

Resume and Cover Letter



Career Center
University of Missouri



4 things to know about resumes and cover letters

1

SECTIONS

Know what to include in your documents, customized to you.

2

CONTENT

Know to how to reflect your experience and strengths in an impactful way.

3

MATCH

Know what the employer needs, and how to target your content to those needs.

4

FORMAT

Know how to display your content in an attractive and functional way.



Have your resume ready on a device or on paper.

No draft yet? No problem!

Please make notes of what you would include to make it easier to start later.

RESUME

sections

Know what to include in your documents,
customized to you.





What are the sections of your resume?

ALWAYS

Contact information
Education

CUSTOM TO YOU

Summary
Work experience
Activities/involvement
Volunteer/service
Leadership
Skills
Other

*References belong on a separate page

Truman Tiger
1839 Zou Road
Columbia, Missouri 65202
(555) 555-5555
ttr123@umsystem.edu

enhance your resume from this...

TRUMAN TIGER

(555) 555-5555 • trt123@umsystem.edu • www.linkedin.com/in/mizzoustudent

Education

Major in Communications Minor in Psychology

August 20__ - May 20__
GPA: 3.7/4.0

Experience

Public Relations Intern

May 20__ – September 20__

- Interned for Account Director
- Ran social media accounts
- Media pitches and wrote news releases
- Answered questions about festival

Jumpstart Corp Member

September 20__ – May 20__

- Implemented early childhood curriculum to tutor students
- Built relationships
- Completed yearly training

Sales Associate

May 20__ – August 20__

- Provide customer service
- Worked with other people
- Handled cash, credit card, and returns

Activities

Program Chair of iCOM

May 20__ – Present

- Go to meetings once a week
- Planned organization events and social activities
- Generate professional development workshops for members
- Budget

Volunteer for Habitat for Humanity

January 20__ – Present

- Stood at tables and talked to people about Habitat for Humanity
- Helped businesses think about events
- Handed out information

EDUCATION

Bachelor of Arts in Communication

May 20__

- Minor in Psychology
- University of Missouri

GPA: 3.7/4.0
Columbia, Missouri

PROFESSIONAL EXPERIENCE

Public Relations Intern

May 20__ – September 20__

Columns Advertising Agency

Columbia, Missouri

- Collaborated with Account Director to develop media campaign for the annual Treeline Music Fest, a three-day outdoor event attracting 25,000 fans for concerts, food, and festivities
- Increased Instagram and TikTok engagement by 10% over last year by posting videos about upcoming events, promoting contests, and adding innovative content related to music and food
- Conceptualized media pitches and wrote news releases for local and national news outlets highlighting specific performances and key people involved with the event
- Answered questions via social media, email and phone from local news outlets, businesses, and public

Jumpstart Corp Member

September 20__ – May 20__

Jumpstart

Columbia, Missouri

- Implemented early childhood curriculum to individually tutor preschool student for five hours weekly, fostering language, literacy, and social skills
- Developed relationships with partner child, child's parents, preschool teachers, and fellow team members to provide support and feedback regarding progress and successes
- Collaborated with six Corps members to plan twice weekly interactive activities for a class of 12 children
- Completed 300 hours yearly in training and professional development in early childhood theory and practice, language and literacy development, leadership skills, and communication with families

Sales Associate

May 20__ – August 20__

Stripes Store

Chesterfield, Missouri

- Provided consistent positive service by aiding customers with product information, merchandise location, and general questions, and was recognized as Salesperson of the Month on three different occasions
- Served as enthusiastic team member, from covering extra shifts to learning new products and departments to provide help where needed
- Handled cash, credit card, and merchandise return transactions accurately

ACTIVITIES & LEADERSHIP

Program Chair

May 20__ – Present

Intercollegiate Communication Organization of Mizzou (iCOM)

Columbia, Missouri

- Managed 4-person committee who met weekly to schedule, plan and execute organization events centered around speakers, fundraisers, and member social activities
- Generated successful, well-attended professional development workshops on topics such as effective networking, preparing for an internship search, and an alumni speaker series
- Administered and carefully tracked \$5,000 event budget allocation

Community Engagement Volunteer

January 20__ – Present

Habitat for Humanity

Columbia, Missouri

- Represented the organization at community events and info booths to recruit volunteers and raise awareness
- Built partnerships with residents and businesses to engage in possible promotional and fundraising events
- Answered questions regarding the various volunteer positions available and handed out information

...to this

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(555) 555-5555
trt123@umsystem.edu



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(555) 555-5555 • trt123@umsystem.edu • www.linkedin.com/in/mizzoustudent

Contact Information

Big name

At least email and phone

Add LinkedIn if applicable

Education

Major in Communications
Minor in Psychology

August 20__ - May 20__
GPA: 3.7/4.0



EDUCATION

Bachelor of Arts in Communication

- Minor in Psychology

University of Missouri

May 20__
GPA: 3.7/4.0
Columbia, Missouri

Education

Correct degree title

University of Missouri/college from which you received a degree

Expected grad date

GPA optional

Add minors, certificates, study abroad, academic honors, etc

Experience

Public Relations Intern

May 20__ – September 20__

- Interned for Account Director
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- Media pitches and wrote news releases
- Answered questions about festival



PROFESSIONAL EXPERIENCE

Public Relations Intern

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Experience

Bullet points

Consistent headings:
title, employer, dates,
location

Strong content:
tasks, strengths,
outcomes, numbers

Activities

Program Chair of iCOM

May 20__ – Present

- Go to meetings once a week
- Planned organization events and social activities
- Generate professional development workshops for members
- Budget



ACTIVITIES & LEADERSHIP

Program Chair

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- Administered and carefully tracked \$5,000 event budget allocation

Activities

Add bulleted content

Consistent headings:
title, organization,
dates, location

Add content:
this experience just as
valuable as work experience

RESUME

content

Know to how to reflect your experience and strengths in an impactful way.



Discuss an experience.

Involvement
Work
Volunteer
Academic

What did you do?

The basics

How did you do it?

Unique strengths

Who was involved?

People and groups

Why did you do it?

Outcomes and results

Where is the connection?

Transferable skills



Start with that information, and then start writing or enhancing your bullets.



ACTION

Start each bullet with a strong action verb.



CONTEXT

Add details and numbers where necessary: how many, how often, how much.



STRENGTHS

Add language to show off your skills, how you approached a task, or what you learned.



PEOPLE

Mention who was on your team, who were the people you helped, or who you served.



OUTCOMES

Provide the result of your experience and contributions where possible.

Let's enhance a bullet point for a sample tutoring position.

- Tutored students

What else does the reader need to know to get a better picture of this experience?

How many?

How often?

What subject?

What age?

- Tutored four 3rd grade students individually in math twice weekly

Keep building the experience.

- Tutored four 3rd grade students individually in math twice weekly

- Engaged students in activities that focused on individual learning styles and maintained a positive approach to challenges

- Communicated with students' families of about progress and consulted with teachers about subject areas on which to focus

- Increased students' math comprehension from grade deficient to age-appropriate curriculum levels

CONTEXT

STRENGTHS

PEOPLE

OUTCOMES

RESUME

match

Know what the employer needs, and how to target your content to those needs.





Meet the
employer's
needs.

Relate your experience to the job description's tasks and qualifications

Keywords

Strong section headers

Organize section by relevance

RESUME

format

Know how to display your content in an attractive and functional way.



6 seconds.



EASY TO SCAN

Bold, italics, underline

Bullet points, not paragraphs

Reverse chronological order

EASY TO READ

11-12 point font

1 full page or 2 full pages

Balance text and white space

Adjust margins and spacing

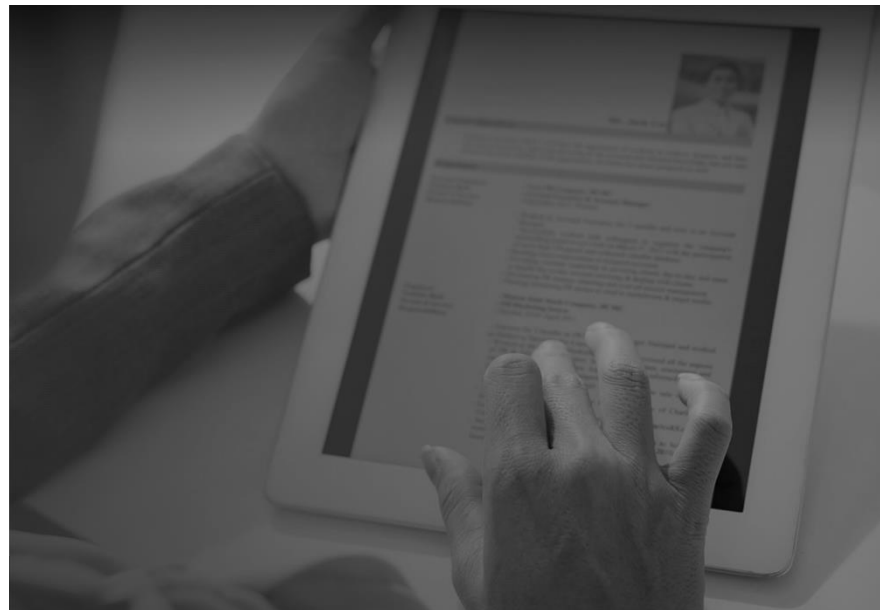
EASY TO VIEW

Avoid templates

Check out samples:

HireMizzouTigers.com > Job Seekers > Sample Resumes and CVs

Avoid resume killers.



UNNECESSARY INFO

Hobbies
Pictures
Personal info
I/Me/We



SHORTCUTS

Abbreviations
MU Jargon
Underselling



RED FLAGS

Incorrect or
embellished info
Grammar/spelling errors

Work time.

For your experience, add or enhance:

- CONTEXT: NUMBERS and DETAILS
- STRENGTHS
- PEOPLE
- OUTCOMES

Check your document:

- ADD KEYWORDS FROM YOUR TARGET INDUSTRY
- ADD BOLD/ITALICS/UNDERLINE TO HEADINGS
- BALANCE WHITE SPACE, ADJUST MARGINS IF NEEDED
- SPELL OUT ABBREVIATIONS
- TAKE OUT PICS, FIRST PERSON LANGUAGE, AND TYPOS

04:00





COVER LETTER

cover letter

Know what goes in it, how to talk about your experience so it matches the employer's needs, and overall format.

A cover letter tells the employer more about you.

CUSTOM TO YOU

Always send with a resume (if possible)

Each letter is tailored and specific

Extension of a resume, not a copy of it

Shows off your communication skills

Demonstrates your enthusiasm

TRUMAN TIGER

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Today's Date

Sample Employer
Human Resources Generalist, Orlando Magic
8701 Maitland Summit Boulevard
Orlando, Florida 32810

Dear Sample Employer,

I am very interested in the opportunity to apply for the Marketing Internship for the Orlando Magic, which I found through searching on Handshake. In May of this year, I will finish my first year at the University of Missouri, where I am pursuing a degree in Business Administration with an emphasis in Marketing. I have enjoyed and excelled in my marketing classes and extracurricular activities within the department.

Through my position as the Vice President of Community Service for Upsilon Upsilon Upsilon Fraternity, I have had many opportunities to hone invaluable marketing skills. This year, I organized our first annual philanthropic basketball tournament for the University of Missouri Greek community. The event raised \$5,000, all of which was donated to the Columbia Children's Hospital. For this endeavor, I worked with a group of three people to create an entire marketing plan for the campus and executed it through advertising the event via email, social media, and information tables. Our team created flyers, a logo, and a pitch to raise awareness for this important cause. My passion for sports and helping others made this event very enjoyable for me, and I am looking forward to assisting in coordinating it again next year.

My abilities to learn business concepts quickly, adapt to different environments, and seamlessly transition between interacting with peers, leadership, and potential marketing consumers makes me a great candidate for this internship. I work independently, have excellent organizational skills, and am very self-motivated. This position would combine interests in marketing, event planning, and sports management. While researching this position, I felt that my skill set paralleled nicely with the Marketing Internship description, and I would be very excited to learn about the field with the Orlando Magic.

I have enclosed my resume. If you would like to discuss my skills and experiences further, you may reach me at tt123@mail.missouri.edu or (555) 555-5555. I will contact you in the next two weeks to confirm the receipt of my application materials.

Thank you very much for your consideration.

Sincerely,

Truman Tiger

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The beginning and end.

STARTING IT OFF

Address to Mr. or Ms. or full name

Avoid "To Whom it May Concern"

Send to Hiring Committee, Human Resources Representative, or a specific department

First paragraph: what position, where found, and your interest

WRAPPING IT UP

Summarize your case

Take action

Thank them and add your name



The middle.

YOUR QUALIFICATIONS FOR THE JOB

Show you can do that specific job

Job description = Your skills and experience

Explain how you can do what they are asking based on past experience

YOUR INTEREST IN THE EMPLOYER

Show you want to work for that specific employer

Add what you know: mission, focus, style, goals

Explain what you can contribute, not what they will do for you

4 things to do regarding your resume and cover letter

1

SECTIONS

Customize
what you
highlight

2

CONTENT

Show off your
strengths and
experience

3

MATCH

Target the
employer's
needs

4

FORMAT

Make them
easy
to read

MU CAREER CENTER

PHONE
(573) 882-6801

WEBSITE
Career.Missouri.edu
HireMizzouTigers.com

EMAIL
career@missouri.edu

CAREER EXPLORATION

Assessments
Major/Career Resources
Career Specialist Consultation

CAREER READINESS

Resume & Cover Letters
Interviews
LinkedIn Profiles
Job Search Strategies



Please **check in** to let us know you were here and tell us how we did!

