

Resumes and Cover Letters With Samples

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Smith College Lazarus Center for Career Development

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A Resume and Cover Letter—Your Marketing Team

Effective resumes and cover letters are essential partners in your job or internship search. The cover letter introduces you and your resume to the reader, and the resume gives a more complete overview of your experience and qualifications. Together, these important marketing tools show where the match is between you and the position description and determine if you'll be interviewed.

Your resume and cover letter must be geared to your audience. Before you start writing:

Assess yourself. Know what skills and experience you bring to the table. Come talk!

Research the field so you can use its keywords in your resume and cover letters, important whether your docs are being scanned by computer or read by a person. Consult our guide, [*Your Job Search*](#).

Analyze the description of position for which you're applying. Notice the key skills and competencies the employer seeks. Identify specific examples in your resume that match these qualifications and stress these in your letter. Guidelines on cover letter writing begin on page 6.

Getting Started on Your Resume

Whether writing your first resume or updating a previous one, it may help to begin with a master list of all your jobs, internships, campus and community activities, special courses and projects, schools attended, interests, travel, and skills. All this will not end up in your final resume, but you want to be sure you don't leave out anything important. A professional resume is likely very different from your college application version.

Length

One page is standard for most fields and for most students and recent graduates. This is especially important for business, technology, or communications firms (advertising or publishing, for example). Employers in many other fields appreciate a concise and attractive one-page resume.

A longer resume is appropriate for certain applicants and fields. For teaching, a two-page resume is acceptable if you have significant related experience. For fellowships, grants, or research jobs, you may need a Curriculum Vitae, or C.V. A resume for federal jobs is often longer than one page. Speak with a career advisor if you have any questions about what format is appropriate for your needs.

Format

Avoid templates or resume wizards. Your goal is to have your resume stand out in a positive way, and template resumes often appear identical to those of many other applicants.

Arrange your education and experience in reverse chronological order, present to past. This lets your reader easily see your current and recent background. You may also use categories relevant to your audience, for example, Public Relations Experience, Laboratory Experience, and so forth.

Some fields require specialized resume formats. A C.V. may be needed for research, science positions, or fellowships. For C.V. guidelines, please see [*Curriculum Vitae for Academic or Research Roles*](#). Acting, performance, or studio arts majors should consult [*Resumes for Actors and Artists*](#). Note that many U.S. employers asking for a C.V. may actually want a resume.

Writing a Resume Employers Will Read

Use action verb phrases to describe your experiences. Instead of “Responsibilities included training staff” say “Trained five new staff.” A list of action verbs is on page 5.

Be concise; omit personal pronouns and “a,” “an,” and “the” whenever possible. Instead of “I created and maintained a database using Excel,” say “Created and maintained database using Excel.”

Stress accomplishments and results; quantify your results when appropriate. For example:

Draft #1: Waited tables. Opened and closed restaurant.

Draft #2: Provided customer service to patrons of high-traffic café. Opened and closed restaurant.

Draft #3: Provided quality customer service to patrons of high-traffic café, serving up to 100 meals during busy lunch and dinner shifts. Developed loyal return clientele. Selected by manager over more experienced wait staff to open and close restaurant. Totaled up to \$200 in tips per shift.

Create different resumes for different audiences. All fields have different keywords and expectations of resumes. If possible, have it reviewed by a professional in your field as well as the Lazarus Center.

Make it clear. Avoid confusing acronyms and abbreviations. Instead of S.O.S., say “Service Organizations of Smith.” It’s OK to use postal abbreviations for states, but be consistent.

Sections of a Resume

NAME. Put it at the top, centered or flush left. Use caps, bold, and a larger font to make it stand out.

CONTACT INFORMATION. List your current address, phone, and email on one line (saves space) or blocked. Also list a permanent or forwarding address if it’s in your search region.

OBJECTIVE (optional). We suggest you omit an objective from your resume and state it in your cover letter.

SUMMARY or PROFILE (optional). More experienced applicants may begin with a summary geared to the reader. For example: *Five years communications and marketing experience in non-profit sector. Skilled researcher, writer, and editor. Excellent public speaking and workshop facilitation skills. Strong fundraising background with special expertise in grant writing. Experience recruiting, training, and motivating volunteers.*

EDUCATION generally comes first for students and recent grads. From present to past, list school, location, degree, date awarded or expected, major, minor, and concentration. Study away, other degrees, thesis, related courses, projects, and research papers may be included. GPA is required for finance or consulting but optional for other fields. If your combined SAT is 2100+, we suggest including it on a finance resume. List major and cumulative GPA if you like.

High school experience is often included by first years and sophomores. Others may include it if relevant, for example, if you’re searching in the region where you attended high school or if you had significant high school experience related to your objective.

HONORS and AWARDS, if you have them, may go under Education or as a separate category.

SKILLS can include languages, computer or lab skills, equipment use, and other skills relevant to your reader. Include skills under Education or as a separate category. Add relevant licensing and certifications.

EXPERIENCE can include jobs, internships, volunteering, extracurricular activities, and course projects. From present to past, list title, organization, location, and dates. (Put organizations first, titles second if you like, but do so consistently.) Use specific titles such as “Administrative Intern,” rather than “Intern,” if your supervisor approves. Choose headers stressing experience in your target field, for example, Museum Experience.

ADDITIONAL EXPERIENCE (also called Supporting Experience) is an optional category for content you’d like to include but is less directly relevant to your reader. You may use a second heading as described above.

ACTIVITIES, INTERESTS, SKILLS, TRAVEL, AFFILIATIONS. Choose headings that work for the rest of your content. Be specific. Say “Enjoy modern British fiction” rather than “Enjoy reading.” Listing memberships that reveal your race, ethnicity, religion, political affiliation, sexual orientation, or gender identity may encourage or discourage employers from interviewing you. Feel free to consult a career advisor about your resume content.

DO NOT INCLUDE the statement “References Available on Request.” Instead, prepare a separate page titled “References for Your Name” with your references’ names, titles, and contact info (with permission) to send if requested. **Personal statistics** (age, height, weight) and a **photograph** are only appropriate for a performance resume. **Marital status** is never included on a resume.

INTERNATIONAL STUDENTS WISHING TO WORK IN THE US should use their Smith address and/or a US address if you have one rather than an international address. Do not include your current visa status or country of citizenship. It is illegal for employers to ask about these topics in the US, though they may ask whether you have work authorization or will require visa sponsorship in the future. If you are a Permanent Resident we suggest including this in a final “Activities and Additional Background” section. Questions? Please see a career advisor about your resume and the international student advisor about work status regulations.

Making Your Resume Attractive and Easy to Read

Select a font size and style that are easy to read. We suggest 10-12 point size in familiar fonts such as Arial, Times New Roman, or Garamond. Try a slightly larger font for headings and name.

Adjust the margins to fit your content. 1.0” margins are typical, but not a strict requirement.

Use capital letters, bold type, italics, underlining, bullets, and spacing for emphasis.

Be consistent with spacing, dates, punctuation, and order of information. Details matter!

Proofread your resume carefully. Don’t rely on spell check. Misspellings, grammar and punctuation errors, and inconsistencies make a poor first impression. You may not be asked for an interview as a result.

For hard copy resumes, use bond paper (24 # weight is suggested) in white, cream, or gray. Use the same paper for your letters and get matching envelopes. If using a watermarked paper, get the mark right-side up. Use a letter quality printer with a fresh cartridge.

Keep your resume polished and up-to-date. Revise it as you gain new experiences or change directions. The effort you put into this important marketing tool will be time well spent.

Action Verb List

The verbs listed below are only a few of the many you can use in describing your experience and accomplishments. Make sure you have an action verb for each entry in your resume's "Experience" section.

accelerated	conceived	encouraged	interpreted	produced	simplified
accomplished	conducted	enlisted	introduced	programmed	solved
achieved	delegated	established	launched	promoted	specialized
adapted	demonstrated	estimated	led	proposed	stimulated
adjusted	designed	evaluated	lectured	proved	streamlined
aided	determined	examined	listed	provided	structured
allocated	developed	expanded	maintained	ran	substituted
amplified	devised	expedited	managed	received	suggested
analyzed	devoted	extended	modified	recommended	summarized
answered	diagnosed	fabricated	molded	reconciled	supervised
applied	diagrammed	focused	monitored	recorded	supported
appointed	directed	forecast	motivated	recruited	systematized
approved	distributed	fortified	negotiated	reduced	teamed
arbitrated	collaborated	founded	observed	re-established	trained
arranged	constructed	generated	operated	regulated	treated
assisted	consulted	guided	orchestrated	rehearsed	tutored
assumed	contracted	handled	organized	reinforced	unified
attained	contrived	harmonized	oriented	renegotiated	updated
augmented	controlled	headed	originated	reorganized	used
awarded	cooperated	implemented	oversaw	reported	utilized
began	coordinated	improved	overhauled	researched	volunteered
brought	counseled	incorporated	participated	reshaped	widened
built	created	increased	performed	restored	wrote
calculated	dealt	influenced	persuaded	revamped	
catalogued	defined	initiated	planned	reviewed	
chaired	edited	inspected	pinpointed	revised	
compared	effected	installed	prepared	scheduled	
compiled	eliminated	instituted	presented	selected	
completed	employed	instructed	preserved	set up	

Cover Letters: The First Impression

An employer's first impression of you is often your cover letter, so it must engage their attention quickly and convince them to take the time to read your resume. Your cover letter needs to show what makes you a *great fit* for the position. It is not sufficient to say you have the skills required for the position or are interested in it.

First, research the field and organization. Go beyond the website—use press releases, journal/news articles, annual reports, Google, LexisNexis, and informational interviews with alums and others. Knowledge of the organization shows your initiative and enthusiasm for working there.

Review the job description; notice the skills sought and field-specific terms used. Identify specific examples from your resume that demonstrate how you've used the skills the employer wants. Stress accomplishments and results rather than simply listing your day-to-day responsibilities.

Whenever possible, address your letter to an actual person, not "To Whom it May Concern." Phone or email to get the recipient's name and title if it's not included in the position description. If you can't get a name, use a title such as "Dear Director" or "Dear Internship Coordinator."

The cover letter is a sample of your writing and communication skills. It must be clear, concise, and free of spelling, grammar, or punctuation errors. Keep it simple. Dense, academic language or slang are inappropriate—this is a business letter.

Tailor each cover letter. Employers may receive dozens or even hundreds of applications for any given position. Careful research, relevant examples, and specific reasons why this position and this organization interest you will help distinguish your application.

Framing Your Story: Questions to Guide Your Cover Letter

Use the following to generate content for your cover letter. Though it need not answer every question, a great letter will address many of these items and show you've considered the others:

Why are you interested in this position? This organization? This field/industry?

For what position are you applying?

What do you know about the organization, its work, clients/customers/products that especially interests you?

What do you feel distinguishes this organization from its peers?

What specific skills and knowledge is the employer seeking for this position?

How have your prior experiences influenced your interest in this position/organization/field?

In what ways have your accomplishments during your prior experiences (extracurricular, volunteer, work, other) prepared you to excel in this position?

What aspects of your academic experience will help you succeed in this position?

Compared to other applicants, how might you be uniquely qualified for the position?

How will the organization benefit from hiring you?

Having difficulty answering any of these questions? Revisiting the job description, further research, and clarifying your skills and interests may help.

Cover Letter Format

Use standard business letter format for your letter. Refer to the following page for guidelines on address format, greeting and closing, and spacing.

A cover letter should be no more than one page. Keep the paragraphs short and easy to read. Use a 10-12 point font size in the same font style as your resume. Set the margins so the letter is visually balanced on the page (1" is standard). For hard copy applications, use matching resume-weight paper and envelopes, and sign your letter in black ink. If using stationery with a watermark, be sure it is facing the correct way.

Emailing Cover Letters and Resumes

Always follow an employer's preference when emailing your resume and cover letter. If you don't know an employer's preference, send your resume and letter as attached PDFs labeled with your name (ex: Jane Doe resume.). In the subject line say "Resume and cover letter for children's trade division editorial assistant position (#498)."

If sending your letter as an attachment, make the email message short:

Dear Ms. Nunez:

I am a senior English major at Smith College with administrative and publications experience interested in the children's trade division editorial assistant position (#498) advertised on bookjobs.com. The attached cover letter and resume provide details about my background and strong interest in Cricket Hill Press.

Please let me know if you have difficulty opening the attachments. I look forward to discussing this position with you.

Sincerely,
Jane Doe

Before emailing your documents to employers, email them to yourself and a couple of friends. This gives you a chance to address any technical or format problems.

How the Lazarus Center Can Help

Feel free to bring your resume or cover letter to a 15-minute drop-in appointment. If you're currently away from Smith, you may get feedback on your resume and cover letter during a phone or Skype appointment.

COVER LETTER FORMAT

Date

← **Note:** One inch margins are typical.

Suzan Smith

← **Note:** You may use your resume header instead of this format.

Smith College, 1 Chapin Way, Unit 0000

Northampton, MA 01063

413-585-0000

ssmith@smith.edu

Recipient's Name

← **Note:** Omit Mr. or Ms. here; include in greeting below.

Recipient's Title

Name of Organization

Street Address

City, State, Zip

Dear Ms. or Mr. Last Name:

← **Note:** If you don't know the recipient's gender, say Dear First Last:

Opening Paragraph: Introduce yourself to your reader (not, "Hi, my name is Suzan Smith," but something such as: "I am a senior at Smith College writing to apply for xxx."). State where you saw the position posted. Mention the contact who referred you – with her/his permission – if the employer knows them. You might briefly summarize your specific qualifications for the position or interest in the organization, or do so later in the letter.

Middle Paragraph(s): Focus on one or two specific examples from your resume that demonstrate you have the skills sought for the position. Emphasize accomplishments and results that relate to the position. Don't repeat long sections of your resume. Use terms and a language style appropriate to the field. Show you've researched the organization, but don't recite facts and figures from their website. Connect what you know about the organization to your experience and skills. Your goal is to show why you would be excited to have this specific position at this specific organization.

Briefly state why the organization's mission, clients, programs, products, or services attract you. By now, the recipient should clearly understand what you'd add to the organization, and be convinced of your enthusiasm for and match with the position.

Closing Paragraph: You might briefly summarize your qualifications and interest in the position unless you've done so above. Offer a next step: Will you call to arrange an in-person or phone interview? Will you be in the area on a certain day and follow up to arrange a time to meet? If you prefer, simply use the closing paragraph to say that you look forward to hearing from the employer and thank them for considering your application.

Sincerely,
Suzan Smith

SAMPLE RESUMES, COVER LETTERS, AND POSITION DESCRIPTIONS

A resume and cover letter should always work together as a team to respond to the *specific* skills and qualifications sought in the position description.

For this reason, each sample resume-cover letter pair that follows is preceded by the corresponding job or internship description.

We suggest you:

Review the descriptions and identify the keywords and field-specific terms in each.

Notice how each cover letter cites *specific* examples from the partner resume that show where the match is between the applicant and the position, focusing on results and accomplishments.

Consider how the information on each resume, the categories chosen, and the language style used respond to the *specific* wording of the companion description.

Feel free to get help from the Lazarus Center as often as you like with your resume, cover letters, or any aspect of your search.

Harlem RBI REAL Kids 2016 Summer Program Internship

Harlem RBI (Reviving Baseball in Inner Cities) seeks dynamic, motivated individuals to serve as interns in an innovative program for 9-12 year-old youth in East Harlem, New York City. Our REAL Kids (Reading and Enrichment Academy for Learning) program provides youth with a full day of educational, enrichment, and baseball activities designed to foster a positive and supportive learning environment. Interns work directly with inner city youth and work independently to create and initiate new activities.

Tasks can include:

- Serving as an assistant teacher in an innovative, literacy-based enrichment program
- Coaching and organizing baseball and softball teams for 9-12 year olds
- Collaborating with a co-coach and head teacher to design and document lesson plans and practice sessions
- Leading recreational activities and off-site enrichment field trips

Ideal candidates:

- Have experience working with children
- Are interested in and motivated to work with inner city youth
- Have the ability to take initiative and maintain flexibility
- Enjoy working independently as well as collaborating with others in a team environment
- Have a desire to do good and do it well

NOTE: Knowledge of baseball/softball is helpful but not required

Mission Statement:

Harlem RBI is a private, non-profit organization located in East Harlem, New York. Its mission is to use baseball, softball, and the power of teams to provide inner city youth with opportunities to play, to learn, and to grow, inspiring them to recognize their potential and realize their dreams.

Interested applicants should send a resume and cover letter addressing why the applicant is interested in working with Harlem RBI, as well as the skills and prior experiences that the applicant will contribute to a successful summer program. Mail to:

REAL Kids/Harlem RBI
333 East 100th Street
New York, NY 10029
NO PHONE CALLS PLEASE.

For more information, visit us at www.harlemrbi.org.

EMILIA RENZI

erenzi@smith.edu

Smith College, 1 Chapin Way, Unit 0000, Northampton, MA 01063 (413) 585-1234

December 8, 2015

Cat Goddard
Assistant Director
REAL Kids/Harlem RBI
333 East 100th Street
New York, NY 10029

Dear Ms. Goddard:

I am a first year student at Smith College pleased to submit my application for a teacher/coach position with the 2016 REAL Kids/Harlem RBI summer program which I saw in our career center internship database. With strong interests in youth development and team sports, I am drawn to this position as an opportunity to make a positive difference in the lives of inner city youth.

I have extensive experience working with children in athletic and arts settings. As Assistant Coach of the Marion County Youth Softball League, I designed non-competitive beginner practices that motivated each player to strive for her personal best. As the girls' skill level, self-esteem, and teamwork grew, several reported having greater success in school. Previously, as Arts Leader for Fine Arts for Kids in Miami, I taught arts and crafts to Hispanic youth and initiated cost-free activities that enriched their appreciation of art. As public schools are increasingly cutting funding for arts and sports programs, I am eager to help close the gap for these children however I can.

As a teacher/coach with REAL Kids/Harlem RBI I hope to share with my students the important lessons about teamwork, leadership, and motivation I've learned from softball. I owe my academic success in large part to the committed coaches I had since joining my first softball team at age six. I am excited by the prospect of inspiring your students to play, learn, and grow this summer.

I am available at your convenience for an in-person or phone interview, and I look forward to hearing from you soon.

Sincerely,

Emilia Renzi

EMILIA RENZI

erenzi@smith.edu

Smith College, 1 Chapin Way, Unit 0000, Northampton, MA 01063 (413) 585-1234

EDUCATION

Smith College, Northampton, MA

B.A. degree expected May 2019 Intended Major: Sociology

Vanguard High School, Ocala, FL

Graduated June 2015

Honors: National Honor Society (inducted as junior); Honor Roll (all 4 years)

Languages: Fluent Spanish

Computer Skills: MS Word, Excel, PowerPoint

LEADERSHIP EXPERIENCE

Assistant Coach, Marion County Youth Softball League, Ocala, FL (Summers 2014 and 2015)

- Co-planned and led twice-weekly practice sessions for 12 girls ages 10 and under including beginner players.
- Designed sessions with focus on players' self-esteem, motivation, and teamwork skills.
- Supervised team during head coach's vacations; debriefed players' daily progress with parents.

Member, Anchor Service Club, Vanguard High School, Ocala, FL (2011-2015)

- Participated in team-based volunteer projects; supported and sponsored 2-3 families during holiday time.
- Assisted at several town events such as wrapping holiday presents at mall for needy families. Projects received awards from National Association of Anchor Service Clubs.

President, Spanish Club, Vanguard High School, Ocala, FL (2013-2014)

- Conducted meetings for 15 members; supervised coordinators of 3 sub-committees
- Organized activities and fundraisers including candy sale and holiday food and toy drive.
- Helped plan and implement school-wide Mardi Gras attended by 250 students.
- Collaborated with faculty advisor. Active member for 2 years before election as President.

Arts Leader, Fine Arts for Kids, Miami, FL (2012-2013)

- Led arts and crafts activities and cost-free field trips for 10 children ages 6-9.
- Designed projects using items from local recycling center; initiated art show for families of campers.
- Discussed children's progress with parents or guardians at drop-off and pick-up times.
- Maintained and replenished art materials and kept area clean and safe.

Other Activities: Fastpitch Varsity Team; Shocker Park All-Star Travel Softball Team; Slowpitch Varsity Team; JV Soccer Team; Symphony Under the Stars Volunteer.

ADDITIONAL EXPERIENCE

Waitress, Friendly's Restaurant, Ocala, FL (Summers 2013-2015)

- Provided attentive customer service during 3-hour lunch and dinner shifts.
- Covered 5-6 tables totaling 20+ customers. Coordinated birthday parties for 10-15 children ages 6-12.
- Served as dining room hostess while handling high-volume ice cream walk-up window.
- Praised by manager for skillful handling of challenging customers.

The Philadelphia Orchestra Marketing Internship

The Marketing Intern will assist in organizing communications about The Philadelphia Orchestra summer Neighborhood Concerts. The Marketing Intern will help to organize and maintain communication between The Philadelphia Orchestra, members of Campus Classics, and colleges and universities. The Marketing Intern will oversee distribution of Orchestra materials as well as participate in the analysis of campaigns and surveys. The Marketing Intern will also provide concert support when assigned and administrative support to the Marketing Department.

Essential Functions:

- Maintain marketing materials, advertising schedule, and web activity for Campus Classics, The Philadelphia Orchestra's program for college students; maintain communication between the Orchestra, members of Campus Classics, and colleges and universities.
- Participate in the analysis of single ticket campaigns, subscription campaigns, and patron surveys.
- Assist with daily and weekly sales analysis and budget reporting.
- Oversee distribution of The Philadelphia Orchestra materials.
- Provide concert support for The Philadelphia Orchestra concerts, as well as special event concerts and free neighborhood concerts.
- Provide administrative support to the Marketing Department including Group Sales.
- Other duties as assigned.

Minimum Qualifications:

- Interest or experience in marketing and statistical analysis a plus.
- Strong communication skills.
- Strong writing skills.
- Proficient in Microsoft Office.
- Project management skills.

This is a full time (35-40 hours per week) internship. Some evening and weekend work required.

Elizabeth M. Page

Smith College | 1 Chapin Way | Unit 0000 | Northampton, MA
01063 | 413.555.1212 | epage@smith.edu

January 16, 2016

John Smith
The Philadelphia Orchestra Association
260 South Broad Street, 16th Floor
Philadelphia, PA 19102

Dear Mr. Smith:

I am a Smith College junior writing to apply for the summer Marketing Intern position at The Philadelphia Orchestra Association. I would be excited to bring my experience in marketing, background in music performance, and love of symphonic music to this opportunity.

As Marketing and Public Relations Manager for the Smith College a cappella group the Smiffenpoofs, my marketing efforts and knowledge of the college-age audience achieved a 10% increase in concert ticket and CD sales last year. By taking courses in research and statistics I have further built strengths in data collection and analysis.

I first experienced the power of live performance while attending The Philadelphia Orchestra's summer series at the Saratoga Performing Arts Center in upstate New York where I grew up. Wolfgang Sawallisch's famed all-Wagner concerts and interpretations of the Bruckner symphonies instilled in me a passion for music that continues to this day. The Marketing Intern position interests me as an opportunity to contribute my marketing savvy and love of live symphony while learning about the business side of the arts.

I welcome the opportunity to talk with you about my interest in The Philadelphia Orchestra Association. I am available for a phone interview or I can meet in Philadelphia during my spring break, March 14-18. I will follow up next week to see if we can arrange a convenient time to speak.

Sincerely,
Elizabeth Page

Elizabeth M. Page

Smith College | 1 Chapin Way | Unit 0000 | Northampton, MA 01063 | 413.555.1212 | epage@smith.edu

EDUCATION

Smith College, Northampton, MA

BA, Psychology (Expected May 2017)

Related Coursework: Research Design and Analysis; Statistical Methods for Undergraduate Research; Seminar in Latino/a Identity; Social Psychology

RELATED EXPERIENCE

The Smiffenpoofs, Smith College

Northampton, MA

Marketing and Public Relations Manager

2015 - Present

- Oversee all marketing, public relations, and media outreach for nation's oldest female collegiate a cappella singing group
- Delivered 10% increase from previous year in concert ticket and CD sales through new marketing efforts
- Write and distribute marketing materials, press kits, and press releases; serve as liaison to press contracts and reporters
- Coordinate radio appearances at college radio stations
- Secure in-kind donations for events and CD release parties
- Work closely with treasurer to track and analyze ticket and CD sales from concerts and performances
- Create brochures, flyers, and e-postcards to promote upcoming events and concerts; use Adobe Illustrator to create collateral materials

ADDITIONAL EXPERIENCE

Smith College Varsity Soccer Team

Northampton, MA

Captain

August 2014 - Present

- Lead 28-member team during practices, games, and tournaments; provide mentorship, encouragement, and positive role model
- Liaise with coaching staff to address issues of team cohesiveness; mediate conflicts
- Achieved 100% attendance at practices and games for two consecutive years
- Scout high school talent; lead tours of campus and athletic facilities for prospective students
- Assist coaches with players' stretching, conditioning, and nutrition guidance
- Execute policies and procedures governed by the NCAA

Smith College Office of Advancement

Northampton, MA

Phonathon Caller

June 2015

- Cold-called alumnae and parents to update them on current events at Smith and to encourage them to financially support the college and upcoming initiatives

The Scoop

Beverly, MA

Server

Summer 2014

- Maintained high level of customer service in high-traffic beach front ice cream store; served 75+ customers hourly
- Handled cash transactions and oversaw daily bank deposits
- Cleaned and closed store nightly; communicated with store manager regarding supplies and machine maintenance

SKILLS

Adobe PhotoShop and Illustrator; LexisNexis; Microsoft Office; Social Media

Analyst, Barclays Capital Investment Banking and Debt Capital Markets

Our Analysts fulfill a multitude of roles across the business. To become an Analyst at Barclays Capital you need at least an outstanding undergraduate degree. Work experience gained through internships can also be an advantage. Applicants need to be highly intelligent and numerate, with strong communication skills. Fluency in more than one language is an asset and the ability to work as part of a team is essential.

The Investment Banking and Debt Capital Markets area exists to provide effective global 'multi-product' solutions for clients seeking to raise capital or manage their risk exposure. As a result, Analysts within the team work in close contact with our client groups which are structured by geography and sector. Extensive research, internal briefings, and presentations are involved in the search for a client solution. Once these solutions are approved, models are built that provide the client with accurate projections. This role involves creative thinking, maintaining relationships, and providing the full range of the firm's services to the client – government agencies or corporate clients looking to raise capital.

Generating new business is an important part of the role. It demands an understanding of complex products and their pricing, as well as looking at issues from different angles and creating alternative ideas. Looking at the bigger picture in terms of client needs and wider market issues is also important. As such, you may spend your time developing ideas and solutions to pitch to clients. Following that, you may work on live deals involving products such as bonds, equity and credit derivatives, securitization, loans, foreign exchange, interest rates, and commodities.

Fundamental analysis and research into companies and markets is the starting point in Investment Banking and Debt Capital Markets. This offers an opportunity to work with teams across the firm, delivering more integrated solutions for our clients and across all areas of financing and risk management services. As relationship management skills develop you will be given more responsibility for client relationships.

Training

From the moment you accept a job at Barclays Capital, you are offered the opportunity to participate in the pre-employment Global Campus Training Program. This is web-based training that focuses on product education. It is designed to give you a fundamental knowledge of products prior to joining the Graduate Program including an excellent understanding of the financial markets in which we operate, as well as the products, instruments, and services offered by Barclays Capital. This creates a strong platform on which to build more in-depth specialist expertise relevant to your chosen area. Upon joining the firm you will participate in the Graduate Training program at our London headquarters. The Graduate Program takes learning one step further, incorporating practical applications through a variety of case studies, workshops, and presentations. Once you return to the US, you will participate in many programs including product knowledge sessions, online tutorials, and our mentor program.

Qualifications

- Strong-to-superior verbal, quantitative, and analytical skills
- Resourcefulness, team orientation, enthusiasm, and an entrepreneurial spirit
- Proven leadership qualities, a strong work commitment, and high ethical standards
- Minimum GPA of 3.2
- Knowledge of another language desired

For additional information or to apply for an opportunity, please visit www.barclayscapital.com/campusrecruitment.

MARGOT PERLMAN

Smith College, 1 Chapin Way, Unit 0000, Northampton, MA 01063, 413.585.1111,
margot.perlman@gmail.com

September 29, 2015

Jane Doe
Hiring Manager
Barclays Capital
Investment Banking Division
200 Park Avenue
New York, NY 10166

Dear Ms. Doe:

I am a senior economics major at Smith College very interested in the investment banking analyst program at Barclays Capital. At the September 28th information session at Amherst College I was struck by first-year analyst Gregg Casale's description of Barclays as a global team that prides itself on its ability to do things differently while delivering exceptional financial solutions for clients. With my finance experience, teamwork, and problem-solving skills, I believe I am well-paired to the analyst program and to Barclays Capital's culture.

As a summer analyst at Morgan Stanley this past summer, I prepared pitch books and analyses for client presentations and built financial models for leveraged buyouts and credit reviews. Through participating in deal calls as part of the Financial Institutions Group team, I gained an understanding of how client needs are best met under the pressure of time. Currently as treasurer of Smith's Student Government Association, I administer financial transactions for 120+ student organizations and oversee a \$500,000 budget, responsibilities which draw on my attention to detail and ability to balance multiple priorities.

I'm attracted to the firm's practice of bringing together a flat hierarchy of diverse team members, each with the opportunity to make a difference through creative problem solving, as this is how I've discovered I work best. Barclays Capital's commitment to service projects such as mentoring at-risk students and serving food in local shelters appeals to me to given my volunteer experience with our local Big Sisters program. The firm's client-centered philosophy and global market position combined with the opportunity to contribute to the community make Barclays Capital an exciting place to build my career.

I welcome the opportunity to talk with you about my qualifications, experience, and interest in the analyst program at Barclays Capital. Thank you for your time and consideration. I look forward to hearing from you.

Sincerely,

Margot Perlman

MARGOT PERLMAN

Smith College, 1 Chapin Way, Unit 0000, Northampton, MA 01063, 413.585.1111, margot.perlman@gmail.com

EDUCATION

SMITH COLLEGE, Northampton, MA

- Major: Economics
- Candidate for Bachelor of Arts in May 2016
- Cumulative GPA: 3.7; SAT: 2200
- Relevant Coursework: Econometrics, Statistics, Money and Banking, Financial Accounting, International Finance, Game Theory, International Trade and Commercial Policies

UNIVERSITÉ DE GENÈVE, Geneva, Switzerland; Smith College Junior Year Abroad Program, 2014-2015

- GPA: 3.8
- Relevant Coursework: International Money and Finance, Political Economy of International Finance

EXPERIENCE

MORGAN STANLEY, New York, NY

Investment Banking Intern

Summer 2015

- Helped prepare pitch books for client presentations, including shareholder information, earnings vs. expectations charts, and indexed stock pricing graphs as member of Financial Institutions Group team; participated in deal calls
- Built financial models for leveraged buyouts and credit review
- Researched potential investors, buyers, and acquisition targets
- Used Bloomberg to prepare graphs on daily market performance and earnings estimates

NEW YORK CITY ECONOMIC DEVELOPMENT CORPORATION, New York, NY Summer 2014

Internal Audit Intern

- Reviewed and analyzed legal documents to synchronize fiscal information among departmental databases
- Prepared audit information to be sent to independent auditors at close of fiscal year

LEADERSHIP

SMITH COLLEGE STUDENT GOVERNMENT ASSOCIATION (SGA)

2015-Present

Treasurer

- Write SGA's budget for fiscal year; manage all accounting transactions for 120+ student organizations
- Oversee application and allocation process of three SGA Cabinet funds for student body at large; assist organizations with fiscal needs

Student Finance Committee Member

2013-2014

- Allocated \$500,000 student activities budget for college's student organizations as part of 15-person team

BANGS COMMUNITY CENTER, Amherst, MA

2013-2014

Big Brother/Big Sister Volunteer

- Created and implemented programs and activities for five children in kindergarten through fifth grade

ADDITIONAL EXPERIENCE

LAZARUS CENTER FOR CAREER DEVELOPMENT, Smith College

2014-Present

Student Worker/Receptionist

- Answer multi-line phone system and greet clients in high-traffic student services office; schedule appointments for six-person advising staff and complete special projects

SKILLS and INTERESTS

Excel, Bloomberg, Mathematica, SPSS

Fluent French and German

Enjoy golf, tennis, and fusion cooking

Communications Assistant, the CAIA Association

The CAIA Association is a global non-profit in the area of professional credentialing for finance practitioners.

Position Overview:

This position will support the strategic objective of promoting the organization and providing a high quality of service for its membership by implementing and executing communications programs and development activities. These activities shall include, but not be limited to, media partnership development, marketing management assistance, membership chapter support services, conference and event strategies, and copywriting of all types of communications.

Responsibilities:

Under the direction of the Directors of Marketing, Member Services and Global Events, the Communications Assistant is responsible for:

- Creating, copywriting and updating Association newsletters and updates; Annual Report, presentations, and other communications and collateral. Drafting and oversight of collateral design.
- Copywriting and updating website content.
- Establishing and implementing corporate communications and media partnership tracking systems and managing communications calendar. Providing email and telephone support for inquiries from membership and the public
- Developing and managing event itineraries, registrations and travel arrangements; off-site collateral placement; and follow-up communications and tracking.

The ideal candidate will possess the following skills:

- Excellent written and oral communications skills
- Experience working in all Microsoft Office programs (Access optional but preferred)
- Must show initiative and have experience working in a team environment
- Must be comfortable learning new technology systems
- Basic HTML and wiki experience preferred

Competitive salary, full benefits.

Interested candidates should mail resumes to:

Search Committee: Communications Assistant
The CAIA Association
29 South Pleasant Street
Amherst, MA 01002

Resumes may also be sent to marketing@caia.org.

SUZAN SMITH

742 Evergreen Terrace, Springfield, MA 01103
(413) 387-4321 ssmith@smith.edu

Gina Suarez, Head
Communications Assistant Search Committee
The CAIA Association
29 South Pleasant Street
Amherst, MA 01002

February 3, 2016

Dear Ms. Suarez:

Thank you for speaking with me about the Communications Assistant position last Friday. After hearing more about this opportunity from you and from Julia Jimenez who interned at CAIA last summer, I am even more excited about applying. With my strong communication and technology skills and background in marketing, I believe I could make a strong contribution to the CAIA team.

I have a demonstrated track record of developing effective communications and publicity strategies. For example:

- I designed publicity materials and launched a website for a two-day women's leadership conference in New England. My efforts increased event visibility and attendance by 15% from previous years.
- As an intern for Smith's Poetry Center I initiated and maintained new promotional contacts that built exposure for our upcoming events.
- At CNN last summer I gained writing and editing experience and researched, created, and updated CNN's entry on Wikipedia.

I am drawn to CAIA's culture of excellence and emphasis on professional development, particularly for women in finance. As a financial aid recipient at a women's college, CAIA's "100 Women in Hedge Funds" scholarship program mission of better equipping women to navigate an increasingly complex investment landscape while removing financial barriers to their career development greatly appeals to me.

I look forward to contributing my energy and initiative to support CAIA's goals of expanding promotional efforts while providing exceptional customer service. I'm available at your convenience to discuss my interest in the Communications Assistant position at CAIA, and I look forward to hearing from you.

Sincerely,

Suzan Smith

SUZAN SMITH

742 Evergreen Terrace, Springfield, MA 01103
(413) 387-4321 ssmith@smith.edu

EDUCATION

Smith College, Northampton, MA
Bachelor of Arts degree expected May 2016
Major: The Study of Women and Gender; GPA 3.6

COMMUNICATIONS EXPERIENCE

News Intern, June - August 2015

CNN, New York, NY

- Collaborated with production and reporting teams to create and update website content
- Researched, wrote, and posted company data on Wikipedia
- Contributed to story research for finance and business reports
- Researched and documented stock footage; entered information into database

Intern, September 2012 - May 2015

Poetry Center at Smith College, Northampton, MA

- Designed, wrote, and edited publicity materials for visiting poets
- Publicized readings, researched alumnae poets and poetry centers nationwide; attended Poetry Center Committee meetings with director and other faculty members

Assistant to Event and Volunteer Coordinator, February - May 2014

Women in Business Leadership Conference, Northampton, MA

- Planned and executed publicity campaign for 200+ colleges and media organizations throughout New England; strategies increased attendance 15% from previous years
- Created dynamic website using Dreamweaver (<http://www.smith.edu/Women/conference/>)
- Assisted in planning conference events and schedules
- Coordinated panelists' hotel and travel; managed schedule for 50 panelists and participants

SUPPORTING EXPERIENCE

Board Member, September 2014 - May 2015

Smith College Judicial Board, Northampton, MA

- Evaluated and ruled upon alleged cases of ethics and code violations

Office Assistant, September - December 2013

Smith College Student Affairs Office, Northampton, MA

- Supported office scheduling and assisted with management of staff itineraries
- Actively responded to phone and email inquiries from students, parents, faculty, and staff
- Managed office database using Excel

COMPUTER SKILLS

Dreamweaver; HTML; MS Word, Excel, Access, Publisher, PowerPoint

Junior Analyst and Researcher, CS SPACE

The Junior Analyst and Researcher will monitor and track ongoing trends related to changes in culture and the way people live their lives. Responsibilities include synthesis and analysis of large volumes of data, assisting with qualitative research, daily article searches, slide deck preparation and performing other general support tasks. The Junior Analyst and Researcher will gain valuable experience in the areas of market research, consumer insights and brand innovation. CS SPACE is a culture, strategy, and business consultancy, specializing in cultural insights and strategic frame works for guiding brand behavior and decision-making. Our clients include: ESPN, CitiBank, HBO, Virgin, Estee Lauder, Snapple, Comedy Central, among others.

Location

1133 Broadway, Suite 1610, New York, NY 10010

Qualifications

- Strong research skills – loves to research, analyze and synthesize
- Strong organizational skills – takes time to organize
- Able and willing to provide administrative office support
- Strong writing skills – clear and concise is important (we will ask for a sample)
- Strong fundamental understanding of story and story elements
- Familiarity and interest in social theory, critical theory and strong elements
- Able to summarize and synthesize multiple resources and make independent conclusions
- Can represent a persuasive argument using deductions and logic
- Avid reader pop culture news
- Avid consumer of pop culture (movies, TV Shows, music, magazines, authors, video games, etc.)
- Enjoys trend spotting
- Active in social media – so as to have an understanding of how it operates
- Mac computer literate – prefer someone very literate with macs
- Tech trend savvy, a big plus
- Basic skill set with Keynote
- Basic skill set with Final Cut Pro, a big plus
- Familiarity with basic video production, a plus
- Sports fan, a big plus
- Willing and able to travel on research trips from 3 days to up to 2 weeks at a time.

Contact Information

For additional information or to apply for this opportunity, please contact Meg Smolinski, Human Resource Coordinator, msmolinski@cs-space.com

Kyle Layton

84 Elm Street, Northampton, MA 01063 (000) 000-0000 kyle.layton@gmail.com
www.linkedin.com/in/kylelayton

February 15, 2016

Ms. Megan Smolinski, Human Resources Coordinator
CS SPACE
1133 Broadway, Suite 1610
New York, NY 10010

Dear Ms. Smolinski:

I am writing to apply for the Junior Analyst and Researcher position at CS SPACE posted in Smith College's career center database. The firm's mission of strategizing with clients to be more relevant in people's lives attracts me because much of my work and academic experience has centered on researching and understanding society, popular culture, and consumer decision-making.

Through conducting research for a new sociology department course on consumption in society, I learned about the factors at play when a consumer makes a decision. One consumer may respond to experiencing a TV or online ad, while those who skip over ads are more likely to be reached by embedded marketing. The fact that CS SPACE's client roster includes organizations as prominent and wide-ranging as ESPN, Citi, Skype, and Campbell's speaks to your team's ability to deliver the insights clients need to develop their branding strategies for greatest appeal to consumers.

An avid consumer and student of pop culture, I particularly enjoy trend spotting in music and sports, two of my key pastimes. For a seminar paper I wrote for a course called "The Sociology of Rock and Pop Music," I conducted qualitative research on Yé-Yé French pop music which I presented at a January 2016 conference at Vassar College. With my study abroad experience in France and knowledge of other cultures, I believe I could contribute inter-cultural insights of value to your team in working with your global clientele.

My understanding of consumer behavior goes beyond academic research to include front-line sales positions in a busy resort area retail establishment and cold-calling alums for Smith's Office of Advancement. As a phonathon caller my ability to develop rapport with alumnae, listen to their concerns, and track down information they requested added to my success rate in obtaining pledges from those who had stopped giving to Smith. I would bring to CS SPACE the same client focus along with a strong ability to research, analyze, and synthesize data; keen organizational skills; and a work style that is both collaborative and independent.

I look forward to sharing a writing sample with you and learning more about your needs for the Junior Analyst and Researcher position. I would be very excited to join the CS SPACE team, and I hope to hear from you soon.

Best,

Kyle Layton

Kyle Layton

84 Elm Street, Northampton, MA 01063 (000) 000-0000 kyle.layton@gmail.com
www.linkedin.com/in/kylelayton

EDUCATION

Smith College, Northampton, MA

B.A. degree expected May 2016 Major: French Minor: Sociology G.P.A.: 3.65

L'Instituts d'études politiques: Sciences Po, Paris IV: La Sorbonne, Smith College Junior Year Abroad Program, Paris (2014-2015)

Related Courses: American Popular Culture; Korean Popular Culture: Translating Tradition into Pop Culture

Computer Skills: Final Cut Pro; MAC literate; social media (Tumblr, Twitter, Instagram, more); Keynote

Languages: Fluent French

RESEARCH EXPERIENCE

Research Assistant, Department of Sociology, Smith College (Fall 2015-present)

- Collaborate with professor to develop content for course about consumption in modern society
- Conduct online and print research for articles and images
- Research college's online system for organizing and making available course materials available to students; digitize materials for course on popular culture

Seminar, "The Sociology of Rock and Pop Music," Department of Sociology, Smith College (Fall 2015)

- Researched and wrote 15-page paper in French about Yé-Yé French pop music
- Presented findings in English at French Popular Culture Conference, Vassar College, January 2016

Stride Scholar, Department of French Studies, Smith College (2014-2015)

- Digitized and catalogued professor's images about French history and culture on the Insight art database for use as course material

ADDITIONAL EXPERIENCE

Phonathon Caller, Office of Advancement, Smith College (2012-present)

- Communicate with Smith alumnae during fund drives to encourage them to give to the college
- Frequently surpass fundraising goals, often eliciting donations from alums who have stopped giving
- Research and suggest resources to address alumnae concerns

Translation Intern, France Télécom, Paris, France (Summer 2015)

- Developed strategies to encourage conversation and foster understanding of French-English cultural differences; participated in ESL classes and weekly English-immersion lunches
- Translated documents from French into English and vice versa

Master Tutor, Department of French Studies, Smith College (2013-2014)

- Assisted beginning French students in grammar, comprehension, and pronunciation

Sales Associate and Bead Consultant, The Beadin' Path, Freeport, ME (Summers 2012-2014)

- Provided high quality customer service and ideas for customers' jewelry designs

ACTIVITIES & INTERESTS

- Member of the Chorale des Grandes Écoles (2013-2014) and Smith College Chorus (2012-2014)
- Enjoy playing and watching sports including soccer, tennis, and ping pong
- Avid video gamer

PRESS RELATIONS COORDINATOR - MARKETING & PUBLIC RELATIONS

Posted: February 16, 2016

The Museum is currently seeking a Press Relations Coordinator to provide overall support to the media relations team. The PR coordinator responds to press inquiries, coordinates press events and mailings, maintains the electronic press room on the website and executes electronic blast press releases, advisories and e-vites. This position works with various contacts within the museum including the Photography Department, Executive Department, Web Team, and various curatorial departments. Individual must be highly organized and pro-active.

Requirements include a B.A. degree, preferably in English or Communications, and proficiency with Photoshop, InDesign, Access, HTML, and Word. Excellent writing, planning, and effective interpersonal skills are necessary. Experience in public relations or in a museum setting is a plus. Background or interest in art and new media are highly desirable. This individual reports to the Director of Media Relations.

ALEXANDR (ZANDER) DREW

P.O. Box 000, South Deerfield, MA 01373 (413) 000-0000 a.z.drew@gmail.com

February 20, 2016

Greer Diefenderfer
Employment Manager
Human Resources Department
Philadelphia Museum of Art
P.O. Box 7646
Philadelphia, PA 19101-7646

Dear Ms. Diefenderfer:

I am a graduating senior at Smith College writing to apply for the Press Relations Coordinator opportunity at the Philadelphia Museum of Art posted February 16. I would bring to this position a demonstrated commitment to the arts, strong public relations experience in arts non-profits, and proficiency with web and publications design software.

Last summer as Marketing Intern for the Media Education Foundation, I led the development of MEF's social media presence increasing attendance at our events by over 25%. At the same time, I developed press kits, responded to press inquiries, and designed a brochure for distribution at film conferences. Because the MEF offers resources designed to help spark discussion about some of the most pressing and complicated issues of our time, I saw firsthand the challenge of educating the public about unfamiliar topics. As a Museums Concentration student, I have learned that museums face similar challenges as they seek to attract an increasingly diverse audience by engaging them with subject matter from different cultures and historical periods.

Previously, as gallery assistant at the Firehouse Gallery in Vermont, I created a media and educational contact database and designed an online press media list form – similar to that in your electronic press room – using Dreamweaver. As a result, event attendance increased from previous years. As an intern in Smith's advancement office I initiated an alumnae database that proved valuable to other campus departments' outreach to alums, while in the alumnae relations office, I answered daily email and phone inquiries, sent blast emails, and coordinated mailings, often under a tight deadline.

The Press Relations Coordinator position particularly attracts me because it combines my passions for public relations and the arts with my communication skills and talents in design and media. Having experienced how important the public relations function is to an arts organization's success, I am excited at the prospect of joining the media relations team at the Philadelphia Museum of Art, renowned for its collections, exhibitions, and programs, and adding to its already strong social media and communications efforts.

I look forward to discussing my strong interest in this opportunity. Thank you for considering my application.

Sincerely,
Zander Drew

ALEXANDR (ZANDER) DREW

P.O. Box 000, South Deerfield, MA 01373 (413) 000-0000 a.z.drew@gmail.com

EDUCATION

Smith College, Northampton, MA Bachelor of Arts expected May 2016

Major: Art History Minor: French Studies Museums Concentration GPA: 3.56

Related Courses: History and Critical Issues of Museums, Curating American Memory, Visual Anthropology

Research Paper: "Virtual vs. 'Bricks and Mortar' Museums: Why the Art World Needs Both"

Language Proficiency: Fluent French; conversational Spanish

Computer Skills: Photoshop, Illustrator, Dreamweaver, HTML; Facebook, LinkedIn, Instagram, Pinterest, Twitter, YouTube; Constant Contact, Everest Business Management software

RELATED EXPERIENCE

Marketing Intern, Media Education Foundation, Northampton, MA, Summer 2015

- Developed and compiled press kits and promotional materials for non-profit which produces and distributes documentary films to inspire critical thinking about mass media
- Initiated and maintained digital archive of all media and press featuring MEF films; scanned 300+ articles
- Contacted conference organizers to pitch MEF films to 30+ upcoming conferences
- Created and managed accounts on social media outlets such as Facebook, Twitter, and YouTube
- Launched MEF's Twitter and garnered a strong following by actively sharing links and posting Tweets
- Researched client response on sites such as Facebook; analyzed efforts and successes of social media interaction to maximize positive feedback and buy-in
- Updated and maintained individual client accounts using Everest Business Management software

Gallery Assistant, Burlington City Arts Firehouse Gallery, Burlington, VT, Summer 2014

- Developed media and educational contact database of 500+; conducted research online and by phone
- Initiated and designed online press media list form resulting in 150 new contacts
- Coordinated educational gallery talks by artists and special events for members and general public
- Engaged public in conversations about current exhibits; responded to questions

ADDITIONAL EXPERIENCE

Intern, Office of Advancement, Smith College, Northampton, MA, Fall 2014 - Spring 2015

- Communicated with Smith alums by email and phone, responding to 30-40 emails daily
- Engaged in conversations with prospective and current donors; referred to other departments as needed
- Initiated independent projects: created database that facilitated campus-wide alumnae communications

Reunion Aide, Alumnae Relations Office, Smith College, Northampton, MA, Spring 2013, 2014, 2015

- Organized events and activities including panel discussions and class dinners for 150+
- Assisted with registration during busiest check-in shift; commended for friendly, efficient customer service

Events Planner, Recreational Council, Smith College, Northampton, MA, 2013 - 2014

- Proposed, designed, and executed large social events and activities for student body
- Coordinated publicity, security, hospitality, tickets and sales; helped security department oversee event

Sales Representative, Victoria's Secret, Burlington City Mall, Burlington, VT, Summer 2013

- Assisted customers with apparel purchases; provided supportive feedback and suggestions
- Designed eye-catching merchandise displays in minimal space

TRAVEL

Extensive travel throughout Western Europe