

Resumes and Cover Letters

Presented by RCC Career Services

What's a resume and why do I need one?

- First of all, let's be sure to pronounce it right. Rez'-uh-may
- A resume outlines your background and experience briefly so employers can see if you are a good fit for a job opening
- It is the employer's first glimpse at you, so it is very important
- It lets the employer see if you can write effectively and properly
- It's your way to market yourself so you can get an interview

How do I build a resume?

- If you've never had a resume before, the first thing you will need to decide is what kind of resume will best suit your situation.
- A chronological resume lists your jobs in reverse order starting with the most recent. If you are currently employed in the field, have no recent significant gaps in employment, and have a history of moving up in job responsibilities, this is the best resume for you.
- A functional resume focuses on your skills and experience, which can be developed from activities other than work, so is best if you are just starting or changing your career or if you have been out of the workforce for awhile.
- You can make a combination chronological and functional resume.

Brainstorm

- Once you've decided which type of resume you need, you can begin thinking about what to put on it.
- Start with concrete descriptions or action words about things you know how to do; these can be “hard skills” you've learned at work or in school
- Next add “soft skill” words describing how you can relate to people and work in a team environment

Sections

- Contact information
- Summary statement (optional, may use objective if no experience)
- Experience or skills list with examples
- Education
- Achievements and awards
- Professional organizations
- Relevant volunteer work

Adapted from uptowork.com <https://uptowork.com/blog/resume-sections>

Sample chronological resume from resumegenius.com

ACCOUNTANT SAMPLE RESUME

1435 Grant Avenue, New York, NY 10603
(212) 204-5653
Andrew.Langley@gmail.com

Certified Public Accountant with 5+ years of experience of ledger processes, account reconciliations and streamlining accounts. Possess an MBA with a focus in accounting. Seeking to leverage accounting expertise and experience into a managerial role as a corporate banker.

PROFESSIONAL EXPERIENCE

LANGFORD PARTNERSHIP *Financial Analyst*

Sacramento, CA
September 2011 – Present

- Created financial reports and supported all areas of responsibility within a 5 person finance team
- Managed a \$350,000 budget, with a reduction of costs totaling 15% over two years
- Analyzed, examined, and interpreted account records, compiled financial information, and reconciled reports and financial data
- Performed process analysis, and communicated recommendations to management
- Process journal entries and perform accounting corrections to ensure accurate records

BRINGHAM & SONS *Financial Advisor*

Bakersfield, CA
June 2008 – August 2011

- Conducted thorough reviews of potential business partnerships and strategies, and performed risk analysis using FRAP (Facilitated Risk Analysis Process)
- Trained and supervised 2 new employees, ensuring they maintain fastidious attention to detail
- Forecasted losses and earnings using quantitative/qualitative analyses to a high degree of accuracy, allowing the company to intelligently manage and invest resources
- Adhered to departmental controls and regulations maintain ethical conduct at all times

Chronological resume continued

EDUCATION

POLOMA COLLEGE

MBA with Accounting Concentration, June 2008

Bloomfield, NJ

GROVER COLLEGE

B.A. Accounting, June 2006

Alamosa, CO

- Magna Cum Laude

ADDITIONAL SKILLS

- Knowledge of Oracle, SAGE and all Microsoft Office Applications
- Excellent communication skills, and ability to present complex information in an easy to understand format

CERTIFICATIONS

- Certified Public Accountant

Things to notice

- Summary statement with specific language
- Action verbs - created, managed, analyzed, performed, processed
- Bullet points
- Different fonts for emphasis
- Additional skills and certifications
- Correct grammar and spelling

Adapted from resumecoach.com <https://www.resumecoach.com/write-a-resume/>

Student resume example from resumegenius.com

COLLEGE STUDENT RESUME

Address Line 1 Address Line 2, City, State Zip | (212) 256-1414 | jane.smith@gmail.com

CAREER OBJECTIVE

Energetic and passionate college student working towards a BS in Marketing at the University of Georgia. Aiming to use my knowledge of advertising, PR, product development, and consumer research strategies to satisfy the marketing internship at your company.

EDUCATION

UNIVERSITY OF GEORGIA, ATHENS, GA

BACHELOR OF SCIENCE IN MARKETING, EXPECTED GRADUATION DEC 2015

- ♦ **GPA:** 3.8/4.0
- ♦ **Relevant Coursework** – Marketing Analytics, Marketing Management, Survey Research, Strategic Internet Marketing, and Integrated Marketing Communications
- ♦ **Honors & Awards:** Dean's List, Received third place in UGA's business plan competition
- ♦ **Clubs:** UGA Chapter of the American Marketing Association, Mu Kappa Tau

Student resume example continued

MARKETING PROJECTS

PET BUSINESS MARKETING CAMPAIGN

- Designed a cost-effective marketing campaign for a local pet grooming business that leveraged a combination social, email, and offline marketing techniques
- Surveyed pet owners in Athens to collect detailed data on the behavior of our target customer
- Developed a campaign budget of \$1,500 which we estimated to be the minimum cost that would yield the highest return on investment (ROI)

BUSINESS PLAN COMPETITION

- Entered UGA's business plan competition with a group of 4 classmates to build a mock food truck business
- Managed all of the marketing aspects of the business plan including industry analysis, customer trends, market growth, positioning, and promotions.
- Received 3rd place out of the 30 teams that entered the competition

ADDITIONAL SKILLS

- In-depth knowledge of social media marketing platforms: Twitter, Google+ Facebook, LinkedIn, Instagram, Pinterest
- Adept with Microsoft Office Suite
- Chinese: Advanced
- Familiar with consumer research tools: AYTM and GutCheck

Things to notice

- Okay to use objective
- Education near top
- Projects or coursework instead of work experience
- Still use specific action words - developed, designed, surveyed, managed
- Include volunteer work, clubs, and organizations
- Highlight awards and achievements

Helpful tips

- Make sure the phone number you list is working and has a working voice mailbox that is not full
- Make sure your email address is one you check often and sounds professional
- Avoid abbreviations
- List GPA if above 3.5
- References should be listed on a separate sheet - ask permission!

Remember!

- Your resume is not a “one and done” effort.
- You may choose to have several different resumes for different types of jobs, or you can use the same resume and...
- Adjust specific wording describing your skills and experience to match it as closely to wording in the job descriptions you are applying for as you can. But...
- These adjustments make proofreading extremely important as it is easy to overlook errors created when you make changes.

Cover letters - why bother?

- For less technical jobs, may be even more important than your resume
- Allows you to go into detail about your background, why you are a good fit for the job
- Further opportunity to showcase your skills and sell yourself
- Shows employers your communication skills

What should I put in it?

- Name the specific job you are applying for; use the exact same wording as the employer uses
- Mention how you learned about the opening
- Tell why you are qualified and how you could contribute
- Tell why you want to work for this specific organization - research!
- Ask for an interview
- Thank them for their time and consideration

Adapted from monster.com <https://www.monster.com/career-advice/article/sample-cover-letter>

Happy Job Hunting!

Contact RCC Career Services if we can be of assistance. We are happy to review your resume and cover letter with you and help you prepare for interviews.