

RÉSUMÉ & COVER LETTER GUIDE

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RÉSUMÉS

A résumé is a document that presents critical and relevant information to the reader or external audience. For current students and recent undergraduates, a U.S. résumé is typically a one-page document that highlights educational backgrounds, experiences, accomplishments, skills, and interests. This length could vary depending on the industry and depth of your experiences, so knowledge of expectations within your field is critical. Your résumé is the most important document in marketing yourself professionally with a singular goal of getting you an interview. Sample résumés are on pages 9-12.

RÉSUMÉ TYPE	DESCRIPTION	AUDIENCE	PAGE LENGTH
Master Document	Document all experiences as far back as you can recall	Yourself	No limit
Industry-Oriented	Content adapted from the Master Résumé tailored toward each industry	Yourself, with the external audience in mind	Typically one, maybe two – depending on industry norms
Specific Position	Adapted from one of the Industry-oriented Résumés to address specific requirements of the opportunity to which you are applying	External audience: Employer, Graduate School Admissions, etc. Two Types: Applicant Tracking System (ATS) Non-ATS	Typically one, maybe two – depending on industry norms

FORMAT





- Be consistent with the format of dates, locations, organizations titles, and positions titles
- Use bold and italics consistently yet sparingly
- Use the same font throughout the document - font size should be 10 to 12 pt.; your name should be larger, but not so large it looks disproportionate
- Choose a common font (e.g., Times New Roman or Garamond) that will easily translate from older to newer versions of software
- Establish equal margins all the way around the page (0.5-inch minimum, 1.0-inch maximum, on all sides)
- Avoid using tables, grids, and templates, as they are not always readable by ATS systems (to learn more about ATS software see page 8, to see a sample ATS résumé see page 12)
- For documents with multiple pages, include your last name and page number in the upper right hand corner on all pages after the first page

CONTENT

- Personalize your experience and skill set to the position, department, or organization to which you are applying
- Demonstrate an obvious connection between the Objective (if you have one), Skills, and Experience sections so the résumé reads easily and clearly
- Marital status, age, weight, religion, etc. should not be listed
- If you are applying for a job outside of the United States, you will need to check the appropriateness of personal information on the résumé. Content and format varies between different countries.

RÉSUMÉ CATEGORIES

Listed below are definitions and recommendations for the different sections of a résumé.

-  **REQUIRED**
-  **STRONGLY RECOMMENDED**
-  **OPTIONAL**
-  **NOT INCLUDED**

CONTACT INFORMATION

See the example for necessary components.

EXAMPLE

Jonathan Husky
233 Glenbrook Road
Storrs, CT 06269
(860) 555-5555
Jonathan.Husky@uconn.edu
www.linkedin.com/in/
jonathanhusky

OBJECTIVE

Recommended for résumés for all jobs and internships when the applicant's experience is not extensive or the experience does not clearly match the purpose of the résumé. Objective statements clarify skills and abilities that will positively contribute to the position you are seeking. Objective statements are not included for graduate school, research positions, or scholarship applications.

EXAMPLE

Seeking a curator internship in a history museum utilizing strong communication skills, research ability, and creativity.

EDUCATION

List in reverse chronological order, highest degree at the top.

May also include:

Minor, Concentration, Relevant Courses, Study Abroad, Honors, Dean's List, GPA, Certifications

EXAMPLE

University of Connecticut, Storrs, CT
Bachelor of Arts, Sociology, May 20XX
Minor in Psychological Sciences
GPA: #.##/#.##

SEE SAMPLES P. 9-12

WORK EXPERIENCE

Document work history that highlights appropriate skills for the reader. Not every job must be listed. Bullet point statements may or may not be included and will change depending on the purpose of the résumé.

SEE SAMPLES P. 9-12

ACTIVITIES

Campus Involvement •
Leadership – *if you have held leadership roles and/or had leadership responsibilities*
Include to show depth and breadth of experience beyond academics and jobs. UConn affiliated as well as community based organizations can be listed.

SEE SAMPLES P. 9-12

VOLUNTEER

Community Service • Service •
Community Engagement

Include if you have been involved in long-term or frequent community service activities. Highlighting your service offers the chance to demonstrate transferable skills that you acquired through unpaid experience and your broader areas of interest.

SEE SAMPLES P. 9-12

✓ RELEVANT COURSEWORK

Recommended to list upper level courses that fit the purpose of the résumé and to show relevant knowledge or skills. List between four and eight course titles without course numbers.

SEE SAMPLES P. 10-11

✓ ACADEMIC PROJECT(S)

Recommend one or two projects that showcase how you worked with others on a group project, paper, or presentation. It can also include a solo project that was a major time commitment. Highlight measurable and transferable skills. May include senior design or capstone events as well.

SEE SAMPLE P. 11

✓ REFERENCES

Not listed on résumé.

Have a separate page that lists your references.

List people who will serve as a positive reference for you. Use the same header and font as your résumé.

EXAMPLE

Ms. Janet Lee

Assistant Manager

American Eagle

1075 Kennedy Rd

Windsor, CT 06095

(860) 907-3068

Janet.Lee@ae.com

Relationship: Janet is my current supervisor at American Eagle.

✓ INTERESTS

Optional if space permits. These are additional activities not already listed nor part of any official club but may still be relevant.

SEE SAMPLE P. 9

✓ SKILLS

Relevant Skills • Qualifications
• Skills and Certifications

Include computer skills, specialized knowledge, and industry-related skills

EXAMPLE

Relevant Skills

Computer: SAS; Microsoft Word, Excel, and PowerPoint

Laboratory:

Spectrophotometry, Gel Electrophoresis, Microscopy (compound and dissecting), PCR, DNA Isolation and Amplification

Language: Proficient in Spanish

✓ RELATED EXPERIENCE

Practicum • Clinical Experience
• Internship Experience

Include any experience (paid or unpaid) that matches the objective statement or purpose of the résumé.

SEE SAMPLE P. 11

✓ HONORS AND AWARDS

Indicate years and explanation of the honor or award if the name is not self-explanatory. May be listed as its own category if there are three or more experiences for the section

SEE SAMPLES P. 9-12

✓ ADDITIONAL CATEGORIES

Strongly recommended if you have experience and/or affiliations with any category listed below (or any others that apply).

RESEARCH – Highlight what research project you have done or if you have a focus for future research.

PUBLICATIONS – Indicate if you have been published. Follow correct format and style for your industry. Bold your name if more than one author or contributor.

PRESENTATIONS – Outside of classroom requirements. Include site and event or organization name.

TEACHING OR CLINICAL ROTATIONS – Indicate the location of the experience, your title, and dates you participated. Sometimes there are bullets and other times just noting the time period is enough. Follow the directions in Related Experience for layout.

WRITING BULLET POINTS

Think of an opportunity or position you want to acquire. The directions below will help you consider skills necessary for that position, as well as how to highlight your related accomplishments through bullet point statements. An example (based on the Getting Experience résumé on page 10) is provided to demonstrate each step of the process.

STEP 1: THINK ABOUT THE SKILLS NEEDED FOR THE EXPERIENCE YOU ARE SEEKING

Example: Jonathan Husky is looking to work in the publishing industry in a position that needs creativity, critical thinking, editing, communication, and organizational skills.

Your Turn: I am ...

STEP 2: DEVELOP RÉSUMÉ/ CV BULLET POINT STATEMENTS

Bullet point statements are one to two lines that articulate your accomplishments, skills, and knowledge. They typically begin with an action verb (see list on page 7) and do not contain personal pronouns. If you use an objective, bullet point statements provide an example of you using or mastering a skill indicated in it. You will write many bullet point statement drafts in order to create one that fits each Specific Position Résumé or Tailored CV. To get started, ask yourself the three questions below:

WHAT DID YOU DO?	HOW DID YOU DO IT?	WHY DID YOU DO IT?
Brainstorm a list of every task you completed at that experience.	What skills were emphasized the most? Think about what was important to this position, as well as what could be relevant to a future reader.	Consider the end result, both for what was important to the actual position, as well as how it could be relevant to a future reader.
THIS EXAMPLE IS FROM GETTING EXPERIENCE RÉSUMÉ ON PAGE 10:		
<i>Read articles</i>	<i>Editing, communicating, writing, proofreading, analyzing</i>	<i>To help the staff have accurate information and make sure articles were clearly understandable</i>
YOUR TURN: THINK OF A CURRENT OR PAST EXPERIENCE		
WHAT DID YOU DO?	HOW DID YOU DO IT?	WHY DID YOU DO IT?

STEP 3: BUILD YOUR BULLET POINT STATEMENT

You may need several drafts before getting to a four star bullet point statement. For your first effort, take your answers from the chart above and put it into the two star box. Continue revising until it is four stars.

★ ★ ☆ ☆	Example: Read and edit articles to help the staff write good content
★ ★ ★ ☆	Example: Proofread articles and edit errors to ensure content is easily understood by the reader
★ ★ ★ ★	Example: Proofread articles and provide staff with edits ensuring accuracy and high standards in writing

IDENTIFYING TRANSFERABLE SKILLS

Transferable skills are abilities, attributes, and personal qualities obtained during your study and experiences that you can use across industry lines. The following are examples of transferable skills:

ADMINISTRATIVE SKILLS

identifying resources, delegating tasks, and initiating new ideas

ANALYTICAL SKILLS

compiling, sorting, and analyzing data

CREATIVE SKILLS

creating and designing new concepts or methods, or adding to existing ones

CRITICAL THINKING SKILLS

making reasonable judgments that are well thought out after analyzing and evaluating a situation, event, or experience

CUSTOMER SERVICE SKILLS

working with the public and interacting with customers with professionalism and efficiency

INTERPERSONAL SKILLS

interacting effectively with others

LEADERSHIP SKILLS

motivating and leading a group toward a common goal

ORGANIZATIONAL SKILLS

using time, energy, and resources in an effective way in order to accomplish tasks and achieve goals

PERSUASION SKILLS

changing a person's attitude or behavior toward a project, idea, object, or other person(s)

PROBLEM-SOLVING SKILLS

recognizing an issue and identifying ways to solve the problem

QUANTITATIVE SKILLS

sorting, analyzing, and applying mathematics to numbers and other data

TEACHING SKILLS

transferring knowledge and skills to others

TEAMWORK SKILLS

collaborating with others in order to accomplish a goal or task

TECHNOLOGICAL SKILLS

using appropriate technology to accomplish a task

TIME MANAGEMENT SKILLS

using one's time effectively or productively

VERBAL COMMUNICATION SKILLS

listening and expressing one's self with words

WRITTEN COMMUNICATION SKILLS

communicating ideas and concepts in writing

HIGHLIGHTING YOUR CAREER READINESS

Career readiness, as defined by the National Association of Colleges and Employers (NACE), is the attainment and demonstration of requisite competencies that broadly prepare college graduates for a successful transition into the workplace.

For more information, visit www.nacweb.org.

COMPETENCIES

Critical Thinking/Problem Solving
Oral/Written Communications
Teamwork/Collaboration
Information Technology
Application Leadership
Professionalism/Work Ethic
Career Management
Global/Intercultural Fluency

These eight competencies are viewed as essential by employers when considering college graduates for their workplace. Students will want to develop or enhance these competencies while at UConn.

Consider how you can highlight your development of these skills on your résumé.

ACTION VERBS

Organized by skills. Begin each bullet statement with a strong action verb to describe accomplishments and experiences.

ANALYTICAL

analyzed
appraised
ascertained
assessed
audited
balanced
budgeted
calculated
clarified
compared
deciphered
derived
diagnosed
estimated
evaluated
examined
financed
formed
improved
increased
inquired
inspected
measured
processed
purchased
qualified
quantified
rated
reconciled
regulated
specified
surveyed
synthesized
targeted
tested
verified

CRITICAL THINKING

analyzed
annotated
anticipated
devised
discovered
evaluated
formulated
interpreted
investigated
measured
qualified
quantified
recorded
researched
searched
studied
surveyed
traced

INNOVATIVE

adapted
conceptualized
created
designed
developed
displayed
exhibited
illustrated
invented
made
named
performed
produced
publicized
recruited
revitalized
shaped
staged
visualized

LEADERSHIP

accomplished
achieved
attended
chaired
coached
convened
designated
enlisted
excelled
executed
facilitated
focused
guided
initiated
instilled
launched
led
mobilized
officiated
spearheaded
strategized

TEACHING

coached
corrected
critiqued
educated
graded
informed
instructed
learned
lectured
mastered
memorized
mentored
modeled
observed
studied
taught
tutored

MANAGEMENT

administered
acted
applied
assigned
authorized
balanced
commissioned
concluded
conducted
contracted
delegated
directed
enforced
exercised
exhibited
financed
forecasted
generated
implemented
instituted
managed
mentored
projected
provided
reinforced
sanctioned
succeeded
supervised
trained
validated

ORGANIZATION

arranged
cataloged
categorized
classified
collated
collected
compiled
coordinated
designed
documented
grouped
integrated
inventoried
located
maintained
modified
ordered
organized
planned
prepared
prioritized
reorganized
scheduled
simplified
systemized
tailored
updated

PERSUASION

acquired
committed
elicited
empowered
encouraged
influenced
inspired
led
mentored
motivated
persuaded
recruited
sold
solicited
stimulated
suggested
united

HELPING

accommodated
advised
aided
alleviated
assured
clarified
coached
counseled
enabled
encouraged
fostered
guided
listened
protected
provided
rehabilitated
served
supported
taught
tended
trained
volunteered

WRITTEN

authored
briefed
communicated
composed
constructed
corresponded
critiqued
drafted
edited
interpreted
outlined
proofread
published
reviewed
revised
translated
wrote

TECHNICAL

accelerated
analyzed
assembled
built
coded
computed
corrected
debugged
detected
developed
diagnosed
identified
indexed
installed
invented
licensed
operated
printed
programmed
protected
recorded
reinforced
repaired
reproduced
restored
retrieved
treated
utilized

INTERPERSONAL

collaborated
competed
contributed
cooperated
coordinated
enriched
ensured
interacted
intervened
interviewed
involved
joined
mediated
negotiated
participated
perceived
promoted
recognized
referred
related
represented
resolved

VERBAL

addressed
advertised
conveyed
demonstrated
described
discussed
explained
expressed
facilitated
illustrated
informed
introduced
marketed
negotiated
presented
promoted
publicized
reported
responded
shared
showed
suggested
summarized

PROBLEM SOLVING

adjusted
allocated
changed
completed
concluded
controlled
defined
delivered
distributed
established
expanded
expedited
implemented
improvised
investigated
maintained
monitored
obtained
planned
recommended
reformed
selected
solved staged
utilized

Note: Use past tense if the experience has ended; otherwise, use present tense.

HOW TO APPLY FOR A POSITION

This section will go over how to apply for positions through online Applicant Tracking Systems (ATS) and email applications

APPLICANT TRACKING SYSTEMS (ATS)

What are Applicant Tracking Systems?

- ATS is online software that streamlines the hiring process for employers
- It creates a database of applicants for recruiters that can be sorted based on keywords and desired analytics

ATS software allows employers to:

- Apply point systems to applications based on desired criteria
- Screen out applicants based on geography, educational criteria, etc.
- Utilize additional screening components, such as personality or technical skills assessments

How to know if an employer is using ATS software:

- Indicators of an ATS include a system name (Taleo, Homegrown, Jobvite, Brassring, etc.) included in the URL or a designation on the web page that says the system is “Powered by _____”
- Not all online application systems use ATS, but the majority do
- Over 90% of Fortune 500 Companies report using ATS

Tips on applying through ATS:

- Complete online system forms thoroughly even if it requires adding content already contained in your résumé or CV
- Make sure you are using the most up-to-date version of your web browser
- Attach your ATS-friendly résumé or CV (see page 12 for best practices in creating an ATS-friendly résumé)
- When applying through an ATS, save your materials as Word documents unless instructed otherwise

EMAIL

Tips on applying through email:

- Include a brief formal note in the body of the email stating what you’re applying for, what materials you have attached, and how to contact you
- Emphasize your excitement and fit for the position in the body of the email
- Attach your non-ATS résumé
- When sending via email, save your materials as PDFs unless instructed otherwise
- Employers receive dozens of cover letters and résumés/CVs a day, so saving your documents with clear and appropriate file names will ensure your materials do not get lost (e.g. For example: JonathanHuskyRésumé.pdf)

SAMPLE RÉSUMÉ: GETTING INVOLVED

ADDITIONAL RÉSUMÉS AVAILABLE AT CAREER.UCONN.EDU

Jonathan Husky

233 Glenbrook Road, Storrs, CT 06269
(860) 555-5555 • Jonathan.Husky@uconn.edu

Education

University of Connecticut, Storrs, CT

Bachelor of Arts, Undeclared Major, May XXXX

Emerging Academic Interest: Communication

Francis T. Maloney High School, Meriden, CT

High School Diploma, June XXXX

GPA: 4.7/5.2

Honors and Awards: Honor Roll (XXXX-XXXX), National Rotary Scholarship

Experience

American Eagle Outfitters, Meriden, CT

Sales Associate, Fall XXXX-Present (Seasonal)

- **Cultivate** sales by demonstrating comprehensive merchandise knowledge with customers to encourage repeat business
- Organize inventory and maintain welcoming appearance of store; properly categorize merchandise which creates an inviting atmosphere

Target, Waterbury, CT

Sales Floor Team Member, Summer XXXX

- Designed and highlighted Back to School product displays, resulting in 15% increase in sales

Leadership and Volunteer

Relay for Life, Francis T. Maloney High School, Meriden, CT

Team Leader, Fall XXXX-Spring XXXX

- Fundraised donations by promoting cause online and door-to-door; team raised over \$5,000 for cancer research and support for current cancer patients and survivors

National Honor Society, Francis T. Maloney High School, Meriden, CT

President, Fall XXXX-Spring XXXX

- Led monthly meetings, facilitated leadership trainings, and organized annual weekend retreat with two other officers, for 20 members and two advisors at a local ropes course site
- Coordinated community service opportunities with local food pantry; managed can drive and communicated with pantry to provide a list of most needed items for the volunteers to collect

Youth Alive, Francis T. Maloney High School, Meriden, CT

Secretary, Fall XXXX-Spring XXXX

- Documented weekly meetings by taking meticulous minutes and regularly sharing with members
- Organized and tracked member participation for monthly reports and trend analysis

Skills

Microsoft Word, Excel, PowerPoint; WordPress

Interests

Fashion blogging, interior design, service projects, sculpting, and creative writing

Jonathan is currently in ACES so he listed his major as "Undeclared" and included an additional line to indicate what major he is considering.

Jonathan is keeping his action verbs in the present tense because he is still working at American Eagle.

As a first year student you'll notice Jonathan has included high school information on his résumé. By junior year all high school information should be removed.

SAMPLE RÉSUMÉ: GETTING EXPERIENCE

ADDITIONAL RÉSUMÉS AVAILABLE AT CAREER.UCONN.EDU

Jonathan Husky

233 Glenbrook Road, Storrs, CT 06269 • (860) 555-5555
Jonathan.Husky@uconn.edu • www.linkedin.com/in/jonathanhusky

OBJECTIVE:

Seeking copywriting internship with a national publishing organization utilizing written and verbal communication, organization, and presentation skills

EDUCATION:

University of Connecticut, Storrs, CT
Bachelor of Arts, Communication, May XXXX
GPA: 3.4/4.0
Relevant Courses: Creative Writing, Public Speaking, Web Design, Market Research

SKILLS:

Computer: Microsoft Word, Excel, PowerPoint; Adobe Photoshop
Social Media: Tumblr, WordPress, Facebook, Twitter, Pinterest
Language: Conversational Spanish

LEADERSHIP AND ACTIVITIES:

The Daily Campus, UConn, Storrs, CT
Staff Writer, September XXXX-Present

- Conduct extensive research to author 15 articles, including one front-page article on U.S. foreign affairs
- Proofread articles and provide staff with edits ensuring accuracy and high standards in writing
- Pitch story ideas to editorial staff for features and editorial pages to emphasize individual creativity

Pi Sigma Epsilon, Professional Business Fraternity, UConn, Storrs, CT
Vice President of Recruitment, September XXXX-Present

- Recruit new members into organization through formal and informal efforts while addressing questions and concerns from students and parents
- Delegate assignments to current members in coordination of four recruitment events each semester; monitor the status of recruitment goals and deadlines
- Create distinct marketing materials for the campus paper and social media sites to publicize events

Campus Big Buddies, UConn, Storrs, CT
Mentor, January XXXX-Present

- Tutor 10-12 Spanish-speaking middle school students on basic English grammar and writing skills
- Introduced a creative writing contest to students and identified a local paper to publish the winning entry

EXPERIENCE:

American Eagle Outfitters, Meriden, CT
Sales Associate, August XXXX-Present (Seasonal)

- Promote customer enrollment in store card program by providing clear benefits description, which led to a 20% increase in credit card program
- Engage customers in friendly conversations and regularly share the store's Twitter account through daily personal Tweets and interaction with followers
- Presented with manager commendation and recognition as Employee of the Month

Target, Waterbury, CT
Sales Floor Team Member, May XXXX-August XXXX

Jonathan included a link to his LinkedIn profile for networking purposes and to share additional information with potential employers.

Jonathan developed an objective statement to highlight his transferable skills that he could apply to this position. He chose these skills based on the position description and the strengths on his résumé.

As Jonathan gained more experience, the format of his résumé changed to highlight different activities and experiences.

Social media platforms are included due to their professional relevance to the position being sought.

Bullet statements are not needed for every experience due to space restrictions. Jonathan picked the opportunity where he could highlight the most relevant experiences.

SAMPLE RÉSUMÉ: GETTING THE JOB

ADDITIONAL RÉSUMÉS AVAILABLE AT CAREER.UCONN.EDU

Created for the "Sample Job Description" on P. 14

Jonathan Husky

233 Glenbrook Road, Storrs, CT 06269 | 860-555-5555

Jonathan.Husky@uconn.edu | www.linkedin.com/in/jonathanhusky

OBJECTIVE

Seeking Communication Specialist position utilizing creativity, editing, and website design experience

EDUCATION

University of Connecticut Storrs, CT
Bachelor of Arts, Communication May XXXX

Minors: Studio Art, English

Major GPA: 3.57/4.00; Cumulative GPA: 3.41/4.00

Honors: Dean's List, Spring XXXX

Relevant Courses: Cultural and Global Diversity in Advertising, Advanced Persuasion and Communication, Marketing Research, Consumer Behavior, New Communication Technologies, Web Design

Universitat de Barcelona Barcelona, Spain
Study Abroad January - June XXXX

SKILLS

Computer: Proficient in PowerPoint; Prezi; Adobe Photoshop, InDesign; Social Media Platforms; HTML; Familiar with CSS

Language: Conversational Spanish

RELATED EXPERIENCE

The Daily Campus, UConn Storrs, CT
Assistant Editor January XXXX - Present

- Edit content for 10 staff writers, checking for grammatical and spelling errors before going to press
- Attend and cover large-scale on-campus events that are often picked up by national media outlets
- Produce content for print and online versions of the campus paper using InDesign

Staff Writer September XXXX - June XXXX

- Authored over 20 articles under short deadlines including one featured on the front-page on U.S. foreign affairs

Publishers Clearing House New York, NY
Copywriting Intern May XXXX - August XXXX

- Wrote content for targeted populations to be reviewed by copywriters; proofread e-mails and banners before e-mailing customers and publishing on website
- Created visual designs in Adobe Photoshop with a team of interns and advanced the company's brand strategy
- Conducted focus groups and researched potential campaign ideas; presented proposal to senior copywriting staff
- Developed mock-ups and prototypes for presentations to marketing teams to meet short deadlines

ACADEMIC PROJECT

Communication Campaigns and Applied Research Course, UConn Storrs, CT
Project Title: Understanding your Audience; Marketing Wellness Initiatives to Millennials April XXXX

- Developed a mock communications campaign by identifying target audience, selecting relevant promotional channels, and presenting strategy document and action plan to local businesses during a group Prezi presentation

LEADERSHIP & VOLUNTEER ACTIVITIES

Pi Sigma Epsilon, Professional Business Fraternity, UConn Storrs, CT
Vice President of Recruitment September XXXX - Present

- Manage organization's social media sites including Facebook and Twitter as a component of recruitment campaigns, successfully recruiting 25 new members (exceeded goal by 20%) for the upcoming year
- Created and edited Fraternity's webpage in HTML developing events calendar, photo album, and blog pages

Campus Big Buddies, UConn Storrs, CT
Mentor January XXXX - Present

Jonathan is highlighting his major GPA because it is higher than his cumulative GPA.

In the skills section Jonathan is focusing on measurable or "technical" skills relevant to his field. He integrates transferable skills into his bullet points.

Jonathan created a related experience section to highlight his writing and communication skills.

The formatting for the Daily Campus positions illustrates how Jonathan was promoted to Assistant Editor.

Jonathan added an academic projects section to showcase the relevant skills he developed in his major.

WRITING YOUR COVER LETTER

PURPOSE	METHOD	DO	DON'T
<ul style="list-style-type: none"> Tailored to job announcement for a particular position Introduces the résumé or CV and serves as a marketing tool Convinces the employer to invite you for an interview Proves that you can do the job Shows enthusiasm for the job and the organization 	<ul style="list-style-type: none"> Formal business letter 	<ul style="list-style-type: none"> Research the position and the company prior to beginning the cover letter 	<ul style="list-style-type: none"> Write "Hello my name is..." Write more than one page Repeat your résumé or CV Indent your paragraphs Write "To Whom It May Concern" Write general statements regarding your desire to work for the organization, or how you are impressed with it

Your Address

City, State Zip

(Or use the letterhead from your résumé)

Date (January 1, XXXX)

Name of Employer Contact (or HR Director)

Title

Organization

Street Address

City, State Zip

When possible, direct your cover letter to a specific person. If you can't find a contact name, use "Dear Hiring Manager" or "Dear Search Committee."

Dear Mr./Ms./Dr. _____: (use last name)

INTRODUCTION PARAGRAPH:

- Why are you writing?** Specifically mention the position and company to which you are applying.
- Make a connection with the reader by mentioning a common professional acquaintance or by expressing your interest in the organization.
- Conclude the paragraph with a statement similar to a thesis statement, identifying the skills, knowledge, and/or experience that you will address in the next two paragraphs.

BODY PARAGRAPHS:

- Show that you can do the job** by providing specific examples of past work, internship, volunteer, leadership, or classroom experiences to illustrate that you have the skills from the position description.
- Explain why **you are a STRONG FIT for this position** and this organization.
- Explain how you can add value to the company, and **why you want to work there specifically**.

CLOSING PARAGRAPH:

- Thank the employer for looking over your application materials, and reiterate your interest in the position and/or organization.
- Express your willingness to follow up with more information if needed; provide your phone number and email address for contact if you did not use letterhead from your résumé.

"Sincerely,"

Signature

Your Name (Typed)

SAMPLE JOB DESCRIPTION

FOR MATCHING RÉSUMÉS SEE P. 11-12; FOR MATCHING COVER LETTER SEE P. 15

Position: Communications Specialist

Company: Design My Home, Inc.

Location: Boston, MA, U.S.

Area of Interest: Creative Services

Position Type: Full Time

JOB DESCRIPTION

Design My Home is seeking a full-time Communications Specialist to join our marketing team at our Boston, MA location. The ideal candidate has superior writing and editing skills, is proficient in web development and social media marketing, and has a background in Communications, Marketing, or Journalism.

AREAS OF RESPONSIBILITIES AND SUCCESS CRITERIA:

- Assist in the creation, implementation, and assessment of comprehensive communications strategies
- Manage social media outlets including Facebook, LinkedIn, Twitter, etc.
- Work cross-functionally and with tight deadlines to actively support the growth in sales and customer retention
- Edit and maintain website content
- Facilitate content for emails and e-newsletters
- Self-starter with the ability to manage multiple projects simultaneously
- Must be a team player

REQUIRED QUALIFICATIONS:

- Bachelor's degree in Marketing or Communication
- One to three years minimum experience in Corporate Communications/Journalism or related field
- Positive and flexible attitude, with the ability to roll with any situation
- Strong editing, writing, proofreading, and communication skills
- Demonstrated experience with HTML, CSS, or similar programs
- Demonstrated competency as a team player as well as flexibility to work individually
- Strong sense of accountability, especially regarding deadlines, and follow-through on commitments

DESIRED QUALIFICATIONS:

- Experience with project management
- Experience with in-house advertising
- Proficient in InDesign and Photoshop
- Prior experience evaluating and reporting on marketing effectiveness
- Personal passion for interior design

TO APPLY:

Submit cover letter and résumé to Kim Miller, Human Resources Manager, at k.miller@designmh.com.

As an Affirmative Action/Equal Employment Opportunity employer, Design My Home, Inc. encourages applications from women, veterans, people with disabilities and members of traditionally underrepresented populations.

SAMPLE COVER LETTER

WRITTEN TO MATCH "SAMPLE JOB DESCRIPTION" ON P. 14

Jonathan Husky

233 Glenbrook Road, Storrs, CT 06269 | 860-555-5555
Jonathan.Husky@uconn.edu | www.linkedin.com/in/jonathanhusky

October 10, 20XX

Kim Miller
Human Resources Manager
Design My Home
1 Beacon Street
Boston, MA 02116

All UConn students have access to this sample cover letter. In order to make your cover letter unique, add your own tone and voice. Copying directly from this sample is strongly discouraged.

Dear Kim Miller:

With prior experience as a copywriting intern and newspaper editor, as well as enthusiasm for interior design, I am excited to apply for the Communications Specialist position with Design My Home. My conversation with Sarah Brown at the UConn information session solidified my desire to apply for this position. Design My Home's creative approach to promoting contemporary décor connects with my work style and would allow me to highlight my editing, communication, and teamwork skills.

As a copywriting intern, I gained direct experience writing, proofreading, and editing copy. One of my largest projects at Publisher's Clearing House was to communicate with my fellow interns to research and construct a potential marketing proposal. Our team worked together to design innovative online marketing material using Adobe Photoshop for a new e-reader product, to be implemented through our social media sites. I created copy content to complement the design work of my fellow interns. After proposing our ideas to the senior copywriters and marketing managers, our design was selected to be incorporated into the new social media campaign. I look forward to applying my communication and teamwork skills to the Communications Specialist position at Design My Home.

While working for UConn's largest on-campus newspaper, I was promoted from Staff Writer to Assistant Editor. In this role, it was vital that I managed production deadlines to ensure our paper was published on time and without errors. I often had to drop one task to start another, given the deadlines and story ideas; it quickly became apparent how being adaptable and cooperative would lead to a better result. Working for an independent, student-run paper increases my appreciation for Design My Home's history as a startup company.

I look forward to discussing how I can apply my skills and experience to the Communications Specialist position at Design My Home and am eager to learn more about the role and the organization. Feel free to contact me via the information above.

Sincerely,



Jonathan Husky

SUPPLEMENTAL APPLICATION MATERIALS

The following materials may be requested as part of an application:

<p>WRITING SAMPLE</p>	<ul style="list-style-type: none"> • No more than two to three pages, unless instructed otherwise, while still expressing a complete thought • Do not submit the sample with grading or comments • Include the prompt when one is provided • Choose a relevant topic when possible • If you do not currently have a relevant writing sample, consider writing a synopsis of a recent article related to your industry
<p>LETTERS OF RECOMMENDATION</p>	<ul style="list-style-type: none"> • Commonly requested for graduate school and fellowship positions • Always ask your recommenders if they are comfortable writing a STRONG, positive recommendation for you • Ask your recommenders two to three months in advance of due date • If possible, meet with recommender to provide a copy of your résumé or CV and let them know about the type of opportunities for which you are applying • Consider asking if your recommender will also write a recommendation on your LinkedIn profile
<p>UNOFFICIAL TRANSCRIPT</p>	<ul style="list-style-type: none"> • You can view and print your unofficial transcript from your Student Administration account • See the Office of the Registrar’s website for specific steps (registrar.uconn.edu/transcripts)
<p>REFERENCE LIST</p>	<ul style="list-style-type: none"> • Typically three to four professional references provided only when requested, on a reference page that is separate from your résumé • Always ask your references if they are comfortable being a STRONG, positive reference for you before you list them as a reference • Keep recommender updated if you know references are being contacted for a specific position
<p>ADDITIONAL MATERIALS AND DOCUMENTS BASED ON INDUSTRY</p>	<ul style="list-style-type: none"> • Some industries or career sectors may require or suggest additional documents • Check with industry professionals or a career consultant to determine your industry’s expectations <p>PORTFOLIOS</p> <p>Some applications may ask for an online portfolio of design samples. There are multiple websites available that allow you to build an online portfolio for free, such as wix.com or squarespace.com. You do not need to include everything you have ever created in your portfolio. Select your best 10 pieces to showcase. Whenever possible, include pieces that are relevant to the position for which you are applying.</p>