Z Company.”

The example above shows that this individual feels she is perfect for this job and that the employer will not regret hiring her.

In showing what you'll bring to an employer, you might also want to add any skill or talent you possess that's not included in the job posting but that you feel will benefit the employer. Tell them about your skill and show why it will benefit them.

For example, perhaps you are applying for an accounting job with a large marketing firm where you will be working with sales staff. Any sales skills you've developed—whether from organizing church fundraisers or volunteering to advertise for your child's soccer team candy sales—can be

presented as a strength that gives you marketing insights even in your accounting role. You want to let your future employer know that you are multi-talented and multi-dimensional.

“In addition to my extensive accounting qualifications, I have organized several sales events in my community, managing and inspiring a dozen people to raise over \$10,000 for neighborhood youth sports teams. These opportunities have given me good insight to Marketing and Sales and how my financial acumen can contribute to increasing sales efforts in any venue.” This statement has impact. It’s one of the extras that will get your cover letter noticed and placed in the “to be interviewed” pile.

## Personality in Your Cover Letter

Some people confuse personalizing with personality, but they aren’t the same. Personalizing equates to customizing, meaning adapting your message to fit the employer’s needs. Yes, you want to do this in the manner we have been talking about, but that’s not quite what is meant here.

Personality is that unique quality that makes you unlike anyone else on the planet.

There is room for personality in your cover letter. You can give an employer a sense of who you are through your writing style. Just be cautious. When it comes to personality and your professional introduction by way of a cover letter, less truly is more.

Here are sample paragraphs in cover letters that are successful at giving a glimpse of each individual’s personality in addition to his or her skills.

“The University Help Desk job sounds ideal. I have over ten years experience in Information Systems and certification in several computer languages. I worked as an IT customer service call representative for four years and was commended for my patience and consistent, professional demeanor. That’s difficult to do the third time a customer calls about fixing his blank screen, and when you ask if his monitor is plugged in he replies “No. Should it be?” I loved being helpful and excel at solving a variety of technical issues.”

“The Day Care Administrator job really caught my attention. I recently graduated from North University with an M.B.A. My Bachelor’s is in Early Education. The last three years I was in school, I managed the Student Recreation Center, recruiting and training staff, overseeing scheduling, and managing and allocating funds from a \$20,000 budget for student activities, equipment, and facility repairs. My day care experience is three years as Resident Advisor for a 40-student dorm. I never had to worry about diapers or feedings, but there were plenty of skinned knees to bandage, bruised egos to soothe, creative spirits to encourage, tears to dab away and smiles to cherish.”

These examples work because you get an idea of the individual’s personality alongside of his or her work ethic, skills and abilities. Here are examples that didn’t work.

“I love being outdoors in the fresh air. There’s nothing like working in and around nature. Finding employment in your arboretum sounds ideal to me. A job communing with nature while keeping physically fit is my objective.”

“I am an excellent candidate for the personal assistant to the CFO job. In my previous roles as personal assistant I was responsible for a variety of errands—from sorting mail to picking up prescription medicine to scheduling appointments and ordering lunch. I’m not above fetching coffee or picking up dry cleaning like the assistant in *The Devil Wears Prada*, whatever makes the CFO’s life as carefree as possible.”

Do you hear and feel the difference? The first example is four sentences of “all about me.” A busy employer may not care how much you enjoy the outdoors before understanding what skills you bring to this possible job and might move on to the next applicant’s letter.

In the second example, this person is very likely making a joke, showing his sense of humor about the personal assistant job and how it was portrayed in the movie. It assumes the employer is (1) familiar with the movie, (2) shares his point of view about the film, and (3) won’t take offense at comparing the CFO to Meryl Streep’s portrayal of a demanding, unyielding, critical boss. That’s a lot of assumptions riding on one joke.

Expressing humor is a tricky thing. Either someone else gets it or they don’t. Your friends and family may love and adore your satirical sense of humor (think Ellen DeGeneres, Jerry Seinfeld, George Carlin). Perhaps a new employer will adore it too—once they’ve gotten to know you better. Until then, it’s best to focus on professionalism first.

Keep focused on the intention of the message you want to deliver. Show your future employer what benefit he or she will gain by hiring you.

## The Close

Whether you've ever worked in a sales role or not, you're probably aware of the term "The Close". How you close your cover letter is as important as how you close a sale, and in a way *you are* closing a sale of sorts.

You want to close on a strong note by letting the employer know what you want: an interview. Don't be afraid to state that clearly.

"I look forward to hearing from you" is okay, but it's just average.

"My contact information is provided, and I look forward to hearing from you about an interview" is better.

Employers want to know that you are a confident, qualified candidate. Providing a weak ending to your cover letter lacks the easy confidence and self-assurance you want to portray.

Use "Sincerely," above your signature and typed name.

We've seen a variety of closings from "Best regards," to "Thank you for the opportunity," which aren't frowned upon, but why mess with what works? Sincerely is standard in a professional letter and doesn't detract from the important message your cover letter has delivered to an employer.

Finally, always sign your cover letter by hand when you're mailing your response to a job posting. If you're sending it electronically, it's helpful to

have your actual signature scanned to an image (.jpg, .gif, .png, .tiff) that you can insert into your cover letter.

*Here's how:* Sign your name in black ink on plain white paper. Local print shops can scan your signature for a few dollars. If you have a digital camera and the ability to upload images directly onto your computer, take a picture of your signature and move it to a folder.

Your real signature is a personal and professional touch that employers notice as well.

## CHAPTER 6:

### Keeping Track of Your Job Search



It's human nature to worry about things that we feel are out of our control. When it comes to searching for a new job, there are aspects that are in someone else's hands, for example, the employer's hiring process, the amount of time it takes to make

a hiring decision and the decision to schedule interview dates and time. You can eliminate some of your worries, however, by keeping your own job search process organized and under control.

Rest assured that having doubts or feelings of uncertainty are perfectly normal. Organizing your job search will help to soothe your nervousness. By keeping track of the process, you'll boost your confidence, maintain enthusiasm and gain a sense of accomplishment and control over at least this aspect of your search.

Organizing can be as simple or fancy as you prefer. Whether you're a total techie or file folder fan, you'll want to create a master Job Search folder with today's date as well as a folder for each job to which you send a cover letter and résumé.

Here is a step by step process you can use, but feel free to modify it so it makes sense for you.

### **Keep track of each job posting you respond to.**

Create a folder to hold your customized cover letter and résumé. You can label the folder by employer and date of posting or by job title and date of posting. Choose the method that works best for you and be consistent.

If you're keeping a paper file, place at least three copies of the résumé in the folder. You'll want to have extras on hand for when you go to an interview.

### **File and/or label your research gathered with the appropriate job posting.**

If you're filing electronically, you'll want to copy text from websites and paste them into a blank Word document to save in this file folder. Keeping your research in easy reach will help you when you customize your cover letter and résumé, and be close at hand when you get an interview and want to quickly review information about the organization.

### **Mark your calendar**

Make an entry in your calendar of when you send a cover letter and résumé to an employer. You'll also want to enter a date to follow up and call or email that employer.

A good rule of thumb is to call 7 to 10 days after you've sent your cover letter and résumé to an employer. Depending on the number of applicants an employer receives, the hiring process can range from weeks to months,

but you want to follow up week or so after sending your submission to a) make sure your Résumé was received and b) gather information on the hiring process.

## **Follow up**

For your first call, you want to inquire about the status of the job (whether it's still open) and your application for the job. It's better to make voice contact to get this information. You're more likely to get instant answers. However, if email contact is all an employer has provided then use it. Here is a sample of what you might say:

"Hello, my name is Jane Smith. I submitted my résumé to Ms. Jones to be considered for the Operations Manager position posted on CareerBuilders.com. I'm calling (writing) to inquire about the status of the job."

If you are emailing, you might add the following and any questions you have:

"I would like to confirm that you received my résumé and cover letter and find out where you are in the hiring process.

I appreciate your time and consideration."

## **Record information from follow up calls/emails**

Make a note of the date and the name of the person you speak to or contact when you call or write. Record any information you receive from this

individual and keep it in the appropriate file folder. Mark your calendar with any dates you are given as a reminder for further follow-ups needed.

### **Follow up again**

You'll want to keep abreast of the hiring process for each employer and the status of your résumé review.

Don't forget to celebrate your successes. When you get a call or email for an interview, record your interview date, time, location and any information you receive in your calendar. Then celebrate!

You don't have the job yet, but this is a huge milestone in the job search process. Celebrating small wins along the way is a fantastic energizer and confidence booster. You're well on your way to finding your dream job.

Bonus Chapter:  
Sample Résumés and Cover Letters

# Sample Résumés & Cover Letters

Impress Potential Employers  
with Well Presented  
Résumés & Cover Letters



**Catherine Trebble**

[www.ResumeWritingInHeels.com](http://www.ResumeWritingInHeels.com)

JANE SMITH  
222 Main Avenue, Los Angeles, California 90045  
213.555.1122 \* [jsmith@yahoo.com](mailto:jsmith@yahoo.com)

April 2, 2010

Lawrence Moore  
Human Resource Manager  
Quasi Designs  
1234 Main Street  
Santa Barbara, CA 93101

Dear Mr. Moore:

I am responding to your posting for a Senior Designer. Quasi Designs is well known for the innovative and creative campaigns provided for multi-national corporations. My résumé is attached for your review.

My expertise is in eMarketing campaigns and leading design teams to excellence. I have over 12 years experience in a broad range of media, and excel at creative web design and innovative marketing strategies. Clients commend the work my teams have produced as evidenced by my record of retaining clients and successfully winning additional work 85% of the time. I thrive in deadline-driven environments, demonstrating the commitment level I ask of my subordinates.

My résumé is attached for your review. I would love the opportunity to further discuss my background and qualifications with you. I look forward to your call.

Sincerely,

Jane Smith

JANE SMITH  
222 Main Avenue, Los Angeles, California 90045  
213.555.1122 \* [jsmith@yahoo.com](mailto:jsmith@yahoo.com)

## QUALIFICATIONS SUMMARY

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Highly creative and multitalented Graphic Designer with extensive experience in multimedia, marketing and print design. Highly skilled in client and vendor relations and negotiations. Passionate and inventive creator of innovative marketing strategies and campaigns; accustomed to performing in deadline-driven environments with an emphasis on working within budget requirements. Creative experience in the following:

### PRINT

- Brochures and newsletters
- Logos and business cards
- Posters and post cards
- Stationery

### PHOTOGRAPHY

- Black & white photography
- Lithography
- Retouching
- Photograph restoration

### WEB & MULTIMEDIA

- Website design
- Video editing
- Video photomontages
- CD cover design

## PROFESSIONAL EXPERIENCE

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**Cygnnet Media Productions**, Long Beach, CA, 2001-present

### *Art Director – Graphic Design*

Successfully manage and coordinate graphic design projects from concept through completion. Collaborate with clients to create vision, conceive designs, and consistently meet deadlines and requirements. Effectively build, motivate, and direct design and production teams. Coordinate freelance designers, consultants and vendors to meet all project requirements. Create and conduct highly persuasive sales and marketing presentations. Expertly convert features to benefits to achieve client objectives. Manage all operational, strategic, financial, quote/bid, staffing and administrative functions.

#### *Key Achievements:*

- Successfully completed client projects worth up to \$470,000.
- Provided proposal layout and design for million-dollar corporate contracts under extremely tight deadlines.
- Established trusting relationships with designers, vendors and key clients.

**Market Studios, Ltd.**, Norwalk, CA, 1999-2001

### *Senior Graphic Designer*

Successfully translated subject matter into concrete design for newsletters, promotional materials and sales collateral. Created design theme and graphics for marketing and sales presentations, training videos and corporate websites. Participated in team effort to produce streamlined production of policy manuals and educational materials for newly hired employees and freelance designers.

Jane Smith, page 2

*Key Achievements:*

- Earned several awards for providing graphic design support to both headquarter employees and hundreds of field offices.
- Coordinated staff participation in community-sponsored charitable events.

**Dimensions**, Huntington Beach, CA 1997-1999

***Graphic Designer***

Created new design themes for marketing and collateral materials. Collaborated with creative team to design and produce computer-generated artwork for marketing and promotional materials. Participated in production of print and promotional items for key clients under direction of Marketing Department.

*Key Achievements:*

- Consistently recognized for fresh and innovative ideas and applications.
- Developed new art-proofing system that increased overall quality of production and improved customer satisfaction to 97%.
- Recruited by ABC Corporation to become their Senior Graphic Designer.

**EDUCATIONAL BACKGROUND**

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**Bachelor of Arts in Marketing, Minor in Graphic Arts, 1997**  
UNIVERSITY OF SOUTHERN CALIFORNIA, Los Angeles, CA

**TECHNICAL PROFICIENCY**

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Platforms: Mac OS 9/10, Windows Vista/XP/Me/2000

Applications: Adobe Photoshop, PageMaker and Illustrator; Macromedia Flash, Fireworks and Dreamweaver; QuarkXPress; Aldus Freehand; MS Project and Office Suite (Word, Excel, Access, PowerPoint and Outlook).

References available upon request.

LOUISE STONE  
222 Main Avenue, Los Angeles, California 90045  
213.555.1122 \* [louisestone@yahoo.com](mailto:louisestone@yahoo.com)

April 2, 2010

Marilyn Polk  
Director  
Southside Operations, Inc.  
1234 Main Street, Suite 20  
Norfolk, Virginia

Dear Ms. Polk:

Your posting for an Executive Assistant indicated requirements that match my background and expertise. Enclosed is my résumé to provide a summary of my qualifications and background for your review.

Throughout my career, I have maintained the highest performance standards in a diverse range of administrative functions, which is clearly illustrated by my past successes. As Assistant to the Chief Financial Officer of SP Systems, Inc., I streamlined operations and reduced costs by consolidating operations and negotiating competitive rates with service providers. Additionally, while serving as Assistant to a senior partner of Smith, Inc., I facilitated the implementation of a new promotional strategy that significantly increased the company's profile.

Other qualifications include:

- Successful track record supporting the efforts of executive-level staff, including CFOs, presidents and senior partners.
- Strong background in all aspects of office management, from scheduling meetings and coordinating travel to overseeing budget and accounting functions.
- Demonstrated capacity to develop and maintain comprehensive administrative processes that improve the efficiency of day-to-day operations

With excellent organizational and communication skills, an outstanding work ethic and the ability to work well in both team-oriented and self-directed environments, I am positioned to exceed your expectations. I welcome the opportunity to meet with you to discuss my qualifications in further detail. Thank you for your time and consideration.

Sincerely,

Louise Stone

LOUISE STONE  
222 Main Avenue, Los Angeles, California 90045  
213.555.1122 \* [louisestone@yahoo.com](mailto:louisestone@yahoo.com)

### QUALIFICATIONS SUMMARY

Skilled and dedicated Executive Assistant with more than 12 years' experience coordinating, planning, and supporting daily operational and administrative functions.

- Demonstrated capacity to provide comprehensive support for executive-level staff; excel at scheduling meetings, coordinating travel, and managing all essential tasks.
- Proven track record of accurately completing research, reporting, information management, and marketing-support activities within demanding time frames.
- Adept at developing and maintaining administrative processes that reduce redundancy, improve accuracy and efficiency, and achieve organizational objectives.
- Highly focused and results-oriented in supporting complex, deadline-driven operations; able to identify goals and priorities and resolve issues in initial stages.
- Proficient in Microsoft Office Suite (Word, Outlook, Excel, PowerPoint), Visio, QuickBooks; Windows and Mac OS; type 90 wpm with complete accuracy.

### PROFESSIONAL EXPERIENCE

**SP Systems**, Arlington, Virginia, February 2005-present  
*Executive Assistant*

*Provide high-level administrative support to Chief Financial Officer of leading manufacturer of solid-imaging products and solutions with more than \$75 million in annual revenue.*

- Reduced company travel expenses by \$47,000 within first three months of tenure by identifying cost-effective travel agencies and negotiating vendor contracts.
- Successfully coordinated and hosted numerous client seminars, creating invitations and promotional materials, booking venues, and selecting guest speakers.

Perform a variety of key investor-relations functions, addressing inquiries of current and potential shareholders, communicating with marketing department regarding investor-relations initiatives, and maintaining investor database. Collaborate with CFO to oversee distribution of financial releases to NASDAQ. Develop spreadsheets to improve and inform quality and risk-assessment initiatives. Prepare meeting agendas and carefully monitor all action items.

Louise Stone, page 2

**Smith, Inc.**, Norfolk, Virginia, June 2000-January 2005

***Administrative Assistant***

*Served as Administrative Assistant for three partners and one principal of financial services firm with more than 75 locations nationwide.*

- Proactively developed vital competitive analysis process to facilitate implementation of aggressive company marketing strategy.
- Effectively managed license renewal process for all financial service representatives.

Directed all administrative and project-support efforts. Conducted in-depth business development research and compiled results for review by proposal team. Created presentations and scheduled all executive-level meetings and travel. Prepared bi-weekly time, expense, and travel reports. Managed invoicing and billing processes.

**Coleman Health**, Norfolk, Virginia, April 1990-May 2000

***Regional Assistant***

*Provide administrative support for five regional medical directors for successful healthcare organization.*

- Played key role in design of interoffice intranet, collaborating with Web developers to identify and define essential components of site functionality.
- Significantly reduced time required to prepare and distribute quarterly financial reports by initiating implementation of electronic reporting procedures

Oversaw a wide variety of administrative functions, in support of all director-level projects and information management processes. Compiled and analyzed data from monthly reports to prepare directors' presentation to executive management. Developed internal correspondence that facilitated effective communication and transfer of information between five regional offices.

**PROFESSIONAL DEVELOPMENT**

Top Skills Seminars - 2009

- The Exceptional Administrative Assistant -- May 12-14
- Indispensable Executive-level Support – February 20

References upon request

**Roberta Roberts**

2 Cromwell Court • City, NY 11111 • (111) 555-1122

RRoberts@gmail.com

June 2010

Stephanie Kane

Director

Service Excellence

777 Tree Lane

Suite 1200

City, NY 11122

Dear Ms. Kane:

In response to your posting for a Customer Service Representative, I am enclosing my résumé for your review. Given my proven record of work performance and experience in customer service, I would like to be considered for the position.

My pleasant personality, combined with my work ethic and dedication to customer satisfaction has resulted in earning an excellence bonus every year for five years. My leadership style strongly emphasizes teamwork and empowering others. At Company B, I was a member of select inter-divisional cross-training program, designed to increase efficiency through sharing of knowledge of operations. We were able to mentor and train over 112 new customer service representatives.

I pride myself on being a results oriented, hands-on individual with progressive customer service management experience. I look forward to hearing from you about arranging an interview to further discuss my qualifications.

Sincerely,

Roberta Roberts

**Roberta Roberts**

2 Cromwell Court • City, NY 11111 • (111) 555-1122

RRoberts@gmail.com

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*A highly talented and accomplished Customer Service professional with more than 13 years of experience, extensive skills and experience in Customer Relations, Sales, Sales Support, and Telemarketing*

**SUMMARY OF QUALIFICATIONS**

- Awarded over \$14,000 in bonus pay for exceeding sales and customer service goals consistently for four years.
- Developed and strengthened business relationships with clients resulting in 42% increase in repeat sales.
- Recognized for exceptional problem-solving and analysis abilities.

**PROFESSIONAL EXPERIENCE**

**Company A**, Blauvelt, NY                      2000 – present

***Customer Service Specialist***

- Respond to pricing inquiries, providing accurate and timely information and quotes.
- Calculate credit adjustments and submit discrepancies to CFO.
- Coordinate invoicing and shipping for client accounts valued from \$100,000 to \$750,000.
- Liaise with external sales representatives to provide sales, information and service support.
- Provide first line of quality assurance for invoicing and shipping.

**Company B**, Ridgefield Park, NJ                      1988 – 2000

***Customer Relations Representative (1996 – 2000)***

- Assisted customers with inquiries and resolved potential customer service issues.
- Mentored and trained over 25 customer service representatives.
- Issued consumable customer credits for Graphics Division.

***Sales / Marketing Coordinator, Photo Division (1992 – 1996)***

- Tracked sales data and maintained customer purchase histories for Regional Sales Manager.
- Provided sales support for pre-existing customers, coordinating new equipment orders.
- Investigated new customer financial records as part of overall qualification process. Prepared reports for sales team to determine purchase and/or lease approvals.

Roberta Roberts, page 2

***Telemarketing Communications, Medical Division (1988 – 1992)***

- Conducted sales of service agreement contracts and equipment upgrades to existing customers.
- Achieved or exceeded sales goal of \$10,000 every month for five straight years.
- Worked closely with district managers and field engineers to identify customer needs and prepare customized packages and services.

**EDUCATION AND TRAINING**

Rockland Community College: Completed series of advanced business courses  
Company-sponsored training in Sales, Marketing, Customer Service, and Products

**COMPUTER SKILLS**

Windows 95/98/2000, Word, Excel, proprietary database and business systems

*References available upon request*

*Janice Quinn*

231 Stadium Drive, Hendersonville, TN 37075  
Phone: 615-537-1036 | Email: quinnj@comcast.net

May 5, 2010

Mr. William Smith  
Funds and Trust  
1234 City Street  
Louisville, KY 22043

Dear Mr. Smith:

I am very interested in the Financial Manager position posted on CareerBuilders.com. I am a refined and trustworthy financial management professional with extensive experience and progressive growth in directing all aspects of mortgage loan operations while demonstrating attuned communication and diplomacy qualities.

I have solid expertise in providing independent, hands-on leadership to facilitate business growth, strategic market analysis, key account management, and sound financial solutions. At Wells Fargo, I managed seven accounts, four of which grew from \$100,000 level to \$750,000 level. I mentored over six financial planners who are all working successfully in the financial industry today.

Last spring, I relocated my family to the Louisville area to be closer to my parents, my children's only surviving grandparents. I look forward to your call so that we can further discuss my qualifications for the job.

Sincerely,

Janice Quinn

***Janice Quinn***

231 Stadium Drive, Hendersonville, TN 37075  
Phone: 615-537-1036 | Email: quinnj@comcast.net

**OBJECTIVE**

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Seeking a Management position in an operational environment that will effectively utilize advanced leadership, relationship building and client development skills.

**PROFESSIONAL PROFILE**

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- Results-driven with extensive consulting experience with impeccable knowledge of financial planning operations, needs assessment, account management, and corporate revenue growth directives
- Highly skilled in creating sound financial solutions, managing teams in high pressure environments, and handling multiple projects simultaneously while strictly adhering to required deadlines
- Proven ability to effectively handle multi-task levels of management responsibility with minimal direction from superiors while supervising personnel, providing team leadership, motivation, and development
- Quick learner with an ability to easily grasp new ideas, concepts, methods and networking techniques
- Experienced in forecasting, performance improvement, file auditing, asset allocation, complying with federal guidelines, ensuring revenue requirements are met, and building trusting relationships with clientele

**WORK EXPERIENCE**

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**WELLS FARGO PRIVATE MORTGAGE BANK, McLean, VA**      **May 2005 ~ Present**

***Private Mortgage Banker***

Collaborated with high-end clientele to create and implement customized, strategic financial solutions to meet their financial goals

Administered multiple complex transactions and provided optimal product choices and feedback

Provided constant feedback to client with the highest levels of service, resulting in repeat client business, top tier client satisfaction ratings, and numerous referrals

Janice Quinn, Page 2

**CHASE MANHATTAN BANK**, Falls Church, VA

**Aug. 2000 ~ May 2005**

*Senior Loan Officer*

Consulted with clients to customize loan programs which met their financial needs, as well as underwrote files ensuring parameters were compliant with corporate guidelines

Analyzed loans to maximize revenue and managed the process

Mentored new employees to assist with their professional development goals

**MORGAN STANLEY**, Washington, DC

**Mar. 1999 ~ Aug. 2000**

*Financial Advisor*

Provided investment advisory services for clients, including financial consulting which provided access to a full range of investment vehicles

Worked on a team that managed over \$600 million in assets and completed comprehensive training programs in client consultation, financial strategies, and asset allocation

**EDUCATION AND TRAINING**

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**VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY**

Bachelors of Science in Biology, 1994

NASD Series 7, 6, 63, and 65 exam completion, 1999

References upon request

**Stacey Grimes**

6323 Mountainside Dr. Allen, TX 75002  
555-555-8092    [sprtwcg@mindspring.com](mailto:sprtwcg@mindspring.com)

March 4, 2010

William Smith  
President  
Professional Designs  
3232 East Side Drive  
Houston, TX 75110

Dear Mr. Smith:

I am an experienced Senior Project Specialist with an extensive management background in development expertise across such media formats as radio, television, newsprint and Web Formats. I recently spoke with June Adams, a former manager with your organization, who recommended I contact you to inquire about your needs.

Professional Designs works with a variety of clients from radio and television to production and professional services. My experience working in these media and more has prepared me for any challenge in the design field. I have managed award-winning teams and mentored individuals seeking to hone their project management skills.

I have enclosed my résumé for your review. I would appreciate the opportunity to speak with you further. I will call your office this week to arrange a mutually agreeable day and time for us to meet. Thank you for your consideration.

Sincerely,

Stacy Grimes

Enclosure

**Stacey Grimes**

6323 Mountainside Dr. Allen, TX 75002  
555-555-8092    sprtwcg@ mindspring.com

**Qualifications Summary**

Senior Project Specialist with over 23 years experience building and leading high-caliber media development teams specializing in Web design and development, data & application architectures, and the procurement and implementation of infrastructure components.

**Skills**

Project Management • Work Planning/Estimating • Program Management • Data Architecture  
• Diverse Knowledge of Technologies • Application Architecture • Understanding of Business Functions • Technical Architecture • Effective Communication Skills • Personnel Development

**Professional Experience**

***Senior Project Specialist***

**NewsDallas.com**, Dallas, TX                      01/99 – Present

Formatted, designed and maintained Web Page information for the Morning News segment. Provided sports trivia and NFL Predictions as the Editor/Producer, sports (Jan. 1999 – Feb. 2003)

*Accomplishments:*

- Built DallusPlus web page, showcasing morning news coverage of local news
- Rebuilt four websites during company redesign in March 2006
- Created and wrote for NewsDallas blog
- Created the official site of the State Fair of Texas, 2007
- Laid groundwork for a Website (Alabama Live) which later won an award as the “Stickiest Site on the Internet” in 2000

***Senior Producer/Sports editor***

**Alabama Live LLC**, Huntsville, AL                      1/98 - 01/99

Formatted, designed and maintained web page information.  
Wrote sports columns providing general topics relating to sports.

*Accomplishments:*

- Lead web staff that won Eppy award as site of the year, 1998.
- Oversaw the development and deployment of the new website platform and procedures.
- Managed 5 developers and staff writers during the creative phase of development.

### **Professional Experience**

Assistant Managing Editor Sports  
Nando.net, Raleigh, N C 08/93 - 01/98

Formatted, designed and maintained web pages and content on the site.  
Wrote content for collectibles, sports trivia and NFL predictions columns.

### **Career Experience**

Announcer, production assistant and/or promotions assistant at the following radio stations:

W QDR-FM 94.7, Raleigh NC, October 1997 to December 1997  
W ZZU-FM 93.9, Raleigh NC, January 1992 to October 1994  
W KIX-AM 850, Raleigh, NC, May 1992 to October 1993  
W CAS-FM 104.3, Raleigh, NC, January 1990 to March 1991  
W EQR-FM 96.9, Goldsboro, NC, August 1988 to March 1989  
W DCG-FM 15.1, Durham, NC, June 1987 to July 1988  
W RDU-FM 106.1, Raleigh, NC, June 1986 to July 1987  
W MPM-AM 1270, Smithfield, NC, January 1986 to June 1986  
W KNC-FM 88.1, Raleigh, NC, September 1982 to January 1985  
W LFL-TV 22, Durham, NC, February 1985 to August 1985 as 16mm film editor

### **Technical Skills**

- Thorough knowledge of HTML, Java scripting and relational programming language
- Photoshop, Image Ready, Quark Express, MS Word, Adobe Acrobat, Dreamweaver
- Correspondence work for the North Carolina Department of Audio Visual Services, The
- Associated Press, UPI Radio, Capital Sports Network, W FAN-AM, Triangle Sports Weekly and Beckett Publications

### **Education**

**Wake Technical Community College, Raleigh, NC**  
Associates Degree in Business Administration, 1991

References Available Upon Request