



Career Center
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*Special thanks to U.S. Bank for their support
of the Career Center at Truman State University.*

Notes

Résumés, Curriculum Vitaés, & Cover Letters

A recruiter's first impression of you is often from the cover letter and résumé or curriculum vita (CV) you submit, so it is essential that these professional documents represent you positively. If a recruiter has several applicants for a position, he/she will often go quickly through the submitted documents to eliminate those not meeting the minimum qualifications or that are inadequate in appearance or content. In this handbook we have included fundamental information to help you create and further develop your professional documents to get you to your goal....THE INTERVIEW!

You can bring your drafts to the Career Center in Student Union Building 3100 for a critique, Monday-Friday from 8 a.m. to 5 p.m. – no appointment is needed.

General Rules for Résumés and CVs

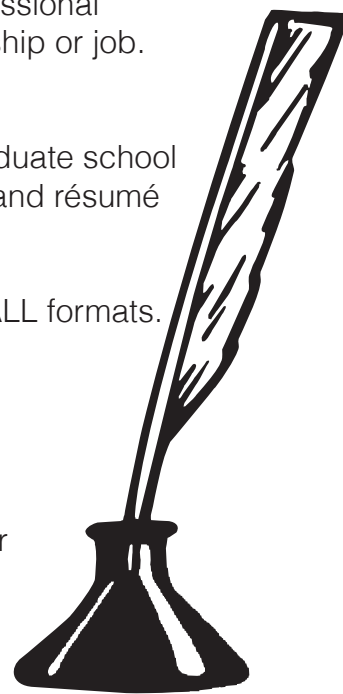
Résumés are targeted marketing tools with the goal of showcasing your professional identity with qualifications and transferable skills targeted to a specific internship or job. The goal of a CV is to construct a scholarly identity.

In the United States, the CV is used almost exclusively when applying for graduate school or pursuing an academic position. However, in some countries the terms CV and résumé are often used interchangeably.

Always remember, there is NOT one correct format, but some rules apply to ALL formats.

Formatting

- Contact Information
 - o Name, mailing address, professional email address, phone number
 - o Include your name on all pages of document
- Margins
 - o Between .5" and 1" on all sides
- Section Dividers/Content
 - o Education will be first section for most current students and recent graduates
 - o Subsequent sections may vary but often include Skills, Professional Experience, Additional Experience, Research, Internship Experience, Field Experience, Presentations, Honors and Awards, Professional Memberships, Community Involvement, etc.
 - o Sections are listed in order of relevance to the position for which you are applying to best showcase transferable skills
- Quantify and qualify by including numbers and accomplishments rather than job duties
- Be consistent in formatting, including the way dates are presented
- Entry level résumés are typically one to two pages and CVs are often three or more pages



Font Style and Size

- Select and use a professional font such as Times New Roman, Garamond, Arial or Tahoma
- Create a hierarchy of importance throughout, using font type and size, **bold**, *italics*, CAPITALIZATION, etc. consistently
- Font size is typically 10-12 points for the body of document and 14-16 for the header

Content

- Use keywords found in the position description or customary in the field of interest to describe your experiences and accomplishments
 - Many organizations use Applicant Tracking System software (ATS) to screen applications for the most qualified candidates, based on use of common language to describe skills, experiences and accomplishments
- Optional: Branding Statement (employer focused—“This is what I have to offer”) or Objective Statement (applicant focused—“This is what I want”). Target either statement to the specific opportunity
- Grade Point Average (GPA)
 - Include if over 3.0 and the scale used (i.e. 3.55/4.00)
- Skills section: often called Core Competencies, Strengths, Areas of Expertise, Summary of Qualifications, and Professional Skills Profiles, etc., should only be used in reference to a specific position description. Feature hard skills with more specific examples later in document of how/when they were utilized
- Use abbreviations and acronyms sparingly: Bachelor of Science (B.S.), Bachelor of Arts (B.A.), Master of Arts (M.A.), Master of Arts in Education (M.A.E.), etc.
- Include relevant study abroad experiences in the Education section
- Include secondary language skills and proficiency level only if you are comfortable using the language in an interview
- Within each section, include information in reverse chronological order—most recent or current is listed first

Experience

- For each position, include name of organization, job title, location, and dates of employment. Depending on what you most want to highlight to the reader you may list either the organization or job title first.
- Include your specific accomplishments/results that showcase transferable skills developed/utilized—not just job duties
- DO NOT start your bullet point statements with “I” or “Responsible for”

Final Details

- Save and send your document as a PDF or RTF to retain correct formatting if sending digitally
- Use high-quality cotton fiber paper in conservative colors (white, pale gray, ivory) for print copies
- Have your documents critiqued by the Career Center, the Writing Center, professors, and peers – THERE MUST BE NO SPELLING OR GRAMMATICAL ERRORS!

Imposed	Machined	Pioneered	Registered	Sought	Transcribed
Impressed	Made	Placed	Regulated	Sparked	Transferred
Improved	Magnified	Played	Rehabilitated	Spearheaded	Transformed
Improvised	Maintained	Planned	Reinforced	Specialized	Translated
Incorporated	Managed	Predicted	Related	Specified	Transmitted
Increased	Marketed	Prepared	Remodeled	Spoke	Transported
Indexed	Mastered	Presented	Rendered	Sponsored	Traveled
Indoctrinated	Matched	Presided	Reorganized	Staffed	Treated
Influenced	Maximized	Prevented	Repaired	Standardized	Triggered
Informed	Measured	Printed	Replaced	Started	Trimmed
Initiated	Mediated	Prioritized	Replied	Steered	Tripled
Innovated	Merged	Processed	Reported	Stimulated	Triumphed
Inquired	Met	Procured	Represented	Stored	Troubleshot
Inspected	Met with	Produced	Reputed	Streamlined	Turned
Inspired	Minimized	Programmed	Researched	Strengthened	Tutored
Installed	Mobilized	Prohibited	Resolved	Stressed	Typed
Instigated	Moderated	Projected	Responded	Stretched	Umpired
Instituted	Modernized	Promoted	Restored	Structured	Uncovered
Instructed	Modified	Proofread	Restructured	Studied	Understood
Insured	Monitored	Proposed	Retrieved	Submitted	Understudied
Integrated	Motivated	Protected	Revamped	Substituted	Undertook
Interpreted	Moved	Proved	Reversed	Succeeded	Underwent
Interviewed	Named	Provided	Reviewed	Suggested	Underwrote
Introduced	Navigated	Publicized	Revised	Summarized	Unearthed
Invented	Negated	Published	Revitalized	Superseded	Unified
Inventoried	Negotiated	Purchased	Routed	Supervised	United
Invested	Netted	Pursued	Saved	Supplemented	Unraveled
Investigated	Observed	Qualified	Scheduled	Supplied	Updated
Involved	Obtained	Queried	Screened	Supported	Upgraded
Issued	Offset	Questioned	Searched	Surpassed	Urged
Joined	Opened	Raised	Secured	Surveyed	Used
Judged	Operated	Ran	Selected	Synchronized	Utilized
Justified	Optimized	Ranked	Separated	Synergized	Validated
Kept	Orchestrated	Rated	Served	Systematized	Valued
Launched	Ordered	Reached	Serviced	Tabulated	Verbalized
Lead	Organized	Realigned	Set or set up	Tackled	Verified
Learned	Originated	Realized	Shaped	Targeted	Visited
Leased	Outlined	Reasoned	Shared	Taught	Vitalized
Lectured	Overhauled	Received	Showed	Terminated	Volunteered
Led	Oversaw	Recognized	Simplified	Tested	Waged
Liaised	Participated	Recommended	Simulated	Tightened	Weighed
Licensed	Perceived	Reconciled	Sketched	Totaled	Widened
Lightened	Performed	Recorded	Slashed	Toured	Won
Liquidated	Persuaded	Recruited	Sold	Traced	Worked
Listed	Photographed	Redesigned	Solidified	Tracked	Wrote
Located	Piloted	Reduced	Solved	Traded	
Logged	Pinpointed	Referred	Sorted	Trained	

Action Verbs

On your résumé, present your experience and accomplishments through concise statements that begin with action verbs. We suggest using the past tense of these verbs for previous achievements, and the present tense for current activities. Using action verbs and positive self-descriptive words, you can talk more enthusiastically about your skills and accomplishments.

Accelerated	Assisted	Collaborated	Cultivated	Emphasized	Finalized
Accomplished	Assumed	Collected	Cured	Employed	Financed
Accounted for	responsibility	Co-managed	Customized	Empowered	Fine-tuned
Accumulated	Assured	Combined	Cut	Enabled	Fit
Achieved	Attained	Commanded	Dealt with	Enacted	Fixed
Acquired	Attracted	Commended	Decentralized	Encouraged	Focused
Acted	Audited	Commented	Decided	Ended	Forecast
Activated	Authored	Communicated	Decreased	Endorsed	Forecasted
Active in	Automated	Compared	Deferred	Energized	Formalized
Adapted	Awarded	Competed	Defined	Enforced	Formed
Addressed	Balanced	Compiled	Delegated	Engaged	Formulated
Adjusted	Bargained	Completed	Delivered	Engineered	Fostered
Administered	Billed	Composed	Demonstrated	Enhanced	Found
Advanced	Boosted	Computed	Depreciated	Enlarged	Founded
Advertised	Borrowed	Conceived	Described	Enlisted	Fulfilled
Advised	Bought	Condensed	Designated	Ensured	Functioned as
Advocated	Briefed	Conducted	Designed	Entertained	Furnished
Affected	Broadened	Conferred	Detected	Established	Gained
Aided	Budgeted	Conserved	Determined	Estimated	Gathered
Alerted	Built	Considered	Developed	Evaluated	Gauged
Allocated	Calculated	Consolidated	Devised	Examined	Generated
Amplified	Campaigned	Constructed	Diagnosed	Exceeded	Governed
Analyzed	Captured	Consulted	Directed	Executed	Graded
Annotated	Carried out	Contacted	Discovered	Exhibited	Graduated
Answered	Categorized	Contained	Dispatched	Expanded	Granted
Anticipated	Cataloged	Contracted	Dispensed	Expedited	Grew
Applied	Caused	Contributed	Displayed	Experienced	Grouped
Appointed	Centralized	Controlled	Dissected	Experimented	Guided
Appraised	Chaired	Converted	Distinguished	Explained	Halved
Approved	Championed	Convicted	Distributed	Explored	Handled
Arbitrated	Changed	Coordinated	Documented	Expressed	Harmonized
Arranged	Channeled	Corrected	Doubled	Extended	Harnessed
Arraigned	Charted	Correlated	Drafted	Extracted	Headed
Arrested	Checked	Corresponded	Drove	Fabricated	Helped
Articulated	Clarified	Corroborated	Earned	Facilitated	Hired
Ascertained	Classified	Counseled	Economized	Familiarized	Hypothesized
Aspired	Closed	Counted	Edited	Fashioned	Identified
Assembled	Coached	Created	Educated	Fielded	Illustrated
Assessed	Coded	Critiqued	Effected	Filed	Imagined
Assigned	Co-directed	Crowned	Eliminated	Filled	Implemented

What's the difference?

Résumé specifics:

- Branding statement (optional)
- Education or Experience can be listed first
- Focuses on relevant jobs and internships
- Features accomplishments and contributions at each assignment
- Limited number of headings
- Targeted towards a specific position
- May mention supervisor by title, not name
- Use short phrases in bulleted format, NOT paragraphs
- Start bullet points with action verbs to describe experiences related to the opportunity sought (See Action Verbs pages 26-27)
- GPA included can be cumulative or major specific and the scale, i.e. 3.55/4.00

CV specifics:

- Possible objective statement
- Education is always listed above Experience
- Focuses on relevant academic experiences
- Many heading options (i.e. publications, research, presentations, etc.)
- Can usually cite supervisor/mentor by name
- Used in science or academic setting
- You may use short, concise paragraphs or bullet points
- If using bullet points, use action verbs to describe experiences related to the opportunity sought (See Action Verbs pages 26-27)
- Cumulative GPA and the scale, i.e. 3.55/4.00
- Include relevant coursework by course title, not number
- Include publications authored/edited, grants received, presentations, curriculum developed, courses taught, etc.

Résumé Formatting:

Truman State University, Kirksville, MO
Dean of Student Affairs Office
Research Assistant

Fall 2014

- Wrote computer program for housing lottery process, reducing errors and complaints by 37%
- Researched Student Affairs programming options at universities of similar size and demographics
- Presented comprehensive analysis and recommendations to the Dean of Students

CV Formatting:

Research Experience, Dean of Students' Office, Truman State University, Kirksville, MO.
Wrote computer program for housing lottery. Fall 2014

Sample Résumé

ANITA JOBB

anita.jobb@gmail.com
Columbia, MO 65201
555.123.4567

EDUCATION

Truman State University, Kirksville, MO May 2016¹
Bachelor of Arts in English GPA: 3.96/4.00²
Minor in Business Administration

EXPERIENCE

Truman State University Career Center, Kirksville, MO 2013 – 2016
Career Advisor

- Communicated with over 100 students to ensure fulfillment of each individual's goals
- Counseled students on job search and interview processes
- Critiqued over 50 résumés and 25 cover letters for University students of all majors

Edward Jones, St. Louis, MO 2013
Human Resources Intern

- Fielded questions from job applicants and assisted them in on-line application process
- Participated in employee recruitment process, including résumé review, interviews, selection, and on-boarding
- Assisted with bi-weekly and monthly payroll processing including answering multiple questions and resolving over 10 issues related to payroll³

Thousand Hills State Park, Kirksville, MO 2012 – 2014
Office Assistant

- Processed all payroll paperwork, including calculating manual timecards, preparing bi-monthly paychecks and ensuring they were signed and ready on time for employees to pick up, and rectifying discrepancies
- Answered phones & provided detailed information about cabin and boat rentals, restaurant hours, and banquet facilities

ACTIVITIES

Varsity Softball, Truman State University 2012 – 2016
Captain; Member

- Contributed 20 hours per week in practice, weight lifting, team meetings and personal film
- Mentored young teammates in importance of work ethic in the classroom as well as on the field

Tau Lambda Sigma, Truman State University 2012 – 2016
Service sorority⁴

Public Relations Chair; Philanthropy Chair; Homecoming Committee

- Managed organization's social media (Facebook & Twitter), composed blog, and redesigned website
- Raised more than \$4,000 for Kirksville area charities through car washes, bake sales, and raffle ticket sales

Sigma Tau Delta, Truman State University 2012 – 2016
Co-educational English honors fraternity

Vice President of Professional Development; Fundraising Committee

- Collaborated with employers, alumni, and others to provide weekly professional development programs for membership

Bacchus & Gamma, Truman State University 2012 – 2015

¹Completion dates only, unless you attended a university but did not graduate.

²Include GPA if it is 3.0 or higher. If the grade point average is rounded to the hundredth decimal so should be the grade point scale.

³ Notice how this bullet is quantified; this allows you to focus on how well you did rather than just what you did, and also shows you are results oriented.

⁴ Explain the purpose of each organization you were a part of, those who did not attend your university may not know details about each organization.

Thank You Notes

The thank you note is a necessary follow-up measure to an interview. The general rule is your thank you note should be sent no later than 48 hours after your interview, if not sooner. You can also communicate via e-mail if your handwritten thank you note will take over two days to arrive. Remember, your thank you note should show your immediate responsiveness to the position. Managers do not have a lot of time and a nice thank you note will be remembered by the manager as a good follow-through skill.

A thank you note should:

- Demonstrate your continued interest in the position and add any information in support of your candidacy
- Keep your name in front of the employer during the crucial decision-making process
- Thank the interviewer for the investment of time
- Be delivered in person, if possible (this saves time over postal mail and shows interest)
- Use professional-looking note cards (they do not have to be expensive)—the Career Center sells a variety of thank you note cards

Handwritten

Ms. Adams -

Thank you again for meeting with me today regarding the Sports and Seen Program Director position with White County Parks Family YMCA. The tour of the indoor and outdoor facilities allowed me to see the great programs currently offered by the staff that address the community's needs. I'm even more excited about the opportunity to work in the Georgia Mountain region and have developed several ideas for future programs. Thank you again and I'll touch base with you via email at the beginning of next week.

Warm regards -
Anita Jobb

E-mail

From: anita.jobb@gmail.com
Subject: Interview for Writer/Editor
Date: June 5, 2015
To: bill.johnston@umontana.edu

Mr. Johnston:

It was exciting to speak with you about the Writer/Editor position with the University of Montana Alumni Center. The position seems to be a very good match for my skills and interests. The creative approach and mission of the organization confirmed my desire to be a member of your team.

In addition to my enthusiasm, I will bring to the position strong communication skills, event planning, marketing and public relations experience. My detail-oriented and organizational skills will help track social media and marketing campaigns towards alumni. I look forward to contacting you by the end of the week to discuss the next steps in this hiring process.

Thanks again,

Anita Jobb

Reference Sheet Sample

Anita Jobb

Columbia, MO 65201
555.123.4567
anita.jobb@gmail.com

References¹

Christian Palent²

Career Center Director
Truman State University
100 E Normal
Kirksville, MO 63501
660.785.4353
cpalent@truman.edu
(Former Supervisor)³

Tatum Sunnenberg

Human Resources Manager
Edward Jones
12555 Manchester Road
St. Louis, MO 63151
314.515.2000
tatum.sunnenberg@edwardjones.com
(Former Supervisor)

David Keller

Executive Director Small Business Center
Truman State University
100 E Normal
Kirksville, MO 63501
660.785.9876
davidk@truman.edu
(Former Tau Lambda Sigma Advisor)

Dr. Joseph Matthews⁴

Professor, English
Truman State University
100 E Normal
Kirksville, MO 63501
660.785.1234
jmatthews@truman.edu
(Professor and Research Mentor)

¹ You MUST ask your contacts to serve as references BEFORE you list them for a potential employer to contact. These should be people who know you in a professional capacity.

² List your references in the order you want them to be contacted.

³ This helps the reference checker to understand your relationship to this individual.

⁴ Most employers want to check three references, so providing four to five should ensure at least three can be reached.

Sample Curriculum Vitae¹

Anita Jobb

CURRENT ADDRESS

Kirkville, MO 63501
anita.jobb@gmail.com

HOME ADDRESS

Columbia, MO 65201
(555) 123-4567

EDUCATION

Bachelor of Arts in English; Minor in Business Administration. **Truman State University**, Kirksville, MO, 2016. Cumulative GPA 3.96/4.00.

COURSEWORK

Old English Literature

Literature of American Minorities

Early American Literature

Topics: Women Writers

Introduction to Literary Genres: Poetry

Introduction to Literary Genres: The Short Story

Applying Literary Theory

Contemporary American Literature

20th Century World Literature

Applying Literary Theory

Senior English Seminar

Literature for Young Adults

Related courses: Linguistics and Literary Criticism
Introduction to Linguistics
Language and Learning
Advanced Linguistics
Language and the Mind
History of the English Language

RESEARCH EXPERIENCE²

Truman State University Ronald E. McNair Program, Kirksville, MO, 2015

Summer Research Intern

Modern poems on the Bible and their relationship to the Old Testament.

Truman State University Ronald E. McNair Program, Kirksville, MO, 2014³

Pre-Research Intern

Developed mentor relationship and studied various authors to finalize research topic.

EXPERIENCE

Truman State University Career Center, Kirksville, MO, 2013-2016

Career Advisor

Communicated⁴ with students to ensure fulfillment of each individual's goals; counseled students on job search and interview processes; critiqued résumés and cover letters for University students of all majors.⁵

¹ This CV is a comprehensive biographical statement which reflects one's professional qualifications, activities, and academic achievements, rather than a brief summary of personal, educational and work experience relevant to a specific position.

² Notice in her CV, Anita included her research experience at Truman State University; this is something that was not included in her résumé.

³ Place the important information towards the top, put experience and education achievements in reverse chronological order.

⁴ Use positive language and action verbs when describing your work achievements such as 'launched', 'managed', 'coordinated', 'motivated', 'communicated', 'processed', and 'achieved' (refer to pages 26-27).

⁵ Rather than using bullet points for explanation, sentence format can be used in the CV.

Sample Curriculum Vitae Continued

Anita Jobb, page 2

Edward Jones, St. Louis, MO, 2013
Human Resources Intern

Fielded questions from job applicants and assisted them in on-line application process; participated in employee recruitment process, including résumé review, interviews, selection, and on-boarding; assisted with bi-weekly and monthly payroll processing including answering questions and resolving issues related to payroll.

Thousand Hills State Park, Kirksville, MO, 2011-2013
Office Assistant

Processed all payroll paperwork, including calculating manual timecards, preparing bi-monthly paychecks and ensuring they were signed and ready on time for employees to pick up, and rectifying discrepancies; answered phones & provided detailed information about cabin and boat rentals, restaurant hours, and banquet facilities.

OTHER EXPERIENCE

Truman State University Varsity Softball, Kirksville, MO, 2012-2016
Captain; Member

Contributed 20 hours per week in practice, weight lifting, team meetings and personal film; mentored young teammates on importance of work ethic in the classroom as well as on the field.

Detours Magazine, Kirksville, MO, 2013-2016
Columnist; Copy Editor

Composed two articles per year for student-written Midwest travel magazine; traveled to one-of-a-kind locales in Missouri, Iowa, and Illinois to gather information and pictures of unique faces and places; assisted with layout and design of personal articles prior to publication; reviewed copy of magazine each semester prior to publication for errors, layout design, and continuity.

CONFERENCES & PRESENTATIONS ¹

Student Attendant, Northwest Undergraduate Conference for Literature, *Portland, OR*, 2015 ²

Student Presenter, "Does the Shoe Fit? Cinderella in the Past, Present and Future," Undergraduate Literature & Creative Writing Conference, *Omaha, NE*, 2014

AFFILIATIONS

Tau Lambda Sigma, Truman State University, Kirksville, MO, 2012-2016
Service sorority
Public Relations Chair; Philanthropy Chair; Homecoming Committee; Member

Managed organization's social media (Facebook and Twitter), composed blog, and redesigned website; raised more than \$4,000 for Kirksville area charities through car washes, bake sales, and raffle ticket sales, which provided the community additional funding for public works projects.³

¹ It is important to be specific about any conferences attended or presentations given, whether in the classroom or in another professional setting.

² When listing presentations, publications, etc., be sure to cite the experience in the manner customary to your field (i.e. MLA, APA, Chicago, etc.).

³ Quote concrete outcomes to support your claim, quantifying your accomplishments shows the reader your successes can be measured.

Sample Instructional Designer/Technical Writer Résumé

Anita Jobb

Columbia, MO 65201
555.123.4567
anita.jobb@gmail.com

Education

Bachelor of Arts in English, Minor in Business Administration 2016
Truman State University, Kirksville, MO

Computer Skills ¹

- MSWord, MSWorks, MSEXcel, MSPowerPoint, MSPublisher, iMovie, iLife, iPhoto, MobileMe, iWeb, Garageband, Adobe Creative Suite (InDesign, Illustrator, Photoshop)
- Windows 95, Windows 98, Windows Me, Windows 2000, Windows XP, Windows 2007, Windows Vista, Mac Cheetah OS X, Mac Lion OS X
- WordPress, LinkedIn, Facebook, Twitter, YouTube Editor, Google and related tools, Tumblr, Vimeo
- Advanced Training in C++, HTML

Experience

Tau Lambda Sigma, Truman State University, Kirksville, MO 2012-2016
Public Relations Chair

- Utilized social networking tools, Facebook and Twitter, to connect 350+ members and alumnae
- Redesigned organization's webpage from Google site to WordPress incorporating photos and videos
- Implemented blog and newsletter to highlight individual members, organization's accomplishments, and alumnae
- Increased organization's image on campus, improving recruitment by 25% over previous year

Sigma Tau Delta, Truman State University, Kirksville, MO 2012-2016
Vice President of Professional Development

- Collaborated with employers, alumni, and others to provide weekly professional development programs for membership of 30 college-aged students
- Developed curriculum, after meeting with members, of programs to address the needs of the group
- Created a continuity folder to be passed to successor on how to create programs and maintain professional contacts

Detours Magazine, Kirksville, MO 2013-2016
Columnist; Copy Editor

- Composed 2 articles per year for student-written Midwest travel magazine
- Traveled to one-of-a-kind locales in Missouri, Iowa, and Illinois to gather information and pictures of unique faces and places
- Assisted with layout and design of personal articles prior to publication
- Reviewed copy of magazine each semester prior to publication for errors, layout design, and continuity

Truman State University Career Center, Kirksville, MO 2013-2016
Career Advisor

- Worked on a team which supported professional staff in coordinating and monitoring event timelines and ensuring deadlines were met
- Communicated with over 100 students of various majors to ensure fulfillment of each individual's goals
- Aided professional staff with first destination tracking of over 1,200 alumni via social media and e-mail
- Served as student representative on the Career Center Advisory Board attending quarterly multi-disciplinary meetings with faculty, staff, and employers
- Completed office's Résumé Book including layout, writing and editing copy in coordination with University Publications Office

Edward Jones, St. Louis, MO 2013
Human Resources Intern

- Fielded questions from job applicants and assisted them in on-line application process
- Participated in employee recruitment process, including résumé review, interviews, and selection of 15 full-time employees
- Assisted with bi-weekly and monthly payroll processing including answering questions and resolving issues related to payroll, while also sitting in on performance reviews
- Aided in calculation of budgets and maintaining budget records

¹ Rather than list coursework you have taken, it is much more relevant to an employer to see what skills you have developed as a result of that coursework and experience.

Sample Instructional Designer/Technical Writer Description and Cover Letter

Instructional Designer/Technical Writer

The Instructional Designer/Technical Writer position will focus on improving the customer experience by authoring engaging content for use by call center trainers and agents as well as in our self-service help portal. This position will collaborate with subject matter experts across the country to define needs for training and communications; develop instructor-led and web-based training to meet business needs; publish clear and concise agent and member-facing knowledge articles following established StyleGuide; create/manage project plans to coordinate development and delivery of content and manage organization of online help documentation across all products; conduct "Train the Trainer" sessions for outsourced trainers at global sites; use graphic design skills to assist in the design/development of job aids; and evaluate feedback from internal and external customers to identify areas of opportunity to improve quality and effectiveness of content.

Anita Jobb

Columbia, MO 65201
555.123.4567
anita.jobb@gmail.com

August 2, 2015

Janet Pasielski
Senior Recruiter
AOL
22000 AOL Way
Dulles, VA 20166

Dear Ms. Pasielski:

It is with great excitement that I am writing to apply for the Instructional Designer/Technical Writer position with AOL. Having been an AOL customer for many years, majoring in English, and learning many components of effective design I know I can contribute to the continued success of AOL's Communication Products team.

One of my greatest strengths is authoring written content. During my undergraduate education I was able to put these skills to work in various roles encompassing public relations, marketing, and writing. As Public Relations Chair for Tau Lambda Sigma, I was able to gain advanced training in both C++ and HTML when redesigning the organization's website, incorporating many tools to enhance the end-user experience. During my time in this role I was able to increase the organization's online communication with alumnae. Furthermore, during my time as Columnist at Detours Magazine I refined my abilities to provide a clear, concise message to readers. Finally, during my time as Vice President of Professional Development with Sigma Tau Delta I had the great opportunity to develop and deliver a curriculum to our members on both professional and personal development based on the organization's needs. These experiences will allow me to succeed in working with and training call center trainers and agents.

My belief that customer service is of paramount importance was emphasized in my work as both a Career Advisor with the Truman State University Career Center and as Human Resources Intern at Edward Jones. I learned the importance of communicating and maintaining accurate files to enhance the client's experience and because of these efforts noticed those clients with a personal experience returned 25% more than those with a less than personal interaction.¹

My education, along with my work experiences, has prepared me for this position and I am excited about the opportunity to work with AOL's call center trainers and agents. I would love the opportunity to meet with you and will follow up with you by August 10th in regard to the position.

Sincerely,

Anita Jobb

Anita Jobb

Enclosure: Résumé

¹ The job description indicated the importance of communication and documentation. Anita has made sure she illustrates her experiences with these skills.

Sample Curriculum Vitae Continued

Anita Jobb, page 3

Sigma Tau Delta, Truman State University, Kirksville, MO, 2012-2016
Co-educational English honors fraternity
Vice President of Professional Development; Fundraising Committee; Member

Collaborated with employers, alumni, and others to provide weekly professional development programs for membership; raised \$7,500 to assist with member travel expenses to attend 2013 international conference.

Bacchus & Gamma, Truman State University, Kirksville, MO, 2012-2015
Peer alcohol awareness and education organization
President; Treasurer; Member

Led bi-monthly meetings for 60+ members; managed dues and income in excess of \$5,000.

TECHNICAL SKILLS¹

Operating Systems

Windows 95, 98, Me, 2000, XP, 2007, Vista, Mac Cheetah OS X, Mac Lion OS X

Software

MSWord, Works, Excel, PowerPoint, Publisher, iMovie, iLife, iPhoto, MobileMe, iWeb, Garageband, Adobe Creative Suite (InDesign, Photoshop, Illustrator)

Languages

Advanced training in Visual C++ 6.0, HTML

COCURRICULAR ACTIVITIES

Running Club, *Co-founder*, Truman State University 2014-2015

Residence Hall Association, *Member*, Truman State University 2013-2015²

Intramural Tennis, *Member*, Truman State University 2012-2014

³

HONORS & AWARDS

Ronald E. McNair Scholar, 2012-2015⁴

Outstanding Student Worker Award, Truman State University, 2015

Athletic Leadership Award, Truman State University, 2014

Provost's List in Academic Excellence, 2014

President's Leadership Scholarship for Academic Excellence, 2012- 2013

¹ Always list your skills on your CV, make sure to tailor them to the specific position for which you are applying.

² Include any volunteer or service work you have done, as well as any clubs or organizations to which you have belonged. You can also include any study abroad experiences here if you have not already mentioned them.

³ Make sure to provide enough white space in your CV. This makes it legible and easier for the reader to understand.

⁴ List these major awards reverse chronologically by name of honor and award received. These can be international, national, regional, state, local, or institutional awards and honors. You may need to include the scope/criteria of the award if the reader may be unaware of the award.

Résumé Worksheet

Use the following prompts to develop the content for your résumé.

1. Header

Include the following information in your header:

Name: _____ City/State: _____

Phone Number: _____ Professional Email: _____

2. Education

Include all institutions where you have received academic credit (you may include high school through your sophomore year). List the college or university's full name, city, state and your anticipated date of graduation (month and year). Use abbreviations sparingly.

3. Experience

Use this section to list any of your past work experience, internships, observation hours, etc. related to your field. With each section write a paragraph detailing what you did—accomplishments, results, honors, etc. Do not just include job duties, but indicate how well you performed the task.

Employer: _____ City, State: _____

Title: _____ Dates of Employment: _____

What I did:

Employer: _____ City, State: _____

Title: _____ Dates of Employment: _____

What I did:

Sample Academic & College/Career Readiness Mentor Résumé

Anita Jobb

Columbia, MO 65201
555.123.4567
anita.jobb@gmail.com

EDUCATION

Truman State University, Kirksville, MO 2016
Bachelor of Arts in English, Minor in Business Administration
GPA: 3.96/4.00

RELEVANT EXPERIENCE

Career Advisor 2013-2016

Truman State University, Kirksville, MO

- Worked on team which supported professional staff in coordinating and monitoring event timelines and ensuring deadlines were met
- Counseled students on job search and interview processes while critiquing résumés and cover letters and communicating with students to ensure fulfillment of each individual's goals
- Completed professional development assignments including monthly reflections while also aiding the office secretary in monitoring office and event supplies and materials
- Utilized many self-assessment instruments (including O*Net, Value Card Sort, etc.) to assist students in creating tailored four year career plans
- Assisted students in identifying potential majors and careers based on interests
- Helped students explore educational opportunities for graduate school; including funding and application timelines/deadlines
- Coordinated career and major decision making programming for student athletes

Vice President of Professional Development 2012-2016

Sigma Tau Delta, Truman State University, Kirksville, MO

- Collaborated with employers, alumni, and others to provide weekly professional development programs for membership of 30 college-aged students
- Developed curriculum of programs to address the needs of the organization in coordination with advisor
- Created a continuity folder to be passed to successor on how to create programs and maintain professional contacts

Captain; Member 2012-2016

Truman State University Softball, Kirksville, MO

- Contributed 20 hours per week in practice, weight lifting, team meetings, and personal film
- Mentored high school team clinic participants in importance of work ethic in the classroom as well as on the field
- Tutored younger teammate in Statistics improving grade from C to B within one month time span

Human Resources Intern 2013

Edward Jones, St. Louis, MO

- Fielded questions from job applicants and assisted them in on-line application process
- Participated in employee recruitment process, including résumé review, interviews, and selection of 15 full-time employees
- Initiated intern newsletter featuring biographical information and projects of current interns; implemented for succeeding interns

ACTIVITIES

- **Public Relations Chair, Philanthropy Chair, Homecoming Committee:** Tau Lambda Sigma 2012-2016
- **Columnist, Copy Editor:** Detours Magazine 2013-2016
- **President, Treasurer:** Bacchus & Gamma 2012-2015

Sample Academic & College/Career Readiness Mentor Description and Cover Letter

Academic & College/Career Readiness Mentor

AmeriCorps members in the Pathways to Success Program will work in teams of 10 providing academic support and college/career readiness mentoring to 10th-12th grade students. The goal of the project is that students will demonstrate academic improvement and will have a clearly articulated post-secondary educational action plan. The individual hired will provide one-on-one and/or small group tutoring before, during and after school; help students explore educational opportunities beyond high school, and assist students with developing a written post-secondary educational plan; and coordinate activities and service projects that enhance the community and school environment.

¹ Do your research on the position you are applying for, make sure you know what qualities a candidate will need in order to be successful. If you have experience with these qualities, make sure to directly address them in your cover letter.

Anita Jobb
Columbia, MO 65201
555.123.4567
anita.jobb@gmail.com

May 27, 2015

Heath Wells
Director of AmeriCorps Programs
Heart of Florida United Way
Dr. Nelson Ying Center
1940 Traylor Blvd
Orlando, FL 32804-4714

Dear Mr. Wells:

My sophomore year of college I began working at the Truman State University Career Center. The feeling that comes from helping students grow professionally and realize not only the talents they have, but how they can use those talents in the world of work, is truly indescribable.¹ As a Career Advisor I was exposed to the basics of career services including résumé and cover letter critiques, but what truly inspired me to apply for the Academic & College/Career Readiness Mentor position was my ability to see the impact I was making with every individual with which I worked.

As the goal of the Pathways to Success Program is for students to demonstrate academic improvement, I can attest to the importance of study hall, effective time management, and the transferable skills gained through organizational involvement. As a varsity athlete I had to manage my team practices, weightlifting, and team meetings with my cocurricular involvement and English coursework. Attending study hall and learning when to seek and accept help allowed me to maintain my GPA throughout my undergraduate education. Through this experience I can relate to the students at Evans and Oak Ridge High Schools the importance of academic performance and the transferable skills gained through out-of-classroom experiences. To assist with the students' academic and career development, I will ensure they are set up for success through constructive professional development activities and career counseling. Working at the Career Center I assisted several students with a four year approach to career planning and will utilize the instruments and assessments from that experience to help these students develop their own academic and college/career plans.

The Career Center changed the way I looked at the world and encouraged me to discover myself and the way I can contribute to the betterment of society. As an Academic & College/Career Readiness Mentor, it is my hope to make a difference in the lives of students as we work to discover their unique roles in the world of work. I hope to hear from you soon and would love the opportunity to further discuss your needs and my qualifications. I will follow up in two weeks in regard to the position and answer any questions you may have. Thank you for your time and consideration.

Sincerely,

Anita Jobb

Anita Jobb

Enclosure: Résumé

Résumé Worksheet

Employer: _____ City, State: _____
Title: _____ Dates of Employment: _____

What I did:

Employer: _____ City, State: _____
Title: _____ Dates of Employment: _____

What I did:

4. Involvement

Use this section to list your on-campus, off-campus, volunteer experiences.

Organization: _____ City, State: _____
Title: _____ Dates of Membership: _____

What I did:

Résumé Worksheet

Organization: _____ City, State: _____
Title: _____ Dates of Membership: _____

What I did:

Organization: _____ City, State: _____
Title: _____ Dates of Membership: _____

What I did:

5. Honors & Awards

List any honors, scholarships, or awards you feel would support your application to a potential employer. Be sure to include year(s) in which received.

6. Turn the paragraphs above into bullet points starting with the action verb of each sentence (see pages 26-27 for a list of Action Verbs). Remove all mention of the first person (I, me, my, etc.) and create concise statements detailing not just what you did, but how well you did it.

7. Put the information above into a one-page format for the Career Center to critique. Sample tailored résumés begin on page 15.

Sample Sports and Teen Program Director Résumé

Anita Jobb

Columbia, MO 65201
555.123.4567
anita.jobb@gmail.com

Relevant Experience

Captain 2012-2016¹

Truman State University Varsity Softball, Kirksville, MO

- Worked as part of a team to operate 5 softball clinics teaching fundamentals of sport to local teams and students aged 5-15
- Aided coach and athletics staff with monitoring field conditions and team travel arrangements prior to games
- Organized and managed sport set up, clean up, and participated in safety and risk mitigation
- Contributed 20 hours per week in practice, weight lifting, team meetings and personal film
- Mentored young teammates on importance of work ethic in the classroom as well as the field

Philanthropy Chair 2014-2015

Tau Lambda Sigma, Truman State University, Kirksville, MO

- Assisted with coordination, development, production and oversight of the organization's largest fundraiser, Worm Charming
- Coordinated the schedules of 200+ members to complete 25 hours of service per year in local community
- Raised more than \$4,000 for Kirksville area charities through car washes, bake sales, and raffle ticket sales, which provided the community additional funding for public works projects

Vice President of Professional Development 2012-2016

Sigma Tau Delta, Truman State University, Kirksville, MO

- Collaborated with employers, alumni, and others to provide weekly professional development programs for 30 members
- Worked alongside faculty advisor to screen, interview, and select new members

Human Resources Intern 2013

Edward Jones, St. Louis, MO

- Fielded questions from job applicants and assisted them in on-line application process
- Participated in employee recruitment process, including résumé review, interviews, and selection of 15 full-time employees
- Assisted with bi-weekly and monthly payroll processing including answering questions and resolving issues related to payroll, while also sitting in on performance reviews
- Aided in calculation of budgets and maintaining budget records

Education

Truman State University, Kirksville, MO² 2016
Bachelor of Arts in English, Minor in Business Administration

Other Experience

Career Advisor, Truman State University Career Center 2013-2016
Public Relations Chair; Homecoming Committee, Tau Lambda Sigma 2012-2016
Columnist; Copy Editor, Detours Magazine 2012-2016
President; Treasurer, Bacchus & Gamma 2012-2015
Office Assistant, Thousand Hills State Park 2011-2013

Certifications

First Aid 2015-2016
Adult CPR/AED 2015-2016

¹ Note that only years are listed on her résumé; no specific months are included. This is an option to avoid putting too much emphasis on dates, and is common practice with mid- and upper-level résumés.

² Notice Anita has put her experience above her education. This is an option as you progress into your career or when you feel your experience is more relevant to the position which you are seeking.

Sample Sports and Teen Program Director Description and Cover Letter

Sports and Teen Program Director

This position will oversee youth and adult sports and will focus on program development, increasing participation, retention, program quality and the overall member experience as well as building positive relationships with volunteers, parents and program participants. Other responsibilities include program management, budgeting, staff hiring and training, volunteer recruitment and recognition as well as the implementation of best practices.

¹ Address the individual by name, use his/her appropriate title, and include the person's full name if you are unaware of his/her gender. As this is business correspondence, you should address your letter to Dr., Mr. or Ms., and utilize a colon, rather than a comma.

² Show that you have done your homework; this speaks to your enthusiasm for the position.

³ You want to immediately begin laying out your case for having the ideal combination of education and experience for the position for which you are applying.

⁴ Always thank the reader for his/her time and consideration. It shows that you are polite and respectful of his/her time, something of great value in a busy work environment.

Anita Jobb

Columbia, MO 65201
555.123.4567
anita.jobb@gmail.com

May 3, 2015

Lynn Adams
Executive Director
White County Parks Family YMCA
327 Asbestos Road
Cleveland, GA 30528

Dear Ms. Adams: ¹

My reason for writing today is to express my interest in the Sports and Teen Program Director position with White County Parks Family YMCA. Your mission to put into practice through programs, services and relationships that build healthy spirit, mind and body for all, aligns directly with my personal values.² To utilize my love of sports while fostering the development of teens in the Georgia Mountain region would allow me to give back to a program that was pivotal in my own childhood.

As a varsity student athlete at Truman State University I had the unique experience of hosting and instructing many clinics for local teams and students. During my first three years on the team I worked alongside older team members to provide one-on-one instruction to our students while also serving as a mentor to participants. My year as captain provided the opportunity to plan, direct, and supervise the programs offered to provide a quality sports experience. My involvement in risk and hazard management, facilities operations, budgeting, and participant and staff safety will allow me to meet the Sports and Teen Program Director goals.

An important aspect of this position entails hiring, training, and supervising staff to provide a quality experience to participants. As Vice President of Professional Development with Sigma Tau Delta I provided weekly professional development programs for our membership of 30 college-aged students. Additionally, in my internship in Human Resources at Edward Jones I participated in the recruitment process, including résumé review, interviews, selection, and on-boarding for nearly 15 employees. These experiences prove I can recruit and select top-quality instructors to provide a successful and enjoyable experience for the program's participants.³

I am excited about the opportunity of working for the White County Parks Family YMCA, and am confident the skills I have gained as well as the internships and organizations I have been involved in make me an excellent candidate. Thank you for your time and consideration.⁴ I will follow up within a week to ensure that you have received my materials.

Sincerely,

Anita Jobb

Anita Jobb

Enclosure: Résumé

Cover Letters

Employers report that an impressive cover letter is often more important than the résumé when making a decision whether to interview a candidate, so it can be a mistake to focus too much attention on the résumé and ignore the potential value of a well-written letter. Like the résumé, the cover letter is not intended to get you the job—it is intended to get you an interview where you can convince the employer face-to-face that you are the right one for the job. A cover letter should always accompany a résumé that is sent via U.S. Postal Service or e-mail. A cover letter is not necessary when you deliver your résumé to a potential employer at a career fair.

A cover letter should:

- Catch the reader's attention (opening paragraph)
- Communicate skills and experience (middle paragraph)
- Support your statements with specifics (middle paragraph)
- Compel the reader to act (final paragraph)

Basic tips:

- Always customize your cover letter! Sending out a general cover letter and résumé to hundreds of employers is rarely successful. It can create a perception on the employer's part that you are not a serious and thoughtful person, that you are desperate for a job, or that you do not really care enough about their organization to learn about them or their needs.
- The most important aspect of a cover letter is employer focus. Present the employer with indications of your personality and style along with your skills and abilities. Highlight your qualifications for the specific position you seek, clearly stating your interests and qualifications relative to the employer's needs.
- Your résumé/cover letter will be enhanced if both documents are printed on the same high-quality bond paper and include the same header.
- Your letter should be just a few paragraphs (3-4) and only one page in length. While there is no "perfect formula" regarding length and what to include, keep it relevant and relatively brief.



Cover Letter Template

Your Name
City, State, Zip
Phone number
E-mail

(1 space)

Date

(3-4 spaces)

Contact's name (specific)
Contact's full title
Organization
Street Address
City, State, Zip

(1 space)

Dear Ms./Mr./Dr. _____: Always find the name of a specific contact person. If it is not provided in the job description, call the organization and ask who is in charge of hiring or who supervises the particular department. Ensure that you have the correct spelling of the individual's name. If you are applying through an online application system and no contact person is provided, perform an exhaustive search of the organization's website to locate a contact name and/or call the organization to find this information. If your efforts prove to be unsuccessful, it is often thought better to leave off the salutation.

(1 space)

Opening paragraph: Why you are writing? Are you applying for a specific position? Mention how you learned about the position or organization. If referred by someone, include his or her name here.

(1 space)

Second and third paragraph: Why are you interested and qualified for this position? Keep your sentences concise and to the point but vary your sentence style and do not start with "I". Outline your qualifications, strengths, accomplishments, and the benefits you can offer the organization. If applying for a specific position, identify keywords/phrases in the job description and relate your skills to what they are looking for. (For example, if the position requires social media skills: "During my internship with the University Career Center, I increased usage and followers of our Facebook, Twitter, and Instagram accounts by 37%...") You may refer to your résumé in this or the closing paragraph.

(1 space)

Closing paragraph: Ask for a response with something as simple as "I look forward to hearing from you" to a more proactive "I will contact you within the next two weeks to discuss setting a time to meet and discuss my qualifications for this position." It is okay to repeat your contact information. Thank the employer for his/her time and consideration of your application materials.

(1 space)

Sincerely,

(3-4 spaces)

Sign your name here
Type your name

(1-2 spaces)

Enclosure or Attachment (signals you have included your résumé)

Sample Writer/Editor Résumé

Anita Jobb

Columbia, MO 65201
555.123.4567
anita.jobb@gmail.com

EDUCATION

Truman State University, Kirksville, MO 2016¹
Bachelor of Arts in English, Minor in Business Administration GPA: 3.96/4.00

RELEVANT EXPERIENCE

Public Relations Chair, Tau Lambda Sigma, Truman State University 2012-2016
Kirksville, MO

- o Utilized social networking tools, Facebook and Twitter, to keep organization of 350+ members and alumnae connected
- o Redesigned organization's webpage from Google site to WordPress incorporating photos and videos
- o Implemented blog and newsletter to highlight individual members, organization's accomplishments, and alumnae
- o Worked as part of a team to increase organization's image on campus, improving recruitment numbers by 25% over previous year

Columnist; Copy Editor, Detours Magazine 2013-2016
Kirksville, MO

- o Composed 2 articles per year for student-written Midwest travel magazine
- o Traveled to one-of-a-kind locales in Missouri, Iowa, and Illinois to gather information and pictures of unique faces and places
- o Assisted with layout and design of personal articles prior to publication
- o Reviewed copy of magazine each semester prior to publication for errors, layout design, and continuity

Career Advisor, Truman State University Career Center 2013-2016
Kirksville, MO

- o Worked on a team which supported professional staff in coordinating and monitoring event timelines and ensuring deadlines were met
- o Communicated with over 100 students of various majors to ensure fulfillment of each individual's goals
- o Helped professional staff with first destination tracking of over 1,200 alumni via social media and e-mail
- o Served as student representative on the Career Center Advisory Board attending quarterly multi-disciplinary meetings with faculty, staff, and employers
- o Completed office's Résumé Book including layout, writing and editing copy in coordination with University Publications Office

Human Resources Intern, Edward Jones 2013
St. Louis, MO

- o Fielded questions from job applicants and assisted them in on-line application process
- o Participated in employee recruitment process, including résumé review, interviews, and selection of 15 full-time employees
- o Assisted with bi-weekly and monthly payroll processing including answering questions and resolving issues related to payroll, while also sitting in on performance reviews
- o Aided in calculation of budgets and maintaining budget records
- o Initiated intern newsletter featuring biographical information and projects of current interns; implemented for succeeding interns

CAMPUS ACTIVITIES

- o **Captain; Member**, Varsity Softball 2012-2016
- o **Philanthropy Chair; Homecoming Committee Member**, Tau Lambda Sigma 2012-2016
- o **Vice President of Professional Development**, Sigma Tau Delta 2012-2016

COMPUTER SKILLS

iMovie, iPhoto, Garageband, Adobe Creative Suite (InDesign, Illustrator, Photoshop), WordPress, Windows, Mac Lion OS X, Advanced Training in Visual C++, HTML

¹ The right margin is a good place to put your dates; to be sure they do not wrap when you send the document, set a right tab.

Sample Writer/Editor Description & Cover Letter

Writer/Editor

This position will perform a variety of editorial duties, including writing, editing, layout and production management for the University of Montana Office of Alumni Relations. Duties include, but are not limited to: collecting, researching and compiling information (text and photos) on alumni and friends that will appear in the Montanan, alumni newsletter, online, and in other alumni publications; writing original copy for alumni and University publications and edit copy produced by others; coordinating the production of alumni newsletters and other publications; writing and editing copy for the Alumni Relations/Alumni Association website; posting text and photo updates on the website; assisting in special events produced by the Alumni Office; marketing alumni activities, events and services through social networking channels. Position may occasionally require working evenings and weekends as needed for events and special projects.

Anita Jobb

Columbia, MO 65201
555.123.4567
anita.jobb@gmail.com

June 3, 2015

Bill Johnston¹
Director, President & CEO of Alumni Association
University of Montana
115 Brantly Hall
Missoula, MT 59812

Dear Mr. Johnston:

Writing has always been my passion—that is what led me to major in English and pursue opportunities in college that would allow me to further refine my skills. Because of these experiences I am excited to apply for the Writer/Editor position with the University of Montana Alumni Relations Office. I have traveled extensively in the Missoula area and cannot wait to work for such an outstanding organization.

My previous internship in Human Resources at Edward Jones afforded me the opportunity to create the first intern newsletter to be sent company-wide. Created in InDesign, the newsletter provided biographical information and the upcoming projects of the 12 summer 2013 interns. The newsletter helped company leaders recognize the faces of the interns and as a result, was implemented as a requirement of future Human Resources Interns. Additionally, my experience as the Public Relations Chair with Tau Lambda Sigma provided the opportunity to write for internal and external constituents both online and in print as I composed the organization's blog and alumnae newsletter. Furthermore, I also worked as Columnist and Copy Editor at Detours Magazine where I wrote travel pieces and edited the magazine prior to publication. These experiences would be of benefit when composing the Alumni Activities and the Montanan for the over 6,000 Alumni Association members. My experience redesigning the Tau Lambda Sigma website and serving as initial webmaster allowed me the opportunity to learn the ins and outs of website creation and maintenance.

Additionally, working with the Truman State University Publications Office, coupled with my time as a student athlete, has allowed me the chance to work closely with faculty and staff across the university campus. As the student representative to the Career Center Advisory Board and as Vice President of Professional Development for Sigma Tau Delta, I helped steer students towards developing a professional network and stressed the importance of giving back to the institution. Translating this message to the 105,000 alumni and friends contacted through the University of Montana Alumni Association would be exciting and a challenge to increase participation at Homecoming, class reunions, and more.

The opportunity to work at the University of Montana is extremely interesting and I have several ideas I would like to discuss with you to increase Grizzly alumni participation. If I can be of any assistance with my application or you need supplemental materials please contact me at anita.jobb@gmail.com or (555) 123-4567.³

Sincerely,

Anita Jobb

Anita Jobb

Enclosure: Résumé

¹ Take the time to research the appropriate person to receive your materials. If this is not possible because you are responding to a blind job advertisement, rather than putting "To whom it may concern," do not have a salutation line at all.

² You want to immediately show the connection between your experience and the position for which you are applying.

³ By taking initiative for follow up, it allows you to be in charge of your job search.

Sample Cover Letter

A cover letter:

- Accompanies your résumé and is sent in response to specific job vacancy postings
- Introduces you and explains why you are the most suitable candidate for the job or organization
- Demonstrates that your qualifications fit the requirements of the position
- Provides examples of skills, abilities, and top qualities
- Shows you have researched the position and organization
- Demonstrates your writing ability

ANITA JOBB

anita.jobb@gmail.com

Columbia, MO 65201
555.123.4567

February 15, 2015

Tamara Sheffield
Senior Vice President of Finance & Operations
Forest Park Forever
5595 Grand Drive in Forest Park
St. Louis, MO 63112

Dear Ms. Sheffield:

Surpassing New York's Central Park as one of the largest parks set in an urban environment, Forest Park is one of the most recognizable attractions of the St. Louis region. I am excited to apply for the Marketing and Digital Media Manager position with Forest Park Forever advertised through #HireTruman, Truman State University's online job board. Through my work and organizational involvement I have gained considerable experience with marketing and social media campaigns and am confident I possess the business acumen necessary to perform this job with outstanding outcomes.¹

My experience as Public Relations Chair with Tau Lambda Sigma provided the opportunity to write press releases, media relations content, newsletter content, and social media content.² Possessing excellent knowledge of Twitter, Facebook, Instagram, and Vimeo, I can effectively create and manage promotional strategies. For instance, as columnist with Detours Magazine I was able to write personal interest pieces for the Midwest travel magazine on one-of-a-kind locales in Missouri, Iowa, and Illinois. Traveling to Forest Park and providing a review of both LouFest and the Great Forest Park Balloon Race and Glow in September, I was able to generate more reach via social media (when posted online) than any other article shared by the organization as a whole. It is my hope to utilize the existing Forest Park Forever social media platforms to help generate more interest in individuals becoming members, increasing donations, and restoring the park to its original glory.

The skills I have gained as an English major, as well as my practical public relations and marketing experience in a variety of positions, would make me a valuable addition to Forest Park Forever. I welcome the opportunity to discuss my qualifications with you and will contact you within a week to arrange a time to meet. I will be available between February 24 and March 14, and on Thursdays or Fridays beginning March 24. Thank you for your consideration.

Sincerely,

Anita Jobb

Anita Jobb

Enclosure: Résumé³

¹ Attract attention to your letter with a strong first paragraph. Limit letter to 3-4 short paragraphs.

² Highlight and expand upon the most relevant information in your résumé, using specific examples, like Anita's experience as a Career Advisor.

³ Always make sure to refer to your enclosed résumé.

Sample Event Planning Internship Description & Cover Letter

Event Planning Internship

The event planning intern will assist event planning and marketing directors with various tasks including, but not limited to, research, events, public relations, online marketing, product collateral, website, graphic design, etc.; conduct market and competitive research for product specific initiatives; generate basic reports in Excel to track database numbers, marketing initiatives; manage and assist with special projects or assignments as assigned. The intern would be an extremely creative, organized team member with exceptional verbal and written communication skills.

¹ Address the individual by name, use his/her appropriate title, and include the person's full name if you are unaware of gender. As this is business correspondence, you should address your letter to Dr., Mr., or Ms., and utilize a colon, rather than a comma.

² This brief introductory paragraph tells what position you are applying for and how you learned about it.

³ Be sure to mention any personal contacts you have within the company, as these contacts can make the reader look a little more carefully at your materials.

⁴ Tell the reader when you will follow up; this puts the job search in your hands and allows you to be proactive.

⁵ If you are postal mailing or hand delivering your cover letter, you must leave three - four spaces after "Sincerely", and sign your name.

ANITA JOBB

Columbia, MO 65201
555.123.4567
anita.jobb@gmail.com

April 26, 2015

Taylor Re
Director of Events
Lodge Management Group
8 W Division St., #200
Chicago, IL 60610

Dear Taylor Re¹:

One of the most exciting experiences I have had was assisting with the day-of event logistics for my university's Career Expo. Our event attracts upwards of 90 employers and 500 students—and the carnival atmosphere drives me to exceed our guests' expectations. It is with great enthusiasm I am applying for the Event Planning Internship² with the Lodge Management Group. I learned of this opportunity through your previous intern, Olivia Channing.³

The excitement in the Chicagoland nightlife provided by the 19 Lodge Management Group properties, offers a wide array of opportunities for events including social gatherings and corporate meetings. I have enjoyed the recent Kentucky Derby Hat Party and Indie Incubator Film Fest advertisements and promotions. Through working as a Career Advisor in the Career Center I have learned creative marketing techniques to encourage and increase attendance at events as well as gained hands-on experience in the process of planning an event. Additionally, my experience as Philanthropy Chair with Tau Lambda Sigma afforded me the chance to create an event from scratch, which resulted in being our organization's most successful fundraiser in recent years.

The skills I have gained in public relations and marketing, as well as my eagerness to gain practical experience in the Event Planning field, make me an exceptional candidate for your internship. I welcome the opportunity to further discuss how my qualifications meet your needs and will contact you within a week to arrange a time to meet.⁴ Thank you for your consideration.

Sincerely,

Anita Jobb

Anita Jobb⁵

Enclosure: Résumé

