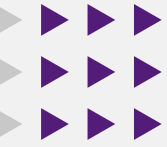
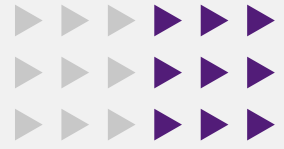
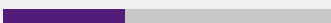




**ACU CAREER  
DEVELOPMENT**  
CAREERS@ACU.EDU



# CAREER GUIDEBOOK





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# COVER LETTER

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## Purpose

A cover letter should always accompany your résumé. The purpose is to introduce you, your résumé, and express your knowledge of the company to potential employers. If thinking in terms of a meal, your cover letter is the appetizer that sets the tone for the following courses. As such, it should not simply repeat your résumé content, but provide specific examples and expand upon your experience(s).

## Content

### Salutation

The salutation should be personalized if at all possible. For example, if you know who the hiring manager for the company is, directly address them, like "Dear Ms. Smith:" However, if this information is not available on the company website, use "Dear Hiring Manager:" instead of "To Whom It May Concern:"

### Paragraph One

Briefly introduce yourself and state the specific position or type of work for which you are applying and indicate where you learned of the opening (Handshake, LinkedIn, an individual, etc.).

### Paragraph Two

Explain what experiences qualify you for the position. Indicate that you understand the company's needs and why you believe you are a good fit. Again, don't repeat what is already on your résumé. Instead, expand on what is listed with specific details of actions taken or skills obtained that reflect the requirements outlined in the job description.

### Paragraph Three

Explain what drew you to this specific company. For example, does their mission statement align with your professional goals? Essentially, use this paragraph as an opportunity to show that you researched the organization by drawing on information gathered from their website/job posting(s).

### Paragraph Four

State your request for an interview and how you can be reached. Thank them for consideration. If you wish to be proactive, add a statement regarding your intention to reach out to them in a few weeks to discuss the position further.

# COVER LETTER

## TIPS

### Keep It Short

Your cover letter should not exceed one page. This length ensures that your content is specific and concise.

### Avoid Irrelevant Information

Be sure the information you share is pertinent to the job and values of the organization. Although it may be tempting to draw on all of your past experiences, you should only include examples that directly reflect the needs of the role.

### Don't Assume Gender

If you are unsure of the gender of the recruiter, do not use Mr. or Ms. Instead, address the letter to the full name of the recipient. For example, "Dear Christian Jones:" rather than "Mr. or Ms. Jones:"

# COVER LETTER

## EXAMPLE

May 16, 2023

Jane Wildcat  
Account Management  
Big Media  
123 Advertising Street  
Big City, Texas 79248

Dear Ms. Wildcat:

I am writing to express my interest in the Account Manager position currently offered by Big Media. This position was brought to my attention via Handshake and I believe, with the combination of my Bachelor's degree in Accounting and internship experiences, that I can meet and further your company's goals.

Specifically, while interning with Purple Cow, I managed a \$250,000 budget for Adidas Golf's non-traditional advertising strategies resulting in a 36% sales growth for their products. Additionally, as an Assistant Account Manager, I progressed from having limited client contact to developing an effective business relationship with Adidas Golf clientele. Each of these experiences paired with my formal education are a firm foundation that would assist me in establishing similar relationships and growth with Big Media.

While my background aligns with the position, what ultimately drew me to this opportunity was not only your company's prestigious reputation, but also your commitment to exploring new management strategies and ensuring quality experiences for clients. Embracing challenges and engaging with individuals in new ways are all qualities that align with my current goals in this field. As such, I hope to contribute to Big Media's innovative and intentional efforts.

I would appreciate the chance to discuss the details of this position with you further. If you have any questions, please email me at [studentemail@acu.edu](mailto:studentemail@acu.edu). Thank you for your consideration.

Best Regards,

John Smith

# RÉSUMÉ

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## Purpose

A résumé summarizes your education, professional experience, and other credentials as they relate to your employment goals and/or a job position. The purpose of this document is to convince an employer, based on your relevant qualifications, to contact you for an interview. As such, your résumé should be tailored to each job position for which you apply to cater to the requirements of the position/company. We recommend using our various résumé review services prior to attaching the document to an application for a potential employer.

## Required Elements

### Heading

Include your full name—this will typically be a larger font size than the rest of your document. Underneath your name, include your contact information as well as your current City, State, and Zipcode. You can also add a URL to your LinkedIn profile or an online portfolio if you are a graphics/art major. Double check that your email address and voicemail messages are professional/appropriate.

### Education

List your education in order from most recent to least recent. List the name(s) of the college(s) attended, location, degree/certificates as they will appear on your diploma, expected graduation date (Month and Year), and major(s). Do not include high school information.

### Work/Relevant Experience

This section shows how your experience relates to your target position. Include relevant experience from any of the following: full-time, summer, part-time work; internships; field work; research projects; volunteer work; or extracurricular activities. High school activities and achievements should be eliminated unless they are directly relevant to the job. Indicate your job title, name of organization, city, state, and dates of employment.

## Optional Elements

### Hard/Soft Skills

Emphasize only skills applicable to your field of interest. Skills could include, but are not limited to, language fluency, computer/technical applications, and/or certifications.

### Achievements, Awards, Publications, or Honors

List only those received while in college and that are of particular relevance to your field of interest.

# RÉSUMÉ



## TIPS

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### DO...

Keep text aligned to the left (except your name and contact information)

Use a standard font such as Times New Roman, Arial, or Helvetica in 12 point font size

Align dates to the right of the page using a right-aligned tab to preserve formatting

Customize your résumé for each opportunity

Put your name first, followed by your contact information

### DON'T...

Be too lengthy. Keep your résumé to one page if possible.

Rely on spellcheck. Spellcheck does not catch all errors. For example, the word "lead" and the word "led" will both pass the Spellcheck test, but have very different meanings. Be sure to have your résumé reviewed by others.

Use graphics or pictures, etc. Unless you are in a design field, steer clear of graphics.

List references. References should be kept in a separate document and not included on the résumé. Avoid the line "References Available Upon Request" on your résumé.

Use personal pronouns. Do not use "I," "we," or "my" statements

# TYPES OF RÉSUMÉS



## Chronological

This type of résumé consists of a reverse chronological list of education, job experiences, and accomplishments, typically condensed to one page only. Start with your current or most recent experiences and end with your earliest position. As the most common type of résumé, it is recommended for college students, professionals staying in the same career field, and for those working in a field where traditional job search methods are utilized.



## Functional

This type of résumé highlights the professional skills you have gained throughout your career. The content is similar to a chronological résumé but presented around skill clusters. This format is recommended for professionals with a variety of work experience, individuals interested in a career change who do not have direct job experience in the new career area, those who have changed employers frequently and those who have been absent from the job market or have gaps in employment. This résumé is typically 1-2 pages long.



## Curriculum Vitae

This is a specialized résumé within the academic community to highlight work experience as well as research interests and professional development within an academic setting. The format is recommended for Graduate students and those pursuing teaching or research positions in a college or university.



# RÉSUMÉ

## CHECKLIST

### Appearance & Organization

- Visually pleasing and easy to read
- Print on résumé paper
- Limit to one page, if possible
- Should not be too text heavy, nor have too much white space
- If more than one page, do NOT staple

### Content

- Use descriptive action verbs
- Emphasize marketable skills
- Stress achievements
- Be honest
- Minimize use of repetitive words
- Current job is described in present tense
- Past jobs are described in past tense
- NO typos, grammatical, or spelling errors
- NO first person such as "I," "me," "my"
- NO abbreviations except states and GPA
- Update on a regular basis so it is current

### Format/Layout

- Font size should be between 10-12
- Choose a font style such as Arial, Helvetica, or Times New Roman
- Use bullet points to separate items
- Print only one side of page
- Use right-aligned tab setting for dates on the right side of the page. DO NOT tab or space over

### Objective/Profile Statement

- Objective: Describes type of work sought
- Profile (Recommended): Uses descriptive words to show strengths you bring

### Education

- School, city & state
- Degree(s), major, minor, concentration
- Honors and awards (unless in a separate section)
- Study abroad and/or thesis
- Relevant certificate programs

### Work/Relevant Experience

- Any experience related to your field: paid, volunteer, part-time, full-time, internships, etc.
- Your title, organization name, city, and state
- Experiences listed in reverse chronological order
- Dates of employment are consistently formatted
- Position description with bullet points highlighting skills and accomplishments, not just duties
- Use action verbs to qualify responsibilities
- Explain how tasks contribute to organizational objective

### Additional Section(s)

- Sample categories: Community Service, Leadership, Activities and Athletics, etc.
- Offices held (including title, organization and dates)
- Pertinent memberships and affiliations
- Certifications such as EMT, CPR, etc.

# CREATING SUCCESS STATEMENTS

Success statements are NOT a list of duties or responsibilities. They are a bulleted list of statements explaining your accomplishments achieved through the performance of the duties. Success statements are results-oriented, providing measurable results, if possible.

## Sample Success Statements

Use strong action verbs to describe specific facts regarding your responsibilities and accomplishments instead of general verbs and adjectives. Doing so will strengthen your résumé and make it stand out. Below are some typical examples and way to expand and strengthen them.

**Poor:** Customer Service

**Better:** Provide customer service for bank clients.

- What were the bank services?
- Were there policies/procedures?
- What was the result?

**Best:** Resolved customers' problems, explained bank services and policies, and communicated knowledge of financial planning, resulting in greater customer satisfaction.

**Poor:** Made policy decisions

**Better:** Collaborated in making policy decisions.

- How did you make policy decisions?
- With whom did you collaborate?
- Who was affected by the decision?

**Best:** Collaborated with other club members in evaluating and establishing policy indicatives brought to the council by students, faults, and campus administrators.

**Poor:** Worked with children with special needs.

**Better:** Organized and initiated group activities for children with special needs.

- What duties?
- What was the result?
- How did they fit into working with special needs?

**Best:** Organized and initiated craft activities for groups of 8-12 children with special needs to enhance peer interaction and develop motor skills.

**Poor:** Duties include research

**Better:** Conducted research on issues pertaining to presidential administration.

- What were your topics of research?
- What was the purpose of your research?

**Best:** Conducted research on congressional, political, and economic issues that assisted Strategic Initiatives staff policy recommendations to presidential administration.

# SAMPLE

## ACTION VERBS

<b>ACHIEVEMENT</b>	Accomplished, Achieved, Attained, Awarded, Earned, Elected, Executed, Fulfilled, Maintained, Mastered, Performed, Salvaged, Saved, Solved, Started, Succeeded, Utilized, Volunteered
<b>ANALYSIS</b>	Allocated, Analyzed, Appraised, Ascertained, Assessed, Calculated, Clarified, Conducted, Determined, Discovered, Estimated, Evaluated, Forecasted, Identified, Integrated, Interpreted, Investigated, Pinpointed, Planned, Probed, Projected, Researched, Revised, Selected, Solved, Studied
<b>COMMUNICATION</b>	Addressed, Argued, Authored, Clarified, Collaborated, Communicated, Composed, Consulted, Corresponded, Counseled, Debated, Explained, Interacted, Interpreted, Marketed, Moderated, Negotiated, Persuaded, Petitioned, Presented, Promoted, Published, Recommended, Reported, Synthesized, Translated, Wrote
<b>COORDINATION</b>	Activated, Arranged, Assembled, Controlled, Coordinated, Directed, Facilitated, Harmonized, Maintained, Orchestrated, Presided, Scheduled, Shaped, Steered, Systematized
<b>CREATION</b>	Animated, Authored, Composed, Conceived, Conceptualized, Created, Defined, Designed, Developed, Engineered, Fashioned, Formulated, Founded, Illustrated, Initiated, Invented, Mapped, Originated, Pioneered, Reproduced, Visualized, Wrote
<b>DEVELOPMENT</b>	Analyzed, Converted, Cultivated, Designed, Developed, Devised, Engineered, Established, Evaluated, Examined, Improved, Improvised, Installed, Planned, Refined, Researched, Updated, Upgraded
<b>EFFICIENCY</b>	Combined, Converted, Eased, Expedited, Facilitated, Mobilized, Remodeled, Reorganized, Repaired, Reshaped, Restored, Revitalized, Simplified, Streamlined
<b>GROWTH</b>	Accumulated, Advanced, Amplified, Augmented, Broadened, Concentrated, Condensed, Consolidated, Doubled, Enhanced, Enlarged, Expanded, Gained, Heightened, Increased, Intensified, Maximized, Reinforced, Saved, Strengthened
<b>LEADERSHIP</b>	Administered, Advocated, Appointed, Arranged, Controlled, Directed, Envisioned, Explained, Governed, Guided, Managed, Orchestrated, Presided, Recruited, Scheduled, Stimulated, Supervised, Trained
<b>MANAGEMENT</b>	Accomplished, Administered, Analyzed, Approved, Arranged, Consulted, Contacted, Contributed, Coordinated, Determined, Directed, Discussed, Established, Facilitated, Formulated, Fostered, Handled, Maintained, Marketed, Organized, Planned, Prepared, Prescribed, Promoted, Recommended, Reviewed, Supervised, Trained

# SAMPLE

## ACTION VERBS CONT'D

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<b>ORGANIZATION</b>	Arranged, Catalogued, Classified, Collated, Collected, Indexed, Itemized, Organized, Revised, Scheduled, Specified
<b>REDUCTION</b>	Alleviated, Curbed, Decreased, Diminished, Divided, Lowered, Minimized, Reduced, Simplified
<b>SALES</b>	Distributed, Energized, Generated, Marketed, Obtained, Penetrated, Promoted, Recruited, Sold, Stimulated
<b>SUPPORT</b>	Assisted, Augmented, Boosted, Participated, Provided, Relieved, Represented, Strengthened
<b>TRAINING</b>	Advised, Briefed, Coached, Counseled, Educated, Enhanced, Enlightened, Groomed, Guided, Instilled, Instructed, Motivated, Oriented, Stimulated, Taught, Trained

# SAMPLE



# RÉSUMÉS

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Curriculum Vitae (CV)

Functional Résumé

Résumés by Industry/Major