

Resume, Cover Letter & Reference Guide

RESUME

One of the most important aspects of your job search is creating your resume. On average, employers spend less than 30 seconds screening it, so it is essential for your resume to project a clear and concise picture of your skills, experiences, and achievements.

Formatting Tips

LENGTH: One page resumes are recommended for current students and recent grads. However, education majors typically use a 2 page resume.

PRIORITIZE: Place your most important information toward the top of the resume.

PROOFREAD: Check and recheck for spelling and grammatical errors. Have several individuals review your resume and provide feedback.

FORMAT: Start with a blank Word document. Avoid using templates because they may not allow you to easily move information or change bullets, fonts, or text sizes.

PRINTING: Print your resume on quality, white or light-colored paper.

SAVE: If e-mailing your resume, use your name when saving the document. Be sure to save your resume in multiple locations.

PERSONAL INFORMATION: Do not include a photograph or other personal data information such as age, weight, height, marital status.

FONT: Use easy to read fonts (Ex: Times New Roman, Arial, Calibri, Cambria, etc.). Keep font sizes between 10 point and 12 point.

MARGINS: Keep margin widths between .5" and 1".

Heading

REQUIRED CONTENT

- **Name**
Make sure your name stands out by using a larger font (16-22 point font) and bolding it.
- **Address & phone number**
 - Include only one phone number and use a professional outgoing message on your phone (*Ex: You have reached the voicemail of Julie Fox, I am sorry I missed your call. Please leave your name, number and brief message and I will return your call as soon as possible. Thanks.*).
 - Include only one address, and if you have more than one, use the one closest to the location that you are applying for during your search.
- **E-mail address**
A combination of your first and last name keeps your e-mail address professional (your SNC e-mail is good forever); remove the hyperlink.

OPTIONAL CONTENT

- **Personal web site/LinkedIn public profile**
Include personal web sites only if they are directly related to your objective and will enhance your candidacy.

Heading Examples

Natalie L. Knight

555 Third Street, De Pere, WI 54115 ▪ (920) 337-5555 ▪ natalie.knight@snc.edu

Natalie Knight

555 Third Street ♦ De Pere, Wisconsin 54115 ♦ (920) 337-5555 ♦ natalie.knight@snc.edu

Natalie Lynn Knight

555 Third Street
De Pere, WI 54115
(920) 337-5555
natalie.knight@snc.edu

Objective

An objective conveys key information to the employer as to why you have applied. An objective is optional, however when used it can be general or specific. A general objective is most effective when attending a career fair, networking event, or uploading into [Hire a Knight](#). A specific objective is best used when applying to a particular position and should be tailored every time.

General Objective: To obtain a position in the field of (marketing, financial services, etc.)

General objective example: *Desire a position in the field of marketing utilizing skills in verbal and written communication, creativity and attention to detail.*

Specific Objective: Desire a position as a..... (sales representative, management trainee, etc.) with.... (name of company/organization)

Specific objective example: *To obtain an event planning internship with the American Cancer Society capitalizing on excellent customer service, organization, and time management skills.*

Education

REQUIRED CONTENT

- St. Norbert College, De Pere, WI
- Degree Name
- Graduation Date (month, year)
- Major(s), Minor(s) and Concentration(s)
- Certification/licensure (if applicable)

[Undergraduate Degrees offered at SNC:](#)
Bachelor of Business Administration
Bachelor of Science
Bachelor of Arts
Bachelor of Music

OPTIONAL CONTENT

- Cumulative GPA and/or Major GPA, if greater than a 3.0 (Ex: Major GPA: 3.7/4.0)
- Relevant Coursework (include courses that directly relate to the objective)
- Honors and Awards (could be in its own section)
- Study Abroad Experience (see Marketing Your International Experience handout for examples)

Education Examples

ST. NORBERT COLLEGE, De Pere, WI

Bachelor of Arts Degree in Communication and Media Studies, May 2013

Emphasis: Communication Minor: Business Administration

GPA: 3.6/4.0

Major GPA: 3.85/4.0

Honors and Awards:

Dean's List

St. Norbert College Trustees Scholarship for Academics

St. Norbert College, De Pere, WI

Bachelor of Business Administration, May 2014

Double Major: Business Administration and Economics

Concentration: Management

Relevant Coursework: Behavior in Organizations, Personnel/Industrial Relations, Operations Management, Business Law I, Foundations of Management

Experience

Experience can include paid or unpaid opportunities, part-time or full-time work, internships, volunteer work, significant leadership experience, class projects, etc. Being creative with your headings allows you to group experiences together based on similarities and is a stronger way to market your related experiences. Within each heading your experiences should be listed in reverse chronological order.

REQUIRED CONTENT

- Position Title
- Organization Name
- Location (city, state)
- Start date – end date (month, year – month, year)

BULLET POINT FORMATTING

- Bullet points describe your skills, experiences and accomplishments that relate to the objective of your resume
- Bullets are quick points, not complete sentences
- A quality bullet point contains the following: action verb, duties, skills, and accomplishments
- When possible quantify (Ex: Increased membership by 20%)
- Use present tense if the experience is current; past tense if the experience has been completed
- Use a variety of action verbs to start each bullet point (see next page for examples)
- Do not use personal pronouns
- Relevant experiences should have more bullets than non-relevant experiences

BULLET POINT EXAMPLES

Good: Opened and closed store

Better: Given responsibility to open and close store after demonstrating reliability to management

Best: Performed opening and closing responsibilities over 150 times having received the trust and confidence of management for quality work and attention to detail

Good: Trained new employees

Better: Trained over 20 new employees in proper procedures and company policy

Best: Trained over 20 new employees after impressing management with dedicated work ethic, knowledge of all procedures, and the display of leadership skills

HEADING EXAMPLES

- | | | |
|----------------------------------|---------------------|---|
| • Career-Related Experience | • Leadership | • Honors and Awards |
| • Community or Volunteer Service | • Presentations | • Additional Work Experience |
| • Publications | • Skills | • Major (e.g. Business, Art) Experience |
| • Related Projects | • Research Projects | • International Experience |

ACTION VERBS

ADMINISTRATIVE

Accelerate
Accomplish
Achieve
Act
Administer
Allocate
Amend
Appoint
Approve
Assign
Assess
Attain
Benchmark
Chair
Commend
Compromise
Consolidate
Control
Delegate
Direct
Encourage
Enforce
Entrust
Evaluate
Expedite
Govern
Head
Hire
Improvise
Initiate
Institute
Issue
Judge
Lead
Maintain
Manage
Moderate
Monitor
Officiate
Order
Oversee
Prescreen
Preside
Prioritize
Produce
Prohibit
Refer
Regulate
Run

Setup
Start
Streamline
Strengthen
Supervise

COMMUNICATION

Address
Broaden
Clarify
Collaborate
Communicate
Compose
Correspond
Demonstrate
Document
Edit
Entertain
Exhibit
Explain
Express
Illustrate
Interpret
Interview
Investigate
Lecture
Perform
Plan
Present
Promote
Proofread
Read
Relate
Relay
Report
Review
Revise
Speak
Summarize
Survey
Translate
Transcribe
Write

CREATION

Activate
Complete
Compose
Conserve
Construct
Contract
Create

Discover
Draft
Draw
Engineer
Execute
Expand
Generate
Inaugurate
Landscape
Launch
Modify
Mold
Produce
Reconstruct
Redesign
Remodel
Shape
Synthesize
Transform
Unite
Utilize

DEVELOPMENT

Adjust
Assemble
Assess
Build
Compose
Conceptualize
Customize
Develop
Design
Devise
Draft
Enlarge
Format
Implement
Improve
Innovate
Install Invent
Fix
Function
Make
Manufacture
Navigate
Operate
Propose
Refinish
Renovate
Repair
Restore

Update
Upgrade

FINANCE & NUMBER

Abstract
Account
Add
Allocate
Appraise
Audit
Budget
Calculate
Collect
Compute
Decrease
Determine
Divide
Enter (data)
Estimate
File
Finance
Formulate
Increase
Insure
Inventory
Invest
Market
Maximize
Minimize
Multiply
Process
Project
Purchase
Record
Reduce
Solve
Quantify

INTERPERSONAL SKILLS

Acclimate
Accommodate
Adapt
Answer
Anticipate
Appoint
Assist
Assure
Bargain
Care
Coach
Collaborate
Confer

Confront
Consult
Converse
Critique
Develop
Encourage
Exchange
Familiarize
Form
Foster
Fulfill
Gain
Handle
Implement
Inform
Interact
Intervene
Join
Listen
Litigate
Mediate
Model
Motivate
Negotiate
Participate
Provide
Recommend
Reconcile
Rehabilitate
Represent
Resolve
Share
Suggest
Treat
Understand

TEACHING

Advise
Aid
Amend
Appoint
Assist
Award
Broaden
Correct
Counsel
Demonstrate
Display
Encourage
Enhance
Enlist
Ensure
Evaluate
Grade

Guide
Help
Influence
Instruct
Introduce
Lecture
Mentor
Program
Provide
Rate
Steer
Suggest
Support
Teach
Test
Train
Tutor

RESEARCH & ANALYSIS

Acquire
Allocate
Analyze
Assess
Assist
Classify
Collate
Collect
Compile
Conceptualize
Conduct
Deliver
Design
Detect
Determine
Discover
Dissect
Evaluate
Explore
Examine
Formulate
Father
Identify
Inspect
Investigate
Locate
Name
Obtain
Observe
Pinpoint
Prepare
Prioritize
Receiver
Research
Specify

Survey
Test
Trace
Track
Verify

PUBLIC RELATIONS

Advertise
Advocate
Attend
Coordinate
Convince
Deal
Dispense
Disseminate
Distribute
Fundraise
Handle
Influence
Lobby
Persuade
Poster
Publicize
Publish
Recruit
Screen
Seek out
Sell
Service
Target

ORGANIZATION

Amend
Appraise
Appoint
Apply
Arrange
Award
Balance
Catalog
Categorize
Connect
Coordinate
Decrease
Define
Draft
Edit
Establish
Facilitate
File
Group issue
Modify
Orchestrate
Organize
Overhaul

Place
Prepare
Program qualify
Reorganize
Rewrite
Schedule
Set

MISCELLANEOUS

Act
Apply
Anticipate
Change
Check
Contribute
Cover
Decide
Define
Diagnose
Effect
Eliminate
Emphasize
Establish
Facilitate
Forecast
Found
Give
Learn
Navigate
Offer
Perform
Propose
Receive
Refer
Referee
Register
Reinforce
Resolve
Respond
Retrieve
Save
Select
Serve
Set
Simplify
Study
Take
Travel
Use
Win

Julie A. Fox

2121 Hometown Avenue • Midtown, WI 55555
(920) 337-5555 • julie.fox@snc.edu • www.linkedin.com/in/julieafox

OBJECTIVE Desire a position as a case worker specializing in child welfare issues, utilizing strengths in conversational Spanish, sensitivity to other cultural values and an ability to successfully juggle multiple demands.

EDUCATION ST. NORBERT COLLEGE, De Pere, WI
Bachelor of Arts Degree May 2017
Major: Psychology Minor: Spanish GPA: 3.65/4.0

FUNDACION DE ORTEGA Y GASSET, Toledo, Spain, Spring 2016

- Study abroad program with a focus on Spanish language and culture
- Improved fluency in Spanish
- Gained cultural awareness and global point of view

AWARDS Dean's List
St. Norbert College Presidential Scholarship for Academics
Psi Chi Psychology National Honor Society

CAREER-RELATED EXPERIENCE
Camp Counselor, Lion's Camp, Stevens Point, WI Summers 2013 – 2016

- Planned, implemented and participated in educational and social activities for 200 children
- Ensured safety of campers on a daily basis
- Learned to manage multiple tasks and prioritize based on importance
- Adapted activities based on developmental level of campers

Integration Intern, Asociacion de Ayuda al Marginado de Toledo, Toledo, Spain Spring 2016

- Helped organize and participate in social and cultural activities to assist in the social integration of immigrants and disadvantaged citizens
- Facilitated and organized English classes for teenagers and children
- Individually assisted teenagers and children to improve English speaking abilities

ADDITIONAL WORK EXPERIENCE
Waitress, Black and Tan Grill, Green Bay, WI June 2013 – Present
Sales Clerk, St. Norbert College Bookstore, De Pere, WI Sept. 2012 – Present
Sales Clerk, Banana Republic, Appleton, WI Dec. 2013 – Jan. 2014

LEADERSHIP
Captain, Varsity Women's Soccer Team, St. Norbert College, De Pere, WI May 2015 – Present

- Develop leadership skills by serving as team captain and achieved team cohesiveness by organizing athletic award events
- Mediate conflict between team members to form a more cohesive team and teach problem solving skills
- Emphasized hard work and team spirit through leading by example and receiving the Spirit Award

Independent Women's Social Organization, St. Norbert College, De Pere, WI Jan. 2014 – Present
Executive Board Member, Service Chair, and Homecoming Committee Co-Chair

- Attend monthly meetings, uphold and enforce policies, and oversee various committees using time management
- Encourage organization members to participate in numerous service-oriented programs, including Boys and Girls Club, to gain concern and sensitivity towards others
- Collaborate with co-chair on developing and implementing marketing strategies for increasing student participation in festivities while utilizing skills in team management and decision making

COVER LETTER

A cover letter is a professional business letter that accompanies your resume and allows you to address specifics about the job for which you are applying. It is a chance to sell how your unique skills and experiences can benefit the organization.

Formatting Tips

LENGTH: A cover letter is typically 3-4 paragraphs, not exceeding one page.

FORMAT: Use the same heading, font style and size, and type of paper as your resume.

SALUTATION: Address your cover letter to a specific person if possible. Call for the name of the hiring manager if not listed; never use "To Whom It May Concern". If a name is unavailable use a title (e.g. Dear Human Resources Director).

BODY:

First paragraph:

- The main purpose of this paragraph is to gain and keep the reader's attention
- State the reason why you are writing the letter – position you are applying for or inquiring about
- Source of referral, if any
- Include company information found through research
- End this paragraph with 3 skills demonstrating why you are the most qualified candidate

Middle paragraph(s):

- The main purpose of this paragraph is to emphasize what you can contribute to the organization
- Give concrete examples of the skills you listed in the first paragraph
- May be 1-2 paragraphs

Final paragraph:

- Reiterate your interest in the position
- State your appreciation of the employer's consideration
- Include your intentions for follow-up
- Phone number/e-mail and best way to contact you

CLOSING: End your cover letter professionally (e.g. respectfully, sincerely, regards, etc.). Leave 4 spaces then type your name. If mailing in a hard copy sign your name in the open space. If submitting your material electronically, either include your electronic signature or type "submitted electronically" under your typed name.

Julie A. Fox

2121 Hometown Avenue ▪ Midtown, WI 55555
(920) 337-5555 ▪ julie.fox@snc.edu ▪ www.linkedin.com/in/julieafox

December 8, 2014

Ms. Sally Smith
Director of Human Resources
Broadway Consulting
1515 Fifth Street
Green Bay, WI 55555

Dear Ms. Smith:

As stated in Bay Cities Magazine, Broadway Consulting is one of the best places to work in the Green Bay area and has a solid reputation as a creative leader. I strive to be a creative leader with my Marketing Intern position in The Office of Career & Professional Development. This reinforces why I am writing to apply for your marketing internship opportunity that was referred to me by my professor, Dr. John Smith. My market research skills, creative problem solving and strong verbal and written communication skills will enhance your organization.

In my current position as Marketing Intern in The Office of Career & Professional Development, I created changes in the way workshops and events are communicated to students. Through extensive research on new technology being used by students, I implemented the use of podcasts, video, and social media to better reach the student body. I creatively updated handouts in our office and created a more visually appealing marketing brochure used to advertise the services of The Office of Career & Professional Development. As the rush chair for my sorority, I generated a successful marketing plan for the recruitment process, resulting in a 30% increase in new membership for this school year. I would welcome the opportunity to apply my education and previous marketing experience at Broadway Consulting.

Thank you for considering my qualifications for an internship with Broadway Consulting. I will follow up with you the week of December 15th to further discuss my qualifications. In the meantime, if you would like to contact me, please feel welcome to reach me via telephone at (920) 337-5555 or e-mail at julie.fox@snc.edu.

Sincerely,

Julie A. Fox

Enclosure: resume

REFERENCES

The reference page is a separate document from the resume. Always ask a reference before listing them. If they agree, send them a current resume along with the position description. It is important to keep your references informed on your internship/job search status. Only submit your references when requested by the organization you are applying to.

FORMATTING TIPS

HEADING: Use the same heading as your resume.

FONT: The style and size of your font should match your resume and cover letter.

FORMAT: Either left align or center your text.

NUMBER: It is recommended that you have a minimum of 3 professional references.

CONTENT

- Name of person using: Ms., Mr., Dr., Prof.
- Position title
- Company/Organization
- Address
- Telephone number
- E-mail address

WHO TO ASK

- Former/current supervisors
- Professors
- Academic advisors
- Contacts from volunteer work
- Mentors
- Customers/clients
- Colleagues
- Coaches

Julie A. Fox

2121 Hometown Avenue •Midtown, WI 55555
(920) 337-5555 •julie.fox@snc.edu •www.linkedin.com/in/julieafox

REFERENCES

Ms. Susan Brown

Public Relations Coordinator
Promotions Management Incorporated
555 Some Street
Green Bay, Wisconsin 54301
(920) 555-5555
susan.brown@pmi.com

Ms. Deidra Collins

Director of Communications
United Way of Brown County
3456 A Street
Green Bay, Wisconsin 54302
(920) 983-5555
deidra.collins@bcunitedway.org

Mr. David Smith

Special Markets Director
Sargento Cheese
2222 Another Street
Plymouth, Wisconsin 55555
(414) 525-5555
david.smith@sargentocheese.com

Dr. Abigail Turner

Professor of Communications
St. Norbert College
100 Grant Street
De Pere, Wisconsin 54115
(920) 403-5555
abigail.turner@snc.edu