



Resumes & Cover Letters

Resume Preparation

Preparing to write a resume is an important step in the resume writing process. Taking some time initially to determine what should be included in a resume and how the data should be organized will help in developing an effective resume.

- Record all of the experiences that might be significant to be included in a resume.
- Determine which experiences relate the most to your career choice – These areas should be emphasized on the resume and other areas may be included if space allows.
- Since an employer usually spends about 45 seconds initially scanning a resume, it is essential that related skills are listed closer to the top of the resume.

Resume Writing

After determining the organization and content of your resume, focus on the actual writing of the resume. The following information will detail important aspects to include in typical sections found on a resume.

Suggested Resume Categories

You should select categories that highlight your skills for the specific situation.

Heading

- Identifying information should always go at the top of the resume.
- Includes your name, complete address, your email address, and your telephone number(s).
- You can also include your URL in the heading if appropriate.

Objective/Career Summary (Note: many hiring managers now recommend **Branding** over **Objectives**)

- An **objective** is optional and if used should be specific, concise, and 1 to 2 lines in length.
- Include the type of position sought, the industry area, and your personal qualifications.
- An objective should be used for clarification, especially if you are changing career fields.
- A **career summary** is optional and identifies a career goal and summarizes previous work experiences, skill sets, and accomplishments and is usually bulleted or written as a brief paragraph.

Resume Branding, Branding Headline and Branding Statement

- A more modern resume approach that sharpens the focus of the resume and presents qualifications in a promotional style of key word choices and phrasing. Sometimes targeted bolding is used for emphasis.
- **Branding** includes creating a distinct and recognizable look for all of your career “marketing” communications including your resume, cover letter, business cards and online presence.
- The goal is to create a very specific professional **brand-identity** so employers get a consistent message of how you perceive yourself and the value you uniquely can bring to them.
- A **branding headline** is often top and center on the resume and clearly states the type of job or position you are seeking. Everything else on the resume should support that professional identifier.
- The **branding statement** is a catchy “advertisement-like” summary using key words and phrases to sum up your qualifications and the added value you uniquely can contribute to the position.

Education

- Outline information in reverse chronological order (most recent educational experience first).
- Include the name of the school, location (city/state), your major and the dates you attended the school.
- Include your graduation date (or expected date), type of degree, certificate or diploma received.
- Once you are in college, you **do not** need to include your high school education.
- Include your Grade Point Average (GPA) on your resume if your GPA is 3.0 or higher.

Suggested Resume Categories (Cont.)

Skills

- Include computer (software and hardware), business-related skills, or language fluency.
 - A **computer skills** section is essential on a resume.
 - List the programs individually instead of as a package (Microsoft Word, Excel, PowerPoint, and Access instead of Microsoft Office).
 - Any knowledge of foreign languages should be listed and broken down by level of oral and written skills and should be mentioned separately.
-

Experience/Internships

Your work history should be listed in reverse chronological order, starting with your most recent experience first. Each experience should include the Position Title, Name of Employer, Location (City and State), Dates of Employment (Month and Year) and a Description (short action statements describing your duties).

Be specific in your descriptions. Describe the details or projects, reporting relationships and what you did. Recent graduates should describe participation in professional situations with appropriate descriptions such as **summer work, internship, freelance or part-time work**.

When describing a current job, action statements should be in the present tense while past positions should be described in the past tense. These descriptions are usually incomplete sentences that are bulleted to make them easy to read and always start with an action verb to provide an immediate idea of the types of skills being used. Qualify and quantify your accomplishments whenever possible. An example could be “recruited and trained five new employees”.

Activities/Honors/Professional Memberships

Activities, Honors, and Professional Memberships can be combined or listed separately. Items included in this area are usually listed on one line. If all activities and honors are connected to your current institution, you do not need to list it with the activity.

Formatting Resumes

Paper

Resumes should be printed on high quality, letter size, cotton or linen/cotton paper a cream or white color works best. Cover letters and reference lists should also be printed on this paper.

Font and Margin Size

In order for a resume to be easy to read, font size should be between 11 and 12 with a fairly simple type of font. Some fonts you can use are Ariel, Verdana or Times New Roman. With the exception of your name, font size should be consistent throughout the resume. Margins should be at least .5 on the top and bottom and .7 on the left and right.

Length

Most resumes of entry-level graduates should be limited to one page. Accomplishments and work experiences need to be rather significant before expanding a resume to two pages.

Layout

The resume format should be consistent throughout the document. All dates, locations, job titles, etc. should be in the same position for each description. The layout should be easy to read and allow for some spacing to ensure it is pleasing to the eye. Avoid using resume templates as it limits the editing, spacing, and font selections that may be used.

Different Versions

Create different versions of your resume emphasizing different skills and experiences if you are seeking employment in different types of fields. You also want to create different versions of your resume and cover letter to match each company you are applying to.

Do's and Don'ts of Resume Writing

Do's

- **Proofread** your resume and have 3 other people proofread it is well. Spell check cannot be relied upon and an error free resume is essential. Resumes with errors are likely to be dismissed by employers.
- **Verb tense** should be in present tense for any work or activity you are currently performing and in past tense for anything that you have completed.
- **Dates** listed should always include the year, and, if you desire, the month, but do not include the actual day. Dates should be written in the same format throughout the resume.
- **Work status** information such as citizenship, visa, or residency status may also be included on a resume.
- **Keep resume at one to two pages**, in length in order to describe your key highlights and accomplishments to show you are qualified.

Don'ts

- **Street addresses, zip codes, supervisor names, and phone numbers** are not necessary. **City and state** should be listed for each employer or school mentioned.
- **Age, sex, marital status, height, weight, religion, ethnicity, sexual orientation, and personal photos** should never be included on a resume. The only personal information needed should be your name, address, phone, and e-mail.
- **Hobbies or interests** sections may be included on a resume if it relates to your field and space allows and should be a brief (2-4 items) list. Only list items related to your field of work or to the career area.
- **Salary information** should not be included on a resume. If an employer requests a "salary history" or "salary requirements," include a salary range that you are seeking in your cover letter.
- **Abbreviations** other than "GPA" should not be used on a resume. Acronyms may be used if the title is first written out in this manner: Oakland University (OU).
- **Parentheses** should be avoided. If the information is important enough to have on your resume, it does not need to be in parentheses.

Before and After Bullet Point Samples

Before: Worked with businesses to carry out United Way fund-raising goals.

After: Partnered with more than 20 area businesses to raise \$15k for United Way, exceeding the goal by 23%

Before: Helped accountants with various public accountings projects

After: Assisted accountants auditing \$55,000 in accounts receivables for companies largest client

Before: Developed marketing plans to promote concert series on campus

After: Developed fully integrated marketing campaign distributed to 10,000 students resulting in 12% increase in concert attendance

Action Verbs for Resumes

Describe your accomplishments using brief, short sentences. Each sentence should include action words and adjectives. Rather than “HTML Programming experience”, say “Created client websites using HTML programming”. Don’t use present tense action words for past jobs or past tense for current jobs.

Management Skills

Analyzed
Assigned
Attained
Chaired
Confronted
Consolidated
Contracted
Coordinated
Delegated
Directed
Empowered
Executed
Improved
Increased
Mediated
Observed
Oversaw
Prioritized
Produced
Recommended
Reviewed
Scheduled
Strengthened
Supervised

Communication Skills

Addressed
Arbitrated
Arranged
Authored
Collaborated
Cooperated
Convinced
Corresponded
Directed
Drafted
Edited
Enlisted
Formulated
Influenced
Interpreted
Lectured
Moderated
Negotiated
Persuaded
Promoted
Publicized
Questioned
Reconciled
Recruited
Spoke
Translated

Research Skills

Abstracted
Acquired
Clarified
Collected
Critiqued
Diagnosed
Examined
Extracted
Identified
Inspected
Interpreted
Interviewed
Investigated
Obtained
Researched
Summarized
Surveyed
Systemized

Technical Skills

Assembled
Built
Designed
Endured
Engineered
Fabricated
Installed
Located
Maintained
Operated
Overhauled
Programmed
Remodeled
Repaired
Solved
Troubleshoot
Upgraded

Teaching Skills

Adapted
Advised
Applied
Clarified
Coached
Communicated
Coordinated
Demystified
Developed
Enabled
Encouraged
Evaluated
Explained
Facilitated

Guided
Informed
Instructed
Persuaded
Stimulated
Taught
Trained

Financial Skills

Administered
Allocated
Appraised
Audited
Balanced
Budgeted
Calculated
Computed
Developed
Forecasted
Managed
Marketed
Planned
Projected
Reasoned
Researched

Creative Skills

Acted
Conceptualized
Created
Customized
Decorated
Designed
Displayed
Drew
Established
Fashioned
Founded
Illustrated
Initiated
Instituted
Integrated
Introduced
Invented
Originated
Performed
Revitalized
Shaped
Sketched

Helping Skills

Assessed
Assisted
Clarified

Coach
Counseled
Demonstrated
Decided
Diagnosed
Educated
Empathized
Expedited
Familiarized
Guided
Motivated
Referred
Rehabilitated
Represented
Tested

Clerical/Detail Skills

Approved
Arranged
Catalogued
Classified
Compiled
Dispatched
Entered
Entertained
Executed
Generated
Implemented
Inspected
Monitored
Operated
Organized
Prepared
Processed
Purchased
Recorded
Retrieved
Screened
Specified
Supported
Systematized
Tabulated
Validated

Accomplishments

Accepted
Achieved
Awarded
Expanded
Improved
Pioneered
Read
Reduced

Different Types of Resumes

Chronological Resumes:

Work experience is organized with the most recent employer first, followed by the employment experience before that, and so on. This reverse chronological order helps the employer see the history of where you worked and is the most generally accepted resume type.

Functional Resumes:

Identify and emphasize key skill areas for a career field on the resume. A work or experience history is included, but descriptions of responsibilities and accomplishments are only listed if they fall into one of the key skill areas. A functional resume is usually used when a candidate makes a major career change, has very little related experience, or is reentering the workforce after an absence. This format is not used as often, as employers prefer reverse chronological resumes.

Curriculum Vitae (CV):

Mainly used for positions in academia and medicine. CVs are typically longer than a resume (at least two or three pages). CV's include information on one's academic background, including teaching experience, degrees, research, awards, publications, presentations, and other achievements.

Online Resumes:

Employers who take online applications through their web site often download the resumes into a software system that enables them to search resumes in a database. As a result, resumes need to be in an Adobe format in order to scan or download easily.

Tips for Writing Effective Accomplishment Statements

Accomplishments are things you completed, worked on, created, developed, or made possible — things that happened because you were there. Accomplishments should always be specific, and are things in which you played an active role, even if others worked with you.

Accomplishment statements can be included as part of your career summary, job descriptions, and/or descriptions of relevant skills and experiences.

Ask yourself if you have ever done the following:

- Invented or improved something?
- Saved company money or reduced costs?
- Increased sales?
- Designed a new process, program, or product?
- Developed and implemented a new procedure or program?
- Completed something on time or ahead of schedule?
- Identified new markets?
- Demonstrated outstanding leadership skills?

Samples of accomplishment statements:

Before: Provided excellent customer service and worked as part of a team

After: Selected as Employee of the Month for exemplary performance and teamwork

Before: Started a new mentoring program

After: Created and implemented a new mentoring program with 80% participation of residents

Before: Assisted with coordinating fundraising events

After: Coordinated three fundraising events for local shelters, which raised over \$8,000 and greatly improved community awareness

Sample Internship Resume

John Doe

35 Dusty Trail Dr., Rochester, MI 48202 - (313) 111-1111 sunnymcal@oakland.edu

Objective: To obtain an internship position in the field of Electrical Engineering.

Education: Oakland University, Rochester, MI Graduation date: May 2014
 Bachelor of Science - Electrical Engineering GPA 3.1

Relevant Course Work:

Virtual Instrumentation	Intro to Abstract Mathematics	Freshman Design
Differential Equations	Multi-Variate Calculus	Statistics
Introduction to Problem Solving	Professional Practices	Engineering Economy
Electrical Fundamentals	Engineering Mathematics	Physics I & II

Projects:

- Researched, designed, and created a knot-meter to measure the speed of a boat in knots per-hour
- Created and tested a manual designed to teach students the safe and proper operation of several laboratory machines, including a table saw, band saw, radial arm saw and drill press

Skills

Lotus Office Suite	Macintosh	HyperCard
Lotus Word Pro	MS Word	V5 CAD Software
Lotus 1-2-3	MS Excel	Adobe Photoshop 5.0
Lotus Presentation	MS PowerPoint	Internet Explorer
C++	MS Publisher	UNIX

Languages: Fluent in Hindi, Working knowledge of Spanish

Work Experience: Mucho Merchandise, Rochester, MI (Intermittent) June 2010-Present
 Customer Relations and Service/Sales Cashier

- Recognized for outstanding service and reliability, and cross-trained into several departments within one year
- Trained over 13 new associates with an emphasis on customer service and safety and monitored their progress
- Proficiently assisted in managing and maintaining the warehouse to industry standards
- Collaborated with coworkers on designing end-cap displays and the best use of space while restocking items
- Processed over \$5k in financial transactions on a daily basis and balanced cash drawer

Creative Corp, Rochester, MI Summer 2010

Computer Graphics Artist and Multi-media Collaborator

- Collaborated on projects for FORD, USPS, and DTE Energy involving: Power Point Presentations; Interactive CD-ROMs; Computer Graphics
- Worked in a team of 3 interns, 4 designers, and 6 salespeople discussing how to best service the customers and complete projects

ABC Restaurant, Rochester, MI May 2008-May 2010

Server

- Provided exceptional service to approximately 120 guests every day while establishing an excellent rapport with clientele
- Complied with county health code regulations to ensure food safety and a pleasant dining experience for all

Activities/Interests: Member, OU Student Congress, 2011-Present
 Member, OU American Society of Safety Engineers, 2011-Present
 Volunteer, Sound Technician/Musician for Main Street Community House, 2012-2013

Sample Reverse Chronological Resume

JOHN A. DOE

123 Main Street, # 4B Rochester, MI 48309, 248-555-4321, jadoe@email.com

OBJECTIVE

Highly motivated and accomplished senior seeking a fall full-time finance internship utilizing my strong analytical, critical thinking and problem solving skills.

EDUCATION

Bachelor of Science Degrees in Accounting and Finance Expected December 2013

Oakland University, Rochester, MI

- Minor in Management Information Systems
- Accounting G.P.A.: 3.9, Finance G.P.A.: 3.7, Overall G.P.A. 3.8
- Financial Management Association and Oakland Accounting Students Information Society Member

Study Abroad Program in Spanish Culture and Language Studies Summer 2012

International University, Barcelona, Spain

RELATED COURSE PROJECTS

Small Business Accounting Software Project, Design of Computerized AIS Course

- Created a software package for a five person house cleaning company that tracks client billing as well as supply orders and inventory

Internal Auditing Strategies for Mid-Size Companies, Auditing Course

- Developed a plan, methodology, and format for auditing a mid-size automotive supplier

RELATED EXPERIENCE

Oakland Accounting Students Information Society, Rochester, MI September 2012 - Present

Vice-President

- Coordinate and schedule twenty company mid-management participants in a 4-part career related speaker series
- Solicited donations and participants for special events such as the annual golf tournament which raised \$1000 for charity, and a first-time career fair attended by 200 students and 10 employers
- Provide volunteer tax return assistance to 20 low income individuals through the Accounting Aid Society

WORK EXPERIENCE

Acme Restaurant, Sterling Heights, MI June 2012 - Present

ABC Café & Bistro, Troy, MI

November 2011 – June 2012

Server/Bartender

- Balance cash drawers, reconciling with sales receipts for 100% compliance at the end of each shift and collect cash and credit card payments from customers on established tabs
- Promote daily specials through suggestive selling techniques resulting in 10% increase in lunch hour sales
- Handle multiple customers in a fast-paced atmosphere and provided a high degree of customer service

Campus Recreation Center, Oakland University, Rochester, MI January 2011 – November 2011

Student Assistant

- Verified student and member status for admittance to facility in a timely and efficient manner
- Helped coordinate and promote employee Lunch and Learn programs increasing participation by 50%
- Monitored facility and use of court time by groups ensuring they were cleared and available at appointment times
- Provided administrative assistance in the management office including answering phones and filing records

COMPUTER & LANGUAGE SKILLS

- Proficient in Microsoft Word, Excel, Access
- Intermediate skills using SPSS, Minitab
- Fluent in oral and written Spanish. Proficient in German

Sample Reverse Chronological Resume

Jane Doe

123 Main Street
Auburn Hills, MI 48326

248- 555-4321
jane@email.edu

CAREER SUMMARY

MBA candidate in information systems seeks a technical position in a corporate setting. Possess extensive technical support, web development, PC installation and networking, database and training experience. Skilled in project life cycle from system study, design, development documentation, through testing. Strong oral and written communication, analytical, and supervisory skills.

TECHNICAL EXPERTISE

Operating Systems:

All Windows Platforms
Windows 98/NT/2007, 2013

Languages:

MS Access 2007, 2013
Informix SQL & Informix 4GL
JAVA
HTML
COBAL
VB 7.0

Software Tools:

MS FrontPage
MS Office 2007, 10
Corel Office Suite
Crystal Reports
Lotus Notes

Specialty Areas:

Relational Databases and SQL
Web Page Development
Systems Training and Implementation

EXPERIENCE

Consultant, Computing Services Help Desk May 2011 - Present
Oakland University Rochester, MI

- Deliver technical support for student and faculty users on networked and remote computers
- Maintain Windows NT networked systems

Systems/Programmer Analyst Intern, MIS Department May 2009- May 2011
City of Anytown Anytown, MI

- Analyzed and designed a database of Records Management for city files
- Conducted Corel Office Suite training classes for over 20 staff members on a monthly basis
- Assisted Help Desk personnel with software technical support

Student Assistant, Undergraduate Admissions Office May 2008 - May 2009
Wayne State University Detroit, MI

- Worked with Student Information Systems software and helped research admission files
- Developed, modified, and maintained Access enrollment management databases
- Provided hardware and software support for end users
- Assisted with Web Page development for the department

EDUCATION

Master of Business Administration Degree, May 2014, Oakland University, Rochester, MI
Management Information Systems Concentration, GPA: 3.2

Microsoft Office User Specialist (MOUS) Certificate, June 2012, Acme Technology, Troy, MI

Bachelor of Science Degree in Business, December 2010, Wayne State University, Detroit, MI
Computer Information Systems Major, GPA: 3.5

ACTIVITIES & ACHIEVEMENTS

- Dean's List: College of Business, 2010-2013
- Data Processing Management Association, Vice President, 2012; Member, 2012-2014

Sample Functional Resume

John Doe

123 Campus Drive
Rochester, MI 48309

248-555-1234
johndoe@oakland.edu

OBJECTIVE

A position with a public relations or advertising agency utilizing my creativity and communication skills.

EDUCATION

Oakland University, Rochester, MI
Bachelor of Arts in Communication

December 2013

- Related coursework: Marketing Strategy, Introduction to Advertising, and Persuasive Writing

SKILL AREAS

MARKETING/SALES

- Designed sales plans for the children's department in a retail store resulting in a 20% increase in sales
- Motivated staff through incentive programs and motivational techniques to consistently achieve sales goals
- Merchandised displays and arranged floor to encourage sales of certain items and market product effectively to customers
- Promoted 10-15 yearly activities to college students through social media, class presentations, and flyers

PUBLIC RELATIONS

- Created a comprehensive plan to maximize public awareness of non-profit agencies utilizing a low-budget, maximum visibility plan
- Detailed outreach resources and methodologies for partnering with corporations
- Utilized free advertising resources and community calendars to advertise programs and services
- Participated in high profile and one-on-one opportunities to broadcast information about the organization

CUSTOMER RELATIONS

- Provided high degree of customer service in a fast paced, retail environment
- Resolved customer satisfaction issues quickly and efficiently by utilizing effective problem solving and communication skills
- Met with prospective members and educated them on program offerings
- Trained 20 new staff members in effective use of customer service skills

EXPERIENCE HISTORY

ABC Men's Sportswear, Troy, MI
Manager Trainee and Sales Associate

May 2011 - Present

Staffing Services, Pontiac, MI
Administrative Assistant for various Metro Detroit Companies

January 2011 – April 2012

Student Programming Board, Oakland University, Rochester, MI
Speaker and Road Trip Committee Member

June 2011 – December 2012

Volunteer Clubs of America, Rochester, MI
Volunteer Communications Internship

May - August 2010

Communication in Organizations Course, Oakland University, Rochester, MI
"Effective Communication Plans for Non-Profit Organizations"

September – December 2009

COMPUTER SKILLS

InDesign, Photoshop, Final Cut Pro, Illustrator
Microsoft Word, Excel, PowerPoint

Sample Curriculum Vita CV Resume

Recommended for academia-related job positions, advanced degree admissions applications or hybrid resume alternative

JILL A. DOE

123 Main Street, # 4B Rochester, MI 48309
248-555-4321 jadoe@email.com

EDUCATION

Bachelor of Arts in Psychology
Oakland University, Rochester, MI

Anticipated May 2014
Cumulative GPA 3.9

TEACHING EXPERIENCE

COM 101 Peer Mentor
Oakland University, Rochester, MI

Fall 2013

- Invited by faculty member to assist with instruction of first-year seminar course.
- Respond to weekly reflection papers; provide feedback on student writing and lead study sessions.
- Lead class discussion once per month and facilitate arrangement of guest speakers.

Afterschool Program Volunteer
Rochester Public Schools

Fall 2012-present

- Assist pupils from all grades with homework completion and self-selected reading.
- Coordinated special 3-week relaxation unit (2 afternoons per week) in which participants were taught basic yoga poses and progressive relaxation techniques.
- Received outstanding volunteer evaluation and an invitation from the director to return to the program the following year.

RESEARCH EXPERIENCE (Oakland University)

PSY 494 Honors Independent Study

Spring 2013-present

- Conduct a comprehensive independent honor's project examining the prevalence of depression and patterns of counseling center usage on the campus of Oakland University.
- Completing a 30 to 40-page review of the relevant literature in preparation for data collection.
- Submitted a formal proposal to the university's Institutional Review Board to obtain approval for the study.

Research Assistantship

Spring-Summer 2012

- Assisted Dr. Smith with a research project on the impact of parental education level in family counseling settings.
- Recruited and scheduled more than 30 participating families within 3 months, including 18 from traditionally underrepresented groups and 12 of low socioeconomic status.
- Transcribed and coded counseling sessions, assisted with data analysis, and contributed to a professional manuscript submitted for publication.

PSY 483 Readings & Research Project

Spring 2012

- Created a questionnaire, analyzed data, and composed a lab report on the influence of support networks on individuals' willingness to seek professional help.
- Participated in, transcribed, and coded a mock therapy session; utilized data to analyze verbal response modes and my style as a helper.
- Conducted a second 30-minute role-playing helping session and reviewed recorded session with "client" to determine her perception of helpfulness and the impact of therapist self-talk; analyzed findings to determine most effective elements of the session.

OTHER PROFESSIONAL EXPERIENCE

Mental Health Technician

May 2009-present

Henry Ford Behavioral Health Services, West Bloomfield, MI

- Conduct direct care, observation, and communication with adolescent, adult, and geriatric patients.
- Assist patients with activities of daily living and perform assessment vital signs and Accuchecks.
- Facilitate patient community groups and document participation in group activities.

Assistant Coach/Camp Counselor

Summers 2010-2011

North Oakland Family YMCA, Auburn Hills, MI

- Supervised and supported 25 day campers participating in a 8-week sports program.
- Assisted coaches with planning and implementing daily practice sessions.
- Planned recreational activities and monitored participating campers ranging in age from seven to thirteen.

LEADERSHIP EXPERIENCE- Oakland University

Secretary, Student Athletic Advisory Board

Fall 2012-Present

- Assist in organizing and promoting monthly community service activities for campus athletes.
- Report to the Board on progress of the women's volleyball program, including needs and updates.

Vice President, Psi Chi Chapter

Spring 2011-Present

- Plan monthly chapter member meetings and facilitate discussions to encourage excellence in academics and advance the science of psychology.
- Collaborate with members to sponsor a Speakers' Series, annual advising workshops and How to Get into Graduate School seminar held every spring semester.

Captain, Women's Volleyball Team

2011-Present

- Coordinated with coach and other professional staff to organize team events and off-season training.
- Account for the team's academic and athletic endeavors and serve as a mentor for new recruits.

PUBLICATIONS & PRESENTATIONS

Doe, J.A. (2013, April) *The Relation between Reported Depression and Counseling Center Usage*. Poster accepted for presentation at the annual meeting of the Midwest Psychological Association, Chicago, IL

Smith, K.T., Doe, J.A (2013) *The impact of parental education levels in family counseling settings*. Manuscript submitted for publication to Journal of Counseling Psychology.

HONORS & AWARDS

- Chi Alpha Sigma, the National College Athlete Honor Society 2013
- Women's Volleyball Team Most Valuable Player 2012 and 2013
- Dean's List Fall 2010-Spring 2013

Professional References

A reference page provides potential employers with a list of people willing to speak about your skills and experiences.

Tips:

For a consistent look to your whole application package, copy and paste your contact information from your resume onto the reference page.

- Use references that can speak to your skills and abilities, supervisors, professors, subordinates, vendors, customers, prior employees, people you have worked with on a volunteer basis, etc.
- Never use family members as references
- List the person's name, your relationship to them, title, company/employer, employer location, and contact information (email and phone)
- Proofread your references carefully. Make sure you spell the person's name, job title and company correctly. Also remember to make sure their contact information is correct and up to date.
- References that are no longer at the company where they supervised you may still be used.
- Do not attach your references when you first submit your resume, but have your references ready if requested.
- Contact your references ahead of time:
 - To check that they are comfortable with being a reference and so they know they might be contacted by a potential employer.
 - Make sure that they are aware of the position you are applying for and the requirements of the position so that they can more accurately speak to your ability to perform them.
 - It is recommended that you forward your resume to your references.
- 3-4 references are typically requested.

Jane Doe

154 North Foundation Hall
Rochester, MI 48309

248.370.3250
careers@oakland.edu

PROFESSIONAL REFERENCES

Mr. James Thompson
Current Employer
Executive Manager
ABC Distributors Inc.
Livonia MI, 48565
JT234@abc.com
(545)333-6589

Ms. Julia Rhodes
Former Supervisor
Floor Coordinator
XYZ Marketing Company
Westland MI, 48859
Juli432@hotmail.com
(316)255-9563

Prof. Julius Erving
Former Instructor
Professor of Accounting
Oakland University
Rochester, MI 48309
DrJ@oakland.edu
(248)370-1234

Cover Letters

Purpose of:

A successful cover letter tells a prospective employer who you are, what you have accomplished, and why they should be interested in talking with you.

It should be structured as a business letter, addressed to an HR person, but also have some personal touches rather be written as a generic letter. When written well, a cover letter can encourage a prospective employer to read your resume and contact you for an interview. It is important for you to follow up with the employer after a time, to check on the status of the position. It sometimes takes a proactive initiative on your part to move the process forward to the next level to increase your odds of success.

Cover letters for internships:

When applying for an internship (paid or unpaid), the guidelines for writing a cover letter are essentially the same, although the reader's expectations are a little different. The employer will not expect you to have as much experience in the field, for example, so it's okay to talk more about your academic background and campus activities, as well as your transferable skills. Also, since an internship is an opportunity for you to get exposure to and learn hands-on skills in a particular field or industry, it is fine to discuss your career goals and your own need for experience - something you wouldn't necessarily do in a letter for a regular job.

Tips for Effective Cover Letters:

- Tailor your letters as much as possible to the target employer and the industry as a whole.
- Talk more about what you can do for the employer/position rather than what the employer can do for you.
- Convey focused career goals.
- Do not write anything that has a negative connotation to it.
- Do not write anything unless you can provide some evidence that you performed that task.
- Always be honest
- Remember to highlight your best achievements that are relevant to the position
- Talk about problems you've solved or past accomplishments in other positions.
- Make your letter visually appealing.
- Limit to one page in length including 3-4 targeted paragraphs (focused on the employer's needs, not yours).
- Have others review your letter before sending it out. Many employers view the cover letter as an example of your written communication skills. Make sure it is also spell-checked and grammar-checked.
- Keep a record of all of the letters you send out along with a log of follow-up efforts.

Cover Letter Template

Your Address (Same as on your Resume)
City, State, ZIP

Date

Name of Contact Person
Title
Organization
Street Address
City, State ZIP

Dear (Contact Person's Name):

Opening Paragraph: Why you are writing

- State why you are writing. Name the position or type of position for which you are applying
- Mention how you learned of the position
- Mention the name of any referring person
- Briefly describe why you are interested in this particular position

Body of the Letter: Sell yourself

- Briefly describe the skills and/or experiences you possess that fit the requirements of the position
- If you have related experiences, mention your qualifications and achievements
- This is your chance to give the reader more insight as to who you are as a person. Do not repeat your resume. This is the time to mention personal qualities or special experiences and motivators.

Closing Paragraph: Request an interview

- Directly, but politely, indicate your desire to further discuss your qualifications in an interview
- Make it easy for the reader to contact you by providing your phone number(s), email, and the best time to reach you
- Thank the contact person for his or her time and consideration

Sincerely,
(4 spaces)

Your Signature

Your typed name
(2 spaces)

Enclosure

Sample Cover Letter

1245 Candlewood Lane
Rochester, MI 48076

April 17, 2014

Janice Smith
Smith Marketing Associates
125 Smith Blvd.
Rochester, MI 48095

Dear Ms. Smith:

Please consider the attached resume for the position of Marketing Associate that was posted on OUCareerlink.com. In your advertisement you mention that you are looking for a candidate with excellent writing and public speaking skills as well as the ability to plan workshops. My writing skills and career-related experiences make me well qualified for the position.

As a sociology major, I have written 20 term papers over the past four years and have consistently received excellent grades and comments on my writing style. I also currently write articles for the university newspaper and have been editor for the past year.

In terms of public speaking experience, as an intern for the Career Services office on campus I have facilitated information sessions to students interested in obtaining career-related experience. I am also a tour guide for the Admissions Office. I am excited at the thought of using similar skills for the Marketing Associate position.

I look forward to meeting with you to further discuss my qualifications and talk with you in detail about the position. Please feel free to call me at 248-555-5555 or email at doe@oakland.edu. Thank you for your consideration.

Sincerely,

Your Signature

Jane Doe