

RESUMÉ AND COVER LETTER WRITING

Targeted Resumé Introductions & Accomplishments

Targeted Resumé Introductions - 3 Options:

Like a thesis in an essay, your introduction tells an employer the **best reasons they should consider you for a position** – points you will back up in later resume sections with solid evidence

- It can include: years of related experience, education, technical skills, soft skills, qualities, and assets that make you an excellent candidate for the position
- Choose only **ONE** of the following types of introductions to use in your resumé

Option 1: Career Objective

One sentence naming your target position and the top 2-3 reasons you should be considered for it

Suggested Formula: Job Target & Environment & Key Assets & Benefit to employer (optional)

Sample Objective:

Seeking a position as a Customer Service Representative on the York University Campus where I can contribute my proven proficiency in MS Office along with skills in building strong customer relationships and handling multiple tasks efficiently.

Option 2: Highlights of Qualifications

Also called a Profile, Qualifications or Highlights, this section includes bullet points introducing the 5-7 best reasons you should be considered for a position. This section is generally preceded by a simple objective – see example below.

Sample Highlights of Qualifications:

Objective: Seeking a position as a Public Education Assistant in a non-governmental organization dedicated to alleviating world hunger.

- Two years of successful experience organizing and implementing events which motivate others to become effective participants in international development
- Solid academic background in Third World Development and well developed research skills
- Friendly and outgoing with exceptional ability to communicate, resolve conflicts and work as an integral part of a team
- Possess an unconditional commitment to the work of social justice
- Fluent in verbal and written English, Hindi and Gujarati

Option 3: Profile

Written in phrases that describe who you are and what you have to offer with room for creativity. The length is generally no more than 4-6 lines of text.

Sample Profile:

Successful marketing student graduating in Fall 2014 seeking a full-time marketing position focusing on brand marketing and market research. Creative, action-oriented problem solver with a strong entrepreneurial spirit – thrives on coming up with innovative solutions to day-to-day business challenges. Collaborative work ethic, dynamic public speaking/presentation skills and an ability to coordinate multiple projects simultaneously developed through extensive academic, work and extra-curricular projects. Able to build strategic business alliances in both English and Cantonese.

Accomplishment Statements

- These are statements that make up any section of your resumé where you are stating experience (including Education, Related Experience, Volunteer Experience, Extracurricular Activities and Interests) and focus **not on the duties** you did but on **providing evidence** that you have the skills that will be valued in your target position
- The best accomplishment statements are:
 1. **Targeted** - Select only the statements that suggest you have successfully demonstrated the skills, qualifications and assets valuable to the position/field you are seeking; exclude irrelevant duties or tasks
 2. **Include results** - Ask yourself "What happened because I did a good job? How did I meet or exceed the expectations of my role or task?"
 3. **Mention how YOU got results** - Resumes need to reflect who you are and your true voice. Ask yourself, "What did I take care to do in order to do a good job? (i.e. What principles, theories, policies, style or personal qualities did I apply to my work?)"
 4. **Qualify** (e.g. "Warmly greeted all customers with a smile") or **quantify** (eg. "processed over 100 sales transactions per day") details where possible or **add quotations** from performance evaluations, letters of recommendation, customer letters, or professor feedback on assignments

Some places to look for accomplishments - when you:

- | | | |
|---------------------------|--|-------------------------------|
| • Made/saved money | • Initiated/Did something beyond your role | supervisor, client, professor |
| • Increased efficiency | • Were selected for extra responsibilities | • Improved a work process |
| • Innovated | • Received a great comment from a | Received excellent feedback |
| • Saved time | | • Were promoted |
| • Met or exceeded a quota | | |
| • Met a deadline | | |

Two possible formulas for Accomplishment Statements

Action Verb	What you did/How you did it	Result
Reorganized	the filing system for over 10,000 tax documents using a simplified colour coding system	which saved time for administrative staff at the end of every month.
Facilitated	a dynamic 2 hour presentation on 'Applying to Graduate and Law School' at an Academic Advising Session	and was commended by professor for 'speaking confidently' throughout session

Action Verb	What you did/How you did it	Result
Promoted	from Order Clerk to Shift Co-ordinator within 8 months	based on the avid interest I took in my team members and environment and my inspired suggestions for improving efficiency and morale
Demonstrated	ability to successfully build relationships with customers	by greeting them warmly, listening carefully to clarify needs and recommending the right products