

EXPERIENTIAL EDUCATION & CAREER SERVICES

RESUME GUIDE BOOK

UNDERGRADUATE

INCLUDES

- ◊ Checklist
- ◊ Resume Don'ts
- ◊ Rubric
- ◊ Key Action Verbs
- ◊ Bullet Statements
- ◊ ATS Advice
- ◊ Resume Examples
- ◊ Sample Cover Letter



JOHNSON & WALES
UNIVERSITY



Experiential Education
& Career Services

HIREJWU
powered by *Handshake*

JWU Resume Checklist

<input type="checkbox"/>	<h2>MARGINS</h2> <p>Typically your resume document will be formatted with 1-inch margins. As long as information is relevant flexibility may apply. In most cases, margins any smaller may cause your resume to appear crowded and difficult to read.</p>
<input type="checkbox"/>	<h2>CONTACT INFO</h2> <ul style="list-style-type: none">• Name - should be in bold and larger font than the content of your resume• Phone number with area code (just your cell phone and make sure your voice message is professional)• Email (make it professional, not pinklady@aol.com); JWU email address suggested• Customized LinkedIn URL, and if you have your own blog or website, add if it is relevant to the position
<input type="checkbox"/>	<h2>HIGHLIGHTS OF QUALIFICATIONS (OR SUMMARY OF SKILLS)</h2> <p>Showcase 3-5 bullet statements outlining your most relevant skills. This can include certifications, computer/technical skills, language skills, relevant coursework, specific results you have achieved in a professional setting. Use the job description as a guide to choose the skills and abilities you showcase.</p>
<input type="checkbox"/>	<h2>EDUCATION</h2> <ul style="list-style-type: none">• School Name, City, State Initials (ie.) RI• Degree Earned, Major, Graduation Month/Year ie. Bachelor of Science, Major, Candidate, MM/YYYY• Concentration / Minor• GPA (if above 3.0) and Honors• If appropriate, list relevant coursework and projects• No need to list your high school, unless it's specialized to your major. If you are a transfer student, only list previous college experience if a degree was earned.
<input type="checkbox"/>	<h2>WORK EXPERIENCE</h2> <ul style="list-style-type: none">• Company, City, State ie. Boston, MA• Job Title, start date MM/YYYY -to- end date MM/YYYY (Present or Current if still at the position)• List 3-4 qualified and quantified bullet statements for each relevant position starting with strong action verbs (see pages 6-8)
<input type="checkbox"/>	<h2>BULLET STATEMENTS</h2> <p>Showcase your accomplishments. Focus on the results you achieved and how you achieved them. Don't re-write job descriptions - be brief and to the point. You want the first few words of each bullet to be the action - and results - oriented (Verb). Quantify and qualify (\$,%,#). Start with your most recent job and provide 3-4 primary duties highlighting your most important achievements. One way to craft solid statements is to ask yourself questions - who, what, when, why and how. Use helpful questions to guide you:</p> <ul style="list-style-type: none">• What was the situation or challenge presented to you?• What was the goal you worked on?• How big was the project?• Who was involved? How many people did you supervise?• How much ahead of deadline or under budget?• What were the specifications you took to reach the goal or complete the project?• How often or when did you perform this task or responsibility?
<input type="checkbox"/>	<h2>OTHER CATEGORIES</h2> <p>(Other Accomplishments, Volunteer Activities & Interests Or Honors & Associations)</p> <p>You can really enhance your resume highlighting alternative experiences that are valuable in the workplace. Include honors, awards projects, professional memberships, volunteer work and military service.</p> <ul style="list-style-type: none">• Name of organization, Role, Date (MM/YYYY)• Role and activities (e.g. award name, leadership positions held)• Students with less work experience and more volunteer experience may develop this section in more detail

*Constructed With Input From Avoid These 10 Resume Mistakes By Katharine Hansen, Ph.D., Quintcareers.com And 10 Résumé Killers By Kate Lorenz, Careerbuilder.com Editor

Top 10 Resume Mistakes to Avoid

JWU employers who want to hire you, tell us these are the most common mistakes they see.

1 Assuming spell-check is good enough

Proofread, then proofread again.

6 Listing High School Education

It is understood that if you're in college, you've graduated from high school.

2 Using "I", "We", "Me" on your resume

Pronouns should never be used on a resume.

7 Don't overinflate your value

Be honest and no "upgrades" to title, dates, and details.

3 Experience not listed in correct order

Job experiences and degrees should be listed in reverse chronological order (most recent first).

8 Including lots of personal information

Unless your hobby relates to your career, it doesn't belong on your resume. The same goes for your age, height, weight, religion, sexual orientation, street address, zip code.

4 Misspelling Johnson & Wales University

Johnson and Whales is not the name of our university. The word "and" is abbreviated with an ampersand (&).

9 Listing categories in random order

List in order of importance. Consider whether your education or experience is your best selling point. The checklist on the previous page is a good example for new grads.

5 Inconsistent Formatting

Hiring managers want to see a neat, clean, easy to read resume. For example: Be sure your font size and typefaces are consistent throughout the entire resume, and tab point is consistent for all.

10 Lack of keywords

Companies utilize computerized Applicant Tracking Systems (ATS) as their first set of eyes to choose candidates based on keywords, and not having enough may prevent you from being considered. Pull keywords from the job description to enrich your resume.

JWU Resume Rubric

Use this tool to check out your current resume and make improvements or use it to begin drafting your resume.

For resume help, walk in or schedule an appointment with an advisor at Experiential Education & Career Services or visit:

link.jwu.edu > ExEd & Career Services > Resumes > Resume Samples & Guides

	EXCELLENT	AVERAGE	REQUIRES SIGNIFICANT IMPROVEMENT
FORMAT	<ul style="list-style-type: none">Your resume is a professional looking document.The information is clearly presented on one page with an appropriate amount of white space.The structure of your document is clear with a good choice of font size (11-12) as well as an appropriate style (Arial Narrow, Verdana, Calibri).Your resume contains no spelling or grammatical errors.	<ul style="list-style-type: none">Your information almost fills the page, but the white space used is uneven.There are a few inconsistencies throughout with your font size.There are some grammatical and spelling errors.	<ul style="list-style-type: none">Your resume is not as professional looking as it should be.Your use of half the page for your information reflects minimal experience.There are inconsistencies throughout your document pertaining to white space, and margin irregularities.There are several spelling and grammatical errors.
CONTACT INFO	<ul style="list-style-type: none">Your contact information is clearly written and includes your name, cell phone number and email.You have also included a link to your website and a customized URL to your LinkedIn account.You have not included a street address or zip code.	<ul style="list-style-type: none">You have included all your information but not in a totally professional manner.Use of a nickname or inappropriate email address does not present you to a potential employer in the most favorable light.	<ul style="list-style-type: none">Your contact information has spelling errors and is not formatted with the layout of the rest of your resume.Your street address and zipcode are included.
HIGHLIGHTS OF QUALIFICATIONS OR SUMMARY OF SKILLS	<ul style="list-style-type: none">Your highlights of qualifications section is comprised of 3 to 4 bullet statements.Your bullet points indicate your certifications, technical skills and specific results you have achieved in a professional setting.	<ul style="list-style-type: none">Your resume does have 3 to 4 bullet points in the highlights section. The bullet points do not contain the results you have achieved or any of your relevant skills.You forgot to include a specialized skill or certification (with dates)	<ul style="list-style-type: none">You did not include a "Highlights of Qualifications" sectionYou have a "highlights of qualifications" section that is not 3 to 4 strong bullets summarizing your relevant skills.

JWU Resume Rubric

EDUCATION Location, Degree, Major, Month/Year of expected graduation	<ul style="list-style-type: none"> Includes degree, major, name of school, location, Candidate MM/YYYY of expected degree, G.P.A if over (3.0), honors and relevant course work. 	<ul style="list-style-type: none"> Missing some information (honors and coursework) that would enhance the resume. 	<ul style="list-style-type: none"> Crucial information is missing like school location and graduation date and your major is listed but no degree.
EXPERIENCE	<ul style="list-style-type: none"> Includes company, job title, city/state, start date - end date. (Present or Current if still at this position) Strong bullet statements (not paragraphs) that are concise, qualified accomplishment-oriented and quantifiable. Appropriate use of industry specific language. Effective action verbs in the correct tense. Listed in sequential order, most recent listed first. Avoid repetition of action verbs/ bullet statements 	<ul style="list-style-type: none"> Relevant experience listed. Bullet statements are used, but descriptions are limited (not results oriented or detailed to fully understand what was done). Action verbs are weak/ repetitive. Places of work may be listed, but without the details (title, location, start and end dates). Limited use of industry specific language. 	<ul style="list-style-type: none"> Descriptions are either in paragraph form, not detailed to offer illustration of what was done or are missing completely. Positions are not listed in reverse chronological order. Section lacks information and proper format. No locations or dates of employment are listed. No use of industry language.
OTHER CATEGORIES	<ul style="list-style-type: none"> This section is well organized and easy to understand. Includes some of the following categories (honors, skills, associations and certifications). Each category is listed with descriptions that include skills gained and leadership roles held. Dates and roles within positions are listed. 	<ul style="list-style-type: none"> This section may contain somewhat relevant information, but the skills and activities may not be properly defined. Dates or level of involvement may be missing or unclear. 	<ul style="list-style-type: none"> Additional / other category is missing completely or there is very little information provided. Hobbies are listed rather than certifications, activities, honors, or skills.

Bullet Statement Examples

These examples are not necessarily full and complete bullet statements. Most examples need more detail and quantifiers to be complete. Your own experiences help to personalize them.

ACCOUNTING

- Reviewed and confirmed daily general ledger trial balance report in cooperation with property manager
- Assisted in preparation of annual budget and maintained budget guidelines and restrictions

ADMINISTRATIVE

- Assisted in coordinating daily activities of six doctors, lawyers, accountants, and administrators

BANQUETS/F&B

- Accommodated group bookings of 5-500 by adhering to standard operating procedures for banquets
- Reviewed and verified accuracy of daily food production as it related to cover forecasts

CULINARY

- Prioritized tasks for maximum efficiency in preparing short order food items
- Maintained HACCP sanitation standards, recognized trouble areas, and responded accordingly

CUSTOMER SERVICE

- Greeted customers and determined their specific needs by following up with a focus on generating repeat business
- Handled customer complaints in a friendly manner while following company policies

DATA MANAGEMENT

- Researched and engaged data via excel, creating a more effective flow of daily business processes

DESIGN

- Developed print work in Photoshop and made effective visual designs in Illustrator for multiple JWU professors

ENGINEERING

- Reconstructed existing parts on assemblies to be used in conjunction with new designs

FINANCE

- Researched economics and demographics and created an analysis
- Practiced general ledger and cash reconciliation for accounts payable and accounts receivable

HEALTH PROFESSIONS

- Obtained vital signs, collected specimens and performed history of present illness

HOSPITALITY FRONT OFFICE

- Checked an average of 175 guests in and out of the hotel per shift, including VIP room accommodations

LEADERSHIP

- Assessed the needs of over 2,000 guests per day in a 150-seat student dining property
- Adapt to effectively lead groups and complete required tasks
- Worked as a member of a 5-person team to organize clean ups of city properties

MANAGER/SUPERVISOR

- Effectively managed a staff of 10, coordinated schedules and enforced company policies by negotiating conflicts in a fair but firm manner
- Performed project management functions to ensure deadlines were met

MARKETING

- Organized marketing files by vendor, customer, and project in order to provide efficient customer service
- Prepared product and customer activity reports for clients on a quarterly basis
- Participated in biweekly meetings to expand knowledge and marketing concepts

MEDIA

- Filmed a 10 minute documentary on AIDS to raise awareness in college campuses

RETAIL

- Built marketing displays and replenished shelves at local grocery stores
- Handled under \$200 cash and credit interactions and balanced drawer after each shift

SALES

- Made calls to perspective clients, successfully achieving a goal of increasing individual sales by 15% in one quarter
- Consistently met and exceeded sales goals by a minimum of 5%

TECHNOLOGY

- Utilized IPX and IP protocols, all forms of data communications, various network topologies, and protocol translation devices, in a Novell networking environment
- Assisted clients with escalated technical services up to 40 per shift

Bullet Statements

Creating well written bullet statements to gain credibility and make your resume stand out.

FORMULA: SKILLS + WHAT YOU DID + OUTCOME

Use this formula to transform tasks and responsibilities into accomplishments and transferable skills. This maximizes visibility with ATS and credibility with recruiters, getting the most out of every point made on your resume.

TASK

- Made a documentary
- Provided quality customer service
- Operated cash register
- Rotated through hotel
- Trained new employees
- Stocked shelves

FORMULA

- SKILL:** Film
WHAT: Made a documentary
OUTCOME: Raised awareness
- SKILL:** Customer service
WHAT: Answered Questions
OUTCOME: Satisfied Customer
- SKILL:** Money Handling
WHAT: \$200 Cash and credit transactions
OUTCOME: Accurate drawer
- SKILL:** Housekeeping
WHAT: Rotated positions
OUTCOME: Learned operations
- SKILL:** Training
WHAT: Trained 6 employees
OUTCOME: Provided new employee knowledge
- SKILL:** FIFO practice
WHAT: Rotated items
OUTCOME: Reduced spoilage and saved money

FINAL STATEMENT

- Filmed a 10 minute documentary on AIDS to raise awareness on college campuses
- Provided quality customer service by handling customer questions, being knowledgeable about merchandise and addressing complaints to customer satisfaction
- Handled over 200 cash and credit transactions, balanced the drawer daily for each shift
- Rotated through the housekeeping, front desk, & banquet departments learning operations
- Trained 6 new employees on customer service techniques and cash register operations
- Rotated stock with FIFO to ensure fresh products daily; and reduced waste & spoilage by 10% in 2 months

Key Action Verbs

The following action verbs will help you to develop strong bullet statements, write your cover letters, and thank you letters.

Management & Leadership Skills	Communication Skills	Technical Skills	Financial/Data Skills	Creative Skills
Administered	Accounted	Adapted	Accounted	Adapted
Analyzed	Addressed	Applied	Adjusted	Conceptualized
Appointed	Advised	Assembled	Administered	Created
Attained	Articulated	Built	Allocated	Customized
Authorized	Assisted	Calculated	Analyzed	Communicated
Consolidated	Authored	Computed	Appraised	Coordinated
Contracted	Clarified	Conserved	Articulated	Critiqued
Controlled	Communicated	Constructed	Assessed	Developed
Coordinated	Composed	Converted	Audited	Designed
Delegated	Condensed	Debugged	Authored	Evaluated
Developed	Consulted	Designed	Balanced	Facilitated
Directed	Contacted	Developed	Budgeted	Focused
Eliminated	Conveyed	Engineered	Calculated	Formulated
Enhanced	Coordinated	Fabricated	Charted	Guided
Established	Counseled	Installed	Classified	Individualized
Executed	Defined	Maintained	Compared	Illustrated
Generated	Demonstrated	Operated	Computed	Initiated
Handled	Developed	Overhauled	Conserved	Integrated
Hired	Directed	Printed	Consolidated	Invented
Hosted	Drafted	Programmed	Corrected	Modeled
Improved	Entertained	Rectified	Determined	Modified
Incorporated	Expressed	Regulated	Developed	Originated
Increased	Formulated	Remodeled	Entered	Planned
Initiated	Furnished	Repaired	Estimated	Revised
Instituted	Guided	Replaced	Evaluated	Revitalized
Led	Hired	Restored	Filed	Shaped
Managed	Incorporated	Solved	Financed	Solved
Merged	Influenced	Specialized	Forecasted	Set goals
Motivated	Marketed	Standardized	Logged	Simulated
Organized	Mediated	Studied	Managed	Taught
Originated	Negotiated	Upgraded	Marketed	Tested
Oversaw	Participated	Utilized	Measured	Trained
Planned	Persuaded	Planned	Transmitted	
Presided	Presented	Prepared	Tutored	
Prioritized	Proposed	Programmed		
Recommended	Reconciled	Projected		
Reorganized	Resolved	Published		
Replaced	Solicited	Queried		
Restored	Suggested	Reconciled		
Reviewed	Summarized	Reduced		
Scheduled	Surveyed	Researched		
Secured	Synthesized	Retrieved		
Selected	Translated	Tabulated		
Streamlined	Transported	Transmitted		
Supervised	Tutored	Typed		
Terminated	Wrote			

Formatting the (ATS) Friendly Resume

What is ATS? **Applicant Tracking System** is a software application system which aids companies, both large and small, in their recruitment efforts. In most situations the software screens and filters applicants' resumes and cover letters based on criteria including components such as key words, skills, employment, and education. Therefore, applicants must format their resumes in a style that is suitable as well as recognizable to the software.

FONTS - No specific fonts required. Use standard fonts read by all computers for a professional appearance.

SANS-SERIF FONTS - Arial, Arial Narrow, Calibri, Century Gothic, Gill Sans, Lucida Sans, Tahoma, Trebuchet, Verdana.

SERIF FONTS - Book Antiqua, Bookman, Cambria, Century Schoolbook, Courier, Garamond, Georgia, Times New Roman.

USE A REASONABLE FONT SIZE 12 points depending on the specific font. Fine to use larger font for name and heading (16-20 points).

SYMBOLS - Use asterisks, dashes, hash tags, and only symbols found on your keyboard.

ACCENT MARKS - Do not use; considered old fashioned; resume's now and forever resume.

BORDERS AND LINES - Fine to use if not touching any text. If in doubt, leave them out.

GRAPHICS, LOGOS, CHARTS, GRAPHS - Do not use.

TABLES AND COLUMNS - Do not use.

ITALICS AND UNDERLINES - Do not use.

BULLETS - Fine to use but avoid fancy shapes. Make sure bullets are not touching any text.

BOLD AND CAPS - Fine to use.

COLOR- As long as the contrast between the text and background is high, using color won't prevent your resume from being scanned.

AVOID NOISE OF LESS VALUABLE WORDS - Keywords throughout the resume are essential; action verbs to start bullet statements are also very important.

NAME - List your name and your name alone on the first line of your resume.

PDF - Are only to be emailed. ATS format must be in a Word document.

CONTACT INFORMATION - Use city/state for local search, or omit if more beneficial to your search, also list one phone number and one email address.

It is beneficial to include your LinkedIn profile and/or links.

ABBREVIATIONS AND ACRONYMS - Spell out the first time, show acronym in parentheses, and then use just the acronym for repeat instances.

SECTION HEADINGS - It is essential to use headings such as: Summary, Employment Experience, Experience, Education, Education & Training, Certifications, Technical Skills, Community Involvement, Highlights of Qualifications, Related Experience, and Other Experience.

EMPLOYMENT EXPERIENCE - List company name first, with location (city and state). List the job title with dates (months and years preferred). List every job separately with dates, description and accomplishments - no job 'stacking'.

CREATE TEXT ONLY OPTION RESUME - 1) Save as "Plain Text (.txt). 2) Rename file your First & Last Name Resume. txt, 3) Close file then re-open it. 4) Font defaults to Courier, everything will be flush left and formatting stripped. 5) Review file; make sure the rules above are intact.

How can you find keywords in a job description?
Use tagcrowd.com - create your own word cloud from any text to visualize word frequency.

Applicant Tracking System (ATS) Job Description

This is an example of an ATS job description that is keyword rich. When you upload your resume, the ATS system searches for keywords that match or are related to qualifications in the job description; be sure to embed keywords in your resume that tie to your experience and the job description.

Marketing Assistant Hiring Now - Immediate Start

S&B, Inc. Marketing Assistant, we are an elite outsource marketing firm, based in Midtown **Manhattan**, focusing on **brand awareness**, developed by **motivational** employees, seeking to help our company **grow**. We are actively seeking a **motivated entry level** candidate to fill newly developed positions available within our company, which will essentially transition the ideal applicant into our senior management role.

S&B, Inc. continues to set the bar high in **customer acquisitions** by supplying **marketing services and sales** to the top selling retailers nationwide. Our environment is young, fun, vibrant, and hard working; which makes our team the best of the best in this business.

The **entry level marketing assistant** will report to the executive marketing manager. The obligations for this position are as follows:

- **brand awareness, customer acquisitions and marketing promotions**
- **specializing in events and promotions assisting in marketing and promotional campaigns**
- contributes to team effort by accomplishing related results as needed
- recommends potential products or services to management by collecting **customer** information and realizing customer needs
- **problem solving for clients** if need be by clarifying the customer's complaint; focusing on the cause of the problem and explaining the best solutions to their problem
- knowledge of **media database systems**

To ensure you become the ideal candidate, we will cross train in the following areas: **sales and marketing research, managing team operations, events coordination, marketing and brand awareness, promotions and customer acquisitions.**

For more information: info@S&B.com and apply at www.S&B.com

Please note this is NOT a door-to-door or telemarketing position.

Sometimes companies use and load exact or related keywords into the ATS to screen and score qualified applicants.

Roles are full-time only. You must live in commutable distance to Manhattan and be ready to start ASAP.

Relevant experience: entry level event staff, entry level customer service, customer service, event staff management, event management, event manager, entry level event manager, event marketing, event marketing specialist, entry level event marketing specialist, event manager, marketing manager, entry level event marketing manager, public relations, event, customer service, customer service management, customer service manager, entry level customer service, sales, entry level sales, entry level sales management, sales, marketing, event, manager, public relations, PR, customer service, advertising, public relations, sales, management, marketing, professional selling, business administration, human resources, recruiting, energy, atmosphere, fun, energetic.

How can you tailor your resume with key words? Use **jobscan.com** - a tool that gives an instant analysis of how well your resume is tailored for a specific job.

ATS Compliant Resume

Sharon Rivers

(555)555-5555 | youremailaddress | www.linkedin.com/in/sharonrivers
New York Metro Area

Highlights of Qualifications

- Sales and Marketing Specialist with a focus on events
- Experience utilizing leading media database systems such as SRDS and Mediemark (MRI+)
- Proficiency in ACT, Adobe, Microsoft Office Suite and Macintosh platforms and software
- Outstanding work ethic, goal oriented
- Bilingual: Fluent in English and Spanish
- Completed relevant training in leadership and event management

Education

Johnson & Wales University, Providence RI
Bachelor of Science, Marketing
GPA 3.74, Dean's List

Candidate MM/YYYY

Project Experience

- Managed and implemented Telemarketing Approach Techniques Training including: the establishment of a new marketing script as a base to engage and respond effectively to prospective clients for The Key Program
- Created an integrated Marketing Communications Plan for two Rhode Island based institutions including the Rhode Island Coalition for the Homeless and The Children's Museum
- Served on a team of 5 members, selected from 6 groups to create and produce a market ready DVD for JWU to raise public awareness on local sustainability initiatives
- Designed, recruited, and moderated a 12 person focus group to test financial product for a Fortune 500 company

Professional Experience

DMPPM Corporation, Waltham, MA

MM/YYYY- Present

Marketing Specialist

- Conduct calls to 50 potential clients daily; attempting to acquire relationships and sell available services
- Follow up with existing customers in order to facilitate DMPPM's level of customer service client satisfaction
- Promote offerings by participating in outbound sales appointments and customer calls, averaging 70-120 daily

O'Donnell & Associates, East Providence, RI

MM/YYYY - MM/YYYY

Marketing / Advertising Intern

- Assisted with the design of public relations print ads and logos for Land Rover, Jaguar, Pontiac, and GMC cars and trucks; resulting in a 10% increase in attendance at the LR2 launch and awareness charity events
- Researched and organized data via Excel which created a more efficient flow of daily business processes
- Contacted 15 - 20 potential clients daily via email and phone to create awareness of company services
- Collaborated with the media coordinator in contacting television and radio stations and creating a promotional package valued at \$10,000 that included brochures, price information, and current client referrals
- Aided the traffic coordinator with contacting clients, solving problems and preparing for overseas commercial shoots

MBalliance, Boston, MA

MM/YYYY - MM/YYYY

Marketing Event Specialist, Summer Intern

- Contacted 100+ potential clients daily via phone and email in order to build a clientele to promote event services
- Utilized ACT and Microsoft program applications; accomplishing goals of organizing data and setting appointments
- Attended and participated in weekly sales meetings; addressing such topics as future endeavors, new products, and ways to expand awareness of the company
- Consistently researched competitive advantages and industry updates through trade publications, newspaper articles, direct marketing textbooks, promotions, and online literature

Why A Cover Letter?

Cover letters can be just as important as resumes. Employers receive hundreds of resumes for a position but a well written cover letter makes it clear why you are the best person for the job.

Some students ask if cover letters are even needed anymore? A cover letter may or may not be needed depending on each individual employers' preferences and sometimes on an individual job posting. When applying for a job take your queue from the job posting and the ATS system instructions for that particular job opening. Does it ask you to upload a cover letter? If it does then one is needed.

Since there are so many people applying for the same job, you don't want to miss out on an opportunity because you didn't follow their instructions and didn't upload one. And chances are if they asked for one they are looking for things like is your cover letter error free indicating your accuracy and attention to detail, what about your writing style? Can you write a compelling statement for the person you know best, yourself? This could be an indicator for the employer to want to interview you based on this skill. There are still many reasons why a cover letter is needed; the bottom line is make it compelling and accurate.

How to Write a Cover Letter

There are a few different kinds of cover letters. Targeted cover letters and matching cover letters are the two most common. Each has its own format and purpose. It is important that you consider the job description, your skills and qualifications and your own writing style when you choose which cover letter style you will be following.

It is okay to use different styles of cover letters for each different application you submit. It is important to note that you should be changing and adapting each cover letter to match each job application. Do not send out one generic cover letter with all of your applications.

For more help with writing a cover letter schedule an appointment with Career Services and Experiential Education at link.jwu.edu > Jobs & Internships > Handshake > Career Center > Appointments > Schedule a New Appointment

Targeted Cover Letter

Your Name
Your Phone Number
Your email Address

September DD, YYYY

A targeted cover letter is used when you know the company and position you are applying to and can use highlights of qualifications statements to describe your credentials proving you are the right candidate for the job.

Notice the use of matching and related keywords to ensure the resume is ATS friendly. More about this on page 10.

Mary Jones
Human Resources Director
S&B, Inc.
2500 Brook Avenue
Suite 105
Manhattan, NY 10030

Dear Ms. Jones:

Please consider my qualifications for the **Marketing Assistant** opportunity, which was posted on the Johnson & Wales University website on August DD, YYYY. With proven **marketing** education and experience in **brand awareness** and **promotions**, I am well qualified and eager to join your **marketing** firm in this capacity.

I am well trained in **customer acquisitions** and **managing team operations**. I possess excellent **problem solving** skills, and **media database systems experience**. I am also experienced in large and small **event coordination**. In relation to leadership, I have been responsible for up to 10 staff members and have built a reputation for making quality administrative decisions in a fair and confident manner. Constant negotiations with all levels of **clients**, **management**, and staff have strengthened my interpersonal skills.

Enclosed is my resume for your review and consideration. Please let me know if I can provide additional information that would assist in securing an interview. Thank you for your time.

Sincerely,

Your written signature

Your Name

Enclosure

Matching Cover Letter

Your Name
City, ST
Your Phone Number
Your email address

With a matching cover instead of writing out your qualifications in paragraph two, you match the requirements of the position to your qualifications. Notice the use of matching and related keywords to ensure the resume is ATS friendly. More about this on page 10.

September DD, YYYY

Mary Jones
Human Resources Director
S&B, Inc.
2500 Brook Avenue
Boston, MA 00215

Dear Ms. Jones:

The position of **Marketing Assistant** at S&B, Inc. listed on the Johnson & Wales University employment website on August DD, YYYY caught my attention. The skills and qualifications you require closely match my experience in this career field:

- Detail-oriented, **Marketing Specialist**:
Acquired and preserved relationships with clients while maintaining DMPM's level of customer service client satisfaction
Participated in a high volume of outbound sales appointments and customer calls
- **Marketing / Advertising Intern**:
Assisted the traffic coordinator with contacting clients, solving problems and preparing overseas commercial shoots
- **Marketing Event Specialist Intern**:
Organized data and scheduled appointments using ACT and Microsoft programs
- **Project Experience**:
Managed and implemented Telemarketing Approach Techniques Training to improve responses and better prospective client engagement
Created an integrated Marketing Communications Plan for two Rhode Island institutions

Enclosed is my resume for your review and consideration. Please let me know if I can provide additional information that would assist in securing an interview. Thank you for your time.

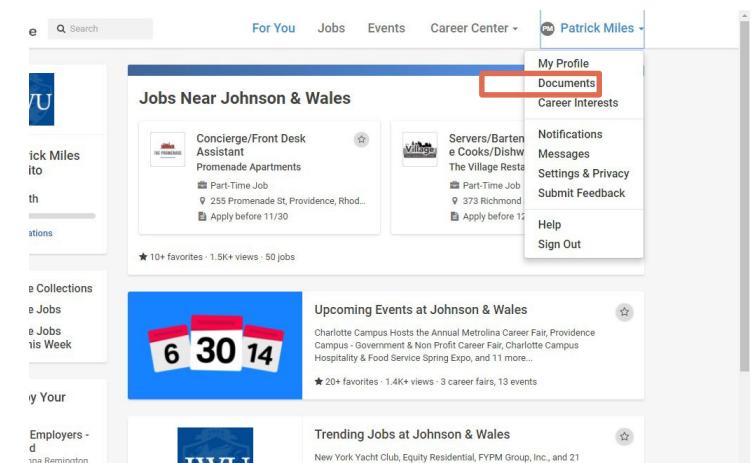
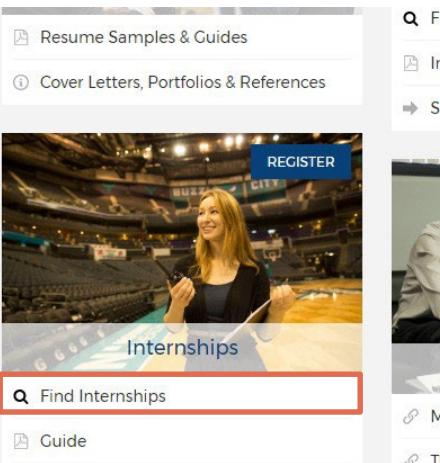
Sincerely,

Your written signature

Your Name

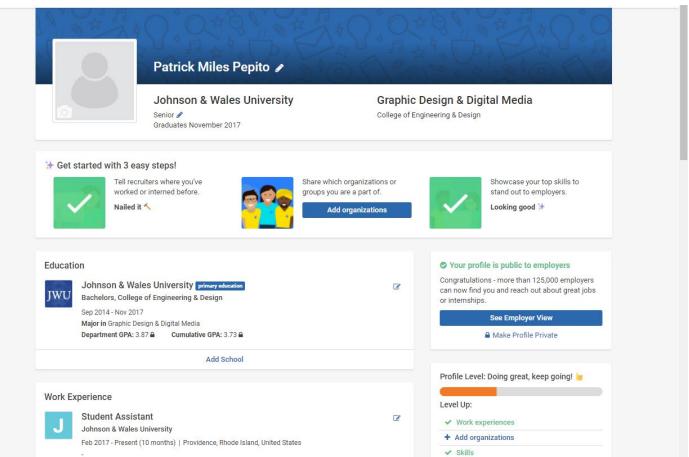
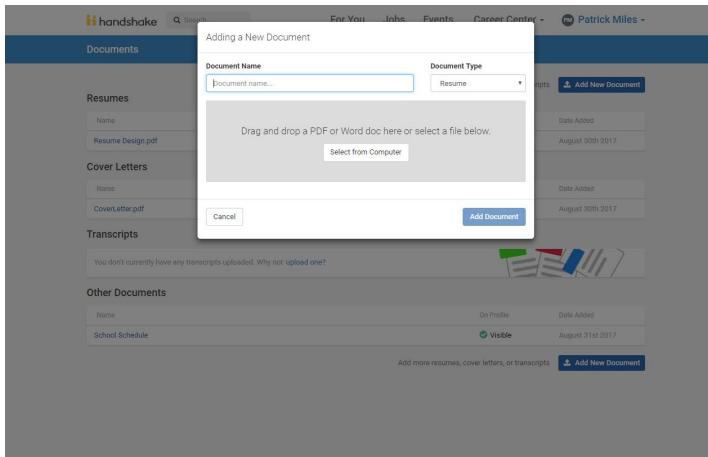
Enclosure

Networking Your Resume in Handshake



1. Log into your handshake profile by signing into: link.jwu.edu > [Jobs & Internships](#) > [Handshake](#)

2. Under the drop down menu under your name, go to Documents to upload your Resume.



3. Upload your resume. Make sure that when it's uploaded you specify that's its visible for others to view.

4. Once it's been uploaded, enhance and expand your profile using your resume to automatically populate profile fields.

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powered by *Handshake*

Interview Jitters? Don't under- estimate the value of a mock interview!

Mock Interviews are a great way to help you become a successful candidate. Our staff can work with you one-on-one to practice your skills. We can answer your questions and walk you through the process.



Check out "biginterview" online to practice answering interview questions online.



To schedule your appointment go to link.jwu.edu > Jobs & Internships > Handshake

While you're on Handshake

It is encouraged that you apply online using Handshake's job posting website to apply for jobs and internships



JWU Experiential Education & Career Services

Benefits of doing an internship

1. Gain valuable experience.
2. Develop the skills employers want.
3. Try on a career!
4. Learn about your industry.
5. Practice networking.
6. Gain confidence.
7. Connect with an industry mentor.
8. Practice interview skills.



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