

RESUME WRITING & COVER LETTERS



Brought to you by the Pittsburgh
IAP/ARS Family Support Office
Building 316 Room 122
(412) 474-8544

TABLE OF CONTENTS

Introduction	1
The Purpose of a Resume	2
A 30-60 Second Image Management Activity	3
You Are What You Write	3
Types of Resumes	4
Twenty Eight Resume Rules to Consider	6
Chronological Resume	9
Combination Resume	11
Technical Resume	14
Examples of Occupations and Major Skills	16
Major Skill Areas	17
Skills Found in a Cross Section of Careers	18
Model for Developing Sentences for Resumes	19
Job Descriptions	20
Accomplishment Statements	21
Career Summaries	22
Action Verbs	23
Adjectives & Adverbs	24
Resume Checklist	25
Cover Letter/Letter of Application	27
Checklist for Cover Letters	29
Cover Letter – Response to Advertisement	30
Cover Letter – Sent to Employer Blind	31
Cover Letter – Sent to Employer Mutual Contact	32
Thank You Letter	33
Sample Thank You Letter	34
Resume' Writing Worksheet	35

INTRODUCTION

1. Resume writing is a skill that can be taught and learned. The purpose of this handout is to empower the student or user to be able to write interview winning resumes. The **goal** of writing an effective resume is to obtain an interview in order to become employed.
2. The civilian job market in the United States is evolving. Part of this evolution has resulted in down sizing and other job dislocating factors. These factors make it very important for employees to establish and maintain current resumes. Resumes are a useful tool for employees who may be eligible to take advantage of new promotion opportunities within their changing organizations, as a good resume can help concentrate the mind for internal interview opportunities.
3. Employer's are frequently inundated with job applicants. In some instances an employer may have hundreds of applicants to choose from with only a very few positions to fill. Larger corporations use computer driven scanning devices to read resumes, and then they select interviewees from those resumes that have phrases that best match job requirements.

4. In today's job market, it is very important to target resumes to the precise job being advertised. Use of computers and email can help you adjust your resume to the position you are applying for while leaving open opportunities for further job growth.

The Purpose of a Resume

Why you need a resume

The basic purpose of a resume is to secure an employment interview

It has become standard practice among employment agencies to require job applicants to submit resumes. In fact, agencies specializing in top-level jobs will not consider a job applicant without a resume.

You'll need a resume to enclose in your letters of application to prospective employers. It serves as an introduction and opens your door for a personal interview.

You'll need a resume when you use the cold call techniques of job hunting. This is, when you make the rounds of business firms on the chance you may be lucky enough to be granted an interview without an appointment. Even if this approach does not lead to an immediate job offer, the resume you leave the employer serves as a reminder of your qualifications for a possible job offer in the future.

A resume will be needed when you write a letter in response to a help wanted ad. The ad may or may not specifically request a resume, but it is generally good practice to enclose a resume with your letter of application.

In today's job market, it is very important to target resumes to the precise job being advertised. In order to do this in this age of digital technology, you may wish to write a master resume that can be quite lengthy. Then extract from it those areas that most precisely reflect the needs of the employer and present them. This can be done with simple cutting and pasting.

A resume is needed to publicize your job qualifications among friends and acquaintances. Networking constitutes one of the major sources of job leads. Don't hesitate to let your friends and acquaintances know the kind of job you are looking for and what your qualifications are.

The resume, as you can see, is important from all angles. It can be a passport to the job you are looking for.

A 30 to 60 second Image Management Activity

Resume writing is first and foremost a 30 to 60 second image management activity. In the first 10 seconds the employer forms a strong first impression. It takes employers no more than 30 to 60 seconds to read and respond to your resume. Therefore, you must quickly **motivate** the reader to take action.

Your resume must communicate your best professional image in writing **before** you can expect to be invited to a job interview. How and what you write as well as which methods you choose to disseminate and follow-up your message, will largely determine how effective you are in moving the employer to take action in reference to your qualifications.



You are what you write

When writing and sending resumes to strangers, you are in their minds, essentially what you write. Your one or two page resume succinctly says a great deal about your professionalism, competence, and personality that goes beyond just documenting your work history, education and experience. Your resume must have sufficient impact to move employers to contact you, interview you over the telephone, and hopefully invite you to a job interview that leads to a job offer and renewed career success. If you fail to properly write, produce, market, and follow-up your resume, you will most likely conduct an ineffective job search campaign.

Types of Resumes

RESUME STYLES

There are **five major** types of resume styles used. They are the chronological, functional, combination (performance) resumes, technical and targeted. Each of these has strengths and weaknesses. Each is discussed below.

A *Chronological Resume* lists and describes each position you have held in chronological order, starting with your most recent job and working back. It also lists information about your education and other activities.

CHRONOLOGICAL

ADVANTAGES

- Emphasizes career growth
- Emphasizes growth in responsibilities
- Emphasizes loyalty to job
- Emphasizes impressive job titles

DISADVANTAGES

- Highlights spotty work history
- Works less well if changing careers

A *Functional Resume* groups your skills and responsibilities under headings that describe job duties, like: **Technical, Mechanical Maintenance, Management/Supervisory, and Administrative.**

FUNCTIONAL RESUME

ADVANTAGES

- Emphasizes skills
- Incorporates wide variety of experience (helps overcome the generalist problem)
- Masks spotty work history

DISADVANTAGES

- De-emphasizes career growth
- De-emphasizes managerial/supervisory skills
- Disliked in some business, such as engineering & professional fields

A *Combination or Performance Resume* combines elements of both the functional and the chronological resume into a single product.

COMBINATION RESUME

ADVANTAGES

- Highlights achievements & experience

DISADVANTAGES

- Uses space which could be devoted either to skills or to work experience

A *Technical Resume* identifies skills areas pertinent to a range of areas that may be of use to a company. Many companies looking for IT professionals are very interested in the languages and or platforms they have their experience with. As such these resumes may “bust” the normal two page limits of resumes.

THE TECHNICAL RESUME

ADVANTAGES

- Helps folks with extensive background using tools
- Is a resume of choice for programmers and other IT professionals.

DISADVANTAGES

- May be lengthy
- May hide job changes

A *Targeted Resume* focuses solely on the job being advertised. Sample headings might include *Professional Skills* or *Technical Expertise*.

TARGETED RESUME

ADVANTAGES

- Uses all areas to highlight applicant qualifications for that specific position.
- Shows the breadth & depth of the applicant's skills.

DISADVANTAGES

- It is time consuming to write targeted resumes for different positions
- Hard to effectively write unless the writer has specific skills related to the position.

TWENTY EIGHT RESUME RULES TO CONSIDER

1. Write your resume to show employers three things:

- a) The amount and kind of **responsibility** you have handled.
- b) The **results** you have achieved.
- c) The **relevancy** of your past responsibilities and accomplishments to their needs.

Note: It is helpful to think about your responsibilities in terms of problems you dealt with, actions you took to overcome the problems and what resulted from the action. The you can develop **Problem-Action-Results** (P-A-R) statements for each job and use them to write your resume.

2. List your **achievements** and **how you solve problems**, not simply your responsibilities. In other words, explain how you increased operational efficiency, the amount of money you saved or raised, the number of people who used the service or product, the action that came as a result of your efforts, etc. Write these items in phrases that identify the problem, note the solution, and describe the result.

3. Use **action words (performance verbs)** to describe duties and accomplishments (designed, coordinated, initiated, produced, supervised, etc. Write these items in phrases that identify the problem, note the solution, and describe the result.

4. Use **statistics or numbers** when you can, to show the results of what you did (i.e., size of organization, number of people supervised, length of report, time involved, size of budget, amount of money raised, etc.) Identify types of people, services, products, programs with which you worked.

5. Use the correct language-use the **words and phrases the potential employer uses** in the ads and organizational literature. Make your resume show that you're acquainted with the field. **If you are in the military, do not describe** your present job in military language.

6. **For military members:** emphasize the advantages you bring by having a military background. These advantages include:

- leadership training;
- ability to conform to rules and structure;
- ability to learn with advanced training;
- ability to work as a team member and team leader;
- ability to work with all types of people;
- ability to work under pressure and meet deadlines;

- security clearances
- systematic planning experiences
- ability to give and follow directions
- flexibility resulting from many adaptations

7. **Be specific** about your job and accomplishments; leaving nothing to the imagination.

8. **Be selective** in the information you provide with your resume. Choose only information that relates to the jobs you seek.

9. Include **volunteer** experience **relevant** to the position sought. Also, include data on travel, languages, hobbies, certificates, if relevant to the target job.

10. Avoid using abbreviations, "i.e.," and parentheses. **Spell out everything**, especially **military terms (if applicable)**.

11. **Do not include unnecessary data** about your age, height, weight, marital status, children, spouse, race, religious and political affiliations, hobbies, or personal photographs.

12. Select the **format** (i.e., Chronological, Functional, Combination or Technical) that will best **relate your experience** to your job target. There is no "standard" resume format to follow.

13. **Write your own resume.** Seek all the advice you can, but since you'll be the one at the interview, you'll make the best author. If you decide to use a resume writing service, work closely with the writer to make sure that the resume reflects *your* experience and personality.

14. Keep your resume **brief, clean** and **easy to read** with lots of white space on the page. Use the minimum number of words to convey what you wish to say. Be able to *defend every word*.

15. Match the "style" of your resume to the organization to which it is sent. Avoid the "slick look" that many resume-writing services offer. Print resume and cover letter on matching bond paper-white, bone, ivory, or light gray. Use **black print** and use a standard type face, unless you are applying to be a graphic artist.

16. Avoid gimmicks, and curtsy resume write-ups. **Be creative, but always professional.**

17. **If possible**, you want your resume on a computer hard drive, or disk so you can easily make changes.

18. Be impressive in describing your experiences, but always be **100% honest**. Never exaggerate or misrepresent yourself. Research data indicates 80% of

employers check with past employers, and 80% verify at least some information on the resume.

19. Make several **drafts** of your resume--boil it down to essential information and have it critiqued before it is copied. Recognize that you may need to write several different resumes in order to customize it for specific jobs.

20. **Always** send a *cover letter* to accompany your resume.

21. **Do not include names of references** on your resume. You may include the statement "References available upon request" at the bottom of the resume. However, make copies of a typewritten list of references, including their names, titles, place of work, work address and work phone number. You may offer this list at an interview or have it handy for requests.

22. **Don't mention your salary** on your resume. It is best discussed in person or in your cover letter if you are required to do so.

23. **Be positive** in what you say about yourself--stress your strengths, not your weaknesses.

24. Keep a **list** of all resumes sent to employers, including dates sent, to whom, and action taken.

25. **Use "feedback"** from friends, relatives, and interviewers as to how your resume is coming across and modify where necessary.

26. Your resume should not be longer than two pages. Often one page is enough, especially if you have limited work experience. Exception to this would be a technical resume where the employer may be interested in the software or platforms you have experience in.

27. **Pay particular attention** to how your resume looks. Make sure there are no stray marks from the copy machine; make clear headings; leave some blank space on the page. If it *looks easy to read, it becomes easy to read*.

28. Include a **Special Skills** section when you can, to note languages you speak, computer hardware and software that you can use, and machinery or equipment that you can operate, build or repair.

Chronological Resume

SUSAN MEADOWS
3158 Tangle Wood Dr.
Coraopolis, PA 15108
(915) 655-4433
E-mail: meadows@land.net

OBJECTIVE: List ALL positions you are applying for in the area you're targeting.

CAREER SUMMARY

Over 8 years of progressive experience in bank management and loan processing. Known by others as a positive, personable manager with a good reputation for customer service. Selected to represent my bank for the State of Pennsylvania in a national conference of loan officers.

PROFESSIONAL EXPERIENCE

Loan Officer 1996 to present
PNC Bank
Moon Township, PA

Reported directly to the Manager of the most active Western Pennsylvania branch bank and supervised four clerical staff. Assisted qualified loan candidates with developing business plans and loan proposals in amounts exceeding \$1 million. Maintained 25 personnel and payroll records on employees. Conducted interviews with prospective bank clients.

- Processed over 200 loans over a 12 month period – accomplished background checks and processed with such thoroughness that to date no loans have been defaulted on.
- Developed a new loan processing form which has speeded up the loan processing time by 25% and provided for more accuracy of client information. The form is being adopted by all branches.

Head Teller 1993-1996
Bank of Hawaii
Honolulu, Hawaii

Reported to the Manager of a branch bank. Handled amounts of over \$80,000 thousand daily in processing deposits for checking, savings, merchant's and money market accounts. Cashed checks, sold travelers' checks, savings bonds and cashier's checks. Balanced daily cash on hand. Opened new accounts.

Susan Meadows

- Worked with the marketing department to develop a new plan to reach out to an untapped market of prospective customers, military members.
- Within the first month of the new marketing plan's inception 25 new accounts were opened by military members.
- Recognized with an employee of the year award for problem solving skills and conflict resolution in dealing with customers.

Teller
1st National Bank of Florida
Miami, Florida

1991-1993

Reported to the Head Teller of a branch bank. Processed deposits for checking, savings and money market accounts in amounts over \$40,000 daily. Cashed checks. Sold travelers' checks, money orders, savings bonds and cashiers' checks. Answered customer inquiries about checking, savings and other accounts. Balanced daily cash on hand.

- Received award for having the highest accuracy rate in balancing daily cash.

EDUCATION & TRAINING

B.B.A.	Florida International University, Miami, FL	1990
Major	Finance	

Supervisory Course, 40 hrs	1996
-----------------------------------	-------------

The Art of Customer Service, 24 hrs	1993
--	-------------

SKILLS/TECHNICAL EXPERTISE

Well versed in Microsoft Office, Word Perfect and Lotus 123. Type 55 wpm. Fluent in Spanish.

AWARDS

Employee of the Year	1995
-----------------------------	-------------

PROFESSIONAL MEMBERSHIPS

Member of the National Association of Financial Consultants since 1996.

Combination Resume

JANET MORSE
300 Mocking Bird Lane
Newton Square, PA, 19073
(610) 775-5757
E-mail: morsecode@land.net

CAREER OBJECTIVE: Management, Human Resource, or Training and Development position.

KEY QUALIFICATIONS

- Innovative and dedicated Human Resource manager with 9 years of experience in the full range of human resource functions for organizations of up to 5,000.
- Major skill areas: human resource planning, training and development, management, budget, program design and implementation, employee productivity, and staffing.
- Awarded Outstanding Human Resource Manager for "work that exemplifies the relationship between good human resource management and profitability."

CAREER HIGHLIGHTS

HUMAN RESOURCE PLANNING

- Designed and installed the organization's first human resource information system resulting in an estimated annual savings of 50% in time and productivity.
- Designed and implemented a human resource computer model providing a first-time link between human resource planning and organizational planning.
- Strong reputation for "innovative programs designed to maximize human productivity and overall organization effectiveness."

EMPLOYEE PRODUCTIVITY

- Developed and implemented a bold new management incentive system which increased morale and management productivity 25%.

JANET MORSE

- Designed and installed a professional exempt employee internal posting system ~ recognized as a key factor in improving the overall morale and productivity of professional employees.

EMPLOYEE STAFFING

- Successfully directed a major hiring campaign resulting in the employment of 90 engineers in five months to meet a stringent deadline in support of a major expansion project.
- Saved \$150K per year in recruiting costs through the implementation of effective prescreening and recruiting techniques.
- Implemented a unique candidate assessment process credited with improving the quality of employee assessment and selection 50%.
- Developed, implemented, and trained key hiring management personnel in the use of "focused selection" interview techniques credited with substantial improvement and increased reliability of the selection process.

MANAGEMENT

- Managed a Corporate Human Resource Department of 52 employees and an annual budget of \$3.2 million.
- Managed a Corporate Staffing Department of eight employees and an annual budget of \$2.1 million.
 - Known as a "strong positive mentor who promotes collaboration and energizes work teams."

PROFESSIONAL EMPLOYMENT

Director of Human Resources, XYZ Company, Chicago, IL	1998 to present
Human Resources Assistant Manager, C. Brewer & Co, Honolulu, HI	1992 to 1997
Human Resources Technician, C. Brewer & Co, Honolulu, HI	1990 to 1992
Staffing Specialist, Carson Manufacturing Co., Boise, ID	1988 to 1990

JANET MORSE

EDUCATION

M.B.A. University of Illinois E.D.G. 1997
Major: Human Resource Management

B.A. University of Hawaii, 1994
Major: Human Resource Management

PROFESSIONAL TRAINING

Facilitating Strategic Planning	40 hours, 2004
Managing and Planning Tools	40 hours, 2002
Covey Seven Habits of Highly Effective People	36 hours, 1996
Personnel Management	80 hours, 1995
Team Facilitation	40 hours, 1994

CERTIFICATIONS

Certified in Human Resource Development, 1996.
Certified in Training and Development, 1996.

TECHNICAL SKILLS

Novell Netware, Microsoft Word, Microsoft Exchange, Excel, Power Point, Access.

AWARDS

Received annual Superior Performance Award, 2003.

PROFESSIONAL AFFILIATIONS

American Society for Training and Development.

LANGUAGE

Working knowledge of Spanish.

Technical Resume

CLIFF WHITTAKER

4705 Beaver Grade Road
Moon Township, PA 15108
(412) 262-4400
Cell (724) 928-1119

CAREER OBJECTIVE: List **ALL** positions you are applying for in the area you are targeting

TECHNICAL EXPERTISE (or) KEY QUALIFICATIONS

- Programming: Pascal, Assembly, Basic
- LAN Systems Manager
- Cisco Systems Administrator
- Systems Procurement
- VAX VMS Operating Systems
- Conversational Spanish
- Technology Acquisition
- Total Quality Management
- Microsoft Professional Suite
- Unisys 4400/6600 Main Frame
- Department of Defense Top Secret Clearance

(List the skills you must have in order to qualify for the position, i.e. List hardware, software, operating systems, networking skills, languages, required certification, machinery or equipment you must operate; list all certifications)

PROFESSIONAL EXPERIENCE

Telecommunications Technician 1998 to present
United States Air Force

Report directly to the Superintendent of a telecommunications center consisting of a 15 person staff and \$187 million in computer assets. Supervised and trained staff in network, traffic and technical control of a communications-computer system servicing 2200 users. Performed trouble shooting, maintained equipment and technical records.

- Migrated 2200 computers to a new server with no working down time for users.

- Developed a new customer service plan, decreasing response time to customers by 25%.

[Continue with other headings similar to those under the Combination Resume example.]

EXAMPLES OF OCCUPATIONS AND MAJOR SKILLS

Office Manager

Office Management Scheduling Records Management

Bank Management

Account Management Customer Service/ Relations Data Processing

Instructor/Trainer

Analysis and Evaluation Instruction Coordination Quality Control

System Trainer/Evaluator

Training Evaluation Management Testing

Mechanic

Mechanical Supervision/Training Customer Service

Communication Technician

Mechanical/Technical Systems Analysis Troubleshooting
Records Management Data Collection Customer Service

Technical Coordinator

Coordination Production Analysis & Evaluation Communication

Customer Service Representative

Telecommunications Customer Service Production Sales

Systems Administrator

Computer Programming Analysis & Evaluation Customer Service
Product Development

Human Resources Advisor

Staffing Training Organizational Development Compensation
Benefits Labor relations

Financial Manager

Financial Planning Domestic Finance Investor Relations Money & Banking

Legal Assistant

Office Management Computer Usage Research Legal Knowledge

Quality Control Inspector

Inspection Evaluation Trend Analysis Deficiency Reporting

Telecommunications Technician

Technical Skills Testing & Fault Isolation Quality Control/Monitoring

MAJOR SKILL AREAS

Account Management	Equipment maintenance
Acquisition	Evaluation
Advising	Expense reduction
Advocacy	Field Research
Analysis and evaluation	Film and video
Audio-visual presentation	Financial planning
Bookkeeping	Food preparation
Business management	Forecasting
Career development	Fundraising
Classroom teaching	Graphic design and layout
Clerical	Group benefits
Client services	Human services
Communications	Inspection and maintenance
Community organizing	Instruction
Community relations	Interviewing
Computer programming	Inventory control
Computer usage	Investigation
Construction	Labor relations
Consultation	Language Interpreting
Contracts and agreements	Legal
Coordination	Management Analysis
Corporate administration	Market research
Cost analysis	Marketing
Counseling	Media
Curriculum development	Mediation
Customer relations	Merchandising
Customer service	Negotiation
Data processing	Nursing
Decorating	Office Management
Design	Outreach
Directing	Performing arts
Display	Personal administration training
Drafting	Photography
Editing	Planning
Education	Policy making
Electronics engineering	Presentation
Employee relations	Printing
Environmental planning	Product development
Production	Sales
Professional development	Scheduling
Program design/development	Secretarial
Promotion and publicity	Social Work
Public relations	Special education
Public speaking	Staffing
Publishing	Supervision
Purchasing	Systems analysis
Quality control	Teaching
Real estate	Technical writing
Records management	Telecommunications
Recruiting	Testing
Reporting	Training
Research	Visual arts
Resource management	Volunteer management
Restaurant management	Word processing

SKILLS FOUND IN A CROSS SECTION OF CAREERS

administering programs	managing and organization
advising people	measuring boundaries
analyzing data	mediating between people
appraising services	meeting the public
arranging social functions	monitoring the progress of others
assembling apparatus	motivating others
auditing financial records	negotiating contracts
budgeting expenses	operating equipment
calculating numerical data	organizing people and tasks
checking for accuracy	persuading others
classifying records	planning agendas
coaching individuals	planning organizational needs
collecting money	politicking with others
compiling statistics	preparing materials
confronting other people	predicting futures
constructing buildings	printing by hand
coordinating events	processing human interactions
corresponding with others	programming computers
counseling people	promoting events
creating new ideas	protecting property
deciding uses of money	questioning others
delegating authority	raising funds
designing data systems	reading volumes of material
dispensing information	recording scientific data
displaying artistic ideas	recruiting people for hire
distributing products	rehabilitating people
dramatizing ideas or problems	remembering information
editing publications	repairing mechanical devices
enduring long hours	repeating the same procedures
entertaining people	researching in library
estimating physical space	reviewing programs
exhibiting plans	selling products
expressing feelings	serving individuals
finding information	setting up demonstrations
handling complaints	sketching charts or diagrams
handling detail work	speaking in public
imagining new solutions	supervising others
initiating with strangers	teaching classes
inspecting physical objects	tolerating interruptions
interpreting languages	updating files
interviewing people	visualizing new formats
inventing new ideas	working with precision
investigating problems	writing clear reports
listening to others	writing for publication
locating missing information	

MODEL FOR DEVELOPING SENTENCES FOR RESUMES AND APPLICATION FORMS

Job hunters often fail to adequately communicate their past work experiences. When you use this model as a tool, it may enable you to describe your work duties better. The **best writers** use action verbs to describe their fictional or dramatic action scenes. Advertisers use action words to get their product's message across. The **model** listed below may not be applicable to every sentence, but parts of the model might be used in every sentence.

<u>ACTION:</u>	Verb
<u>OBJECT:</u>	What Quantity or size Subject, type, or kind
<u>OUTCOME:</u>	For whom Purpose Final Results

The next step is to put together the elements listed above to describe an accomplishment: (Use numbers and amounts whenever possible)

Filed medical records for large hospital surgical department to simplify billing procedures.

Wrote 16-page booklet, "How to Conduct Leadership Training Programs," for coordinators of volunteers in order to promote staff development in the agency. Earned an award from Headquarters Personnel for superior writing quality.

Organized 20-member youth group to canvass suburban community to increase support and collect funds for political candidates. Efforts resulted in campaign pledges of \$5,000 after only three days of canvassing.

JOB DESCRIPTIONS

1. Reporting Level

2. Scope of Responsibility

3. Duties

Customer Service Supervisor

Reported to the Branch Manager of an international bank. Supervised 15 customer service representatives serving a community of 6,000. Reconciled accounts, analyzed account records, conducted research, corrected discrepancies, collected on overdrawn accounts.

Office Manager

Reported to the Director of a Clinic serving over 1,000 patients on a weekly basis. Supervised two clerks who schedule appointments. Processed all bills for customer services. Posted information to medical and accounts receivable records. Inventoried and ordered office and medical supplies.

Department Head of Satellite Supply

Report to Director of \$54 million division. Supervise 9 staff providing support to factory , and overall support for 460 personnel. Manage purchasing, receiving, inventory, shipping, and budget.

Human Resources Manager

Report to Division Director of human resources division serving 3,500 personnel. Supervise twenty staff and manage all facets of job placement, counseling performance appraisals, career development, retention, and management training.

Telecommunications Technician

Report to the Superintendent of a 48 staff, \$150 million telecommunications center. Provide operational management for 198 personnel and 32 communications facilities. Train 8 technicians and provide troubleshooting, maintenance, and quality control of 1,200 circuits ranging from analog telephone circuits ranging from analog telephone circuits to 26.122 MBS trunks.

Relocation Manager

Report to the Director of the Family Support Center serving a community of 4,000. Managing the relocation Department, supervise a Relocation Specialist and train and supervise 88 volunteers. Design, implement, manage a full range of relocation programs with as many as 17 programs running concurrently, organize community agencies to provide cooperative programs and manage all promotions.

ACCOMPLISHMENT STATEMENTS
Action verb - object quantified outcome.

Accomplishment statements are used to prove, by quantifying, what you did that exceeded minimum requirements; to highlight a prestigious job or an award; to highlight work-relation skills; or to expand on a skill or job description.

(Quantifying examples: Increased operational efficiency, people receiving service, productivity, sales volume, profits. Decreased: layoffs, down time, dollars, service time, turnaround time).

- Received the annual Employee of the Year award for sustained superior performance.
- Selected to teach new loan procedures to staff due to outstanding job performance.
- Consistently received 80% or more "excellent" and "exceeded expectations" ratings from students on classroom training techniques and knowledge of subject matter.
- Strong reputation for "treating employees well so that they provide the best care to customers."
- Known as a "strong positive mentor who promotes collaboration and energizes work teams."
- Strong positive reputation for "team building and coaching others."
- Strong reputation for "forming cohesive work teams and rewarding innovative ideas."
- Designed aggressive marketing strategies that increased client utilization of services by 500%.
- Generated 16 service projects running concurrently which doubled the number of services offered customers.
- Instilled a sense of teamwork among subordinates, resulting in a 30% increase in the number of client problems resolved successfully.
- Planned and executed an extensive maintenance and upgrade plan, covering 200 heating systems and mechanical rooms, reducing service calls by 37% and increasing system reliability by 20%.
- Reduced claim adjudication time from 10 days to 5 days.
- Streamlined disability benefit payment system resulting in a 50% decrease in amount of time to process payments.
- Designed new template for gathering data on customer accounts decreasing the time to enter information by 25% and increasing the accuracy of information by 50%.
- Redesigned filing plan decreasing time spent looking for files by 30%.

CAREER SUMMARIES

1. Dynamo describers.
Areas*.

2. Occupation & total years of experience.

3. Scope of responsibility.

4. General duties or Major Skill

5. Reputation statement.

6. Special accomplishment!

7. Special award.

Production Manager

High-energy Production Manager with 10 years experience as production controller for up to 600 tasks in 19 separate work areas. Directed and coordinated 150 personnel while scheduling and documenting all segments of each task, ensuring 100% on-time delivery schedule! Known for, "taking care of people so they get the job done".

Human Resources Manager

Awarded Outstanding Human Resources Manager in the Far East Division! Over 5 years of progressive experience in the field of Human Resources Management with a strong emphasis in job placement, counseling, career development, retention, and management training. Reorganized Human Resources department of 2,000 employee organization, resulting in 30% increase in response time and range of services offered customers!

Marketing and Sales Manager

Energetic Marketing and Sales Manager with 15 years experience. Developed entire \$2 million operation, and managed budget, sales, shipping, marketing and inventory. Proven track record in marketing, sales, public relations, staff development, and international production and distribution. Known as, "a team-player with great ideas". Designed telemarketing program resulting in 25% sales increase overall!

Communications and Information Manager

Extremely skilled Communications and Information Systems Manager with 15 years experience in systems engineering, management, systems development, and analysis, with state-of-the-art telecommunications systems. Installed, operated, maintained, and merged \$3 million communication and information systems for 1,000 person organization. Designed and implemented systems analysis project saving \$10,000 annually!

Logistician

Highly motivated Logistician with 15 years of progressive experience and documented success in the fields of Government contracting and procurement, personnel management, financial management, and resource conservation. Developed and implemented innovative operating plans for corporate wide warehousing and transportation functions for \$1.4 billion corporation saving 20% annual costs!

Relocation Assistance Manager

Certified Social Worker with 5 years experience related to Relocation. Designed, implemented, and managed full range of relocation services for a community of 4,000. Doubled services available to clients within 6 month period! Dynamic strengths in community organization, marketing, public relations, management, and innovative program development.

ACTION VERBS SKILL VERBS

CREATIVE

authored
conceived
created
designed
developed
devised
directed
enhanced
established
formulated
illustrated
improved
initiated
introduced
invented
launched
marketed
originated
planned
prepared
produced
proposed
set up
structured
wrote
assisted
clarified
CLERICAL &
RESEARCH
Arranged
automated
budgeted
calculated
catalogued
classified
collected
compared
compiled
completed
computed
critiqued
decreased
diagnosed
dispatched
distributed
evaluated
examined
executed
generated
identified
implemented
inspected

interpreted
interviewed
investigated
monitored
operated
organized
prepared
processed
purchased
recorded
retrieved
reviewed
scheduled
screened
summarized
surveyed
systematized
tabulated
validated
verified
expanded
guided

HUMAN RESOURCES

advised
assessed
increased
initiated
coached
collaborated
consulted
counseled
diagnosed
educated
employed
grouped
guided
handled
hired
integrated
mediated
monitored
motivated
negotiated
recruited
represented
sponsored
strengthened
trained
revised
sorted
strengthened
supervised

MANAGEMENT & LEADERSHIP

administered
analyzed
assigned
attained
authorized
chaired
consolidated
contracted
controlled
coordinated
delegated
developed
directed
evaluated
enacted
established
exceeded
executed
audited
balanced
headed
implemented
improved
incorporated
managed
marketed
instituted
investigated
launched
led
maintained
managed
mediated
negotiated
organized
oversaw
performed
planned
prioritized
produced
proposed
recommended
reduced
repositioned
retained
reviewed
scheduled
trained
turned around

TECHNICAL

assembled
built
calculated
computed
designed
engineered
operated
overhauled
programmed
remodeled
repaired
solved
upgraded
interpreted
interviewed
FINANCIAL
allocated
analyzed
appraised
persuaded
presented
budgeted
calculated
computed
forecasted
represented
sold
planned
projected
tabulated

TEACHING

advised
clarified
coached
communicated
encouraged
evaluated
explained
guided
influenced
informed
instructed
interpreted
lectured
persuade
stimulated
surpassed

COMMUNICATION

addressed
arbitrated
arranged
authored
convinced
corresponded
developed
directed
drafted
edited
enlisted
formulated
influenced

lectured
moderated
negotiated
participated

presided
promoted
publicized
recruited

spoke
translated
wrote

SUCCESS WORDS

accomplished
awarded
corrected
diverted
eliminated
expanded
generated
identified
improved
masterminded
pioneered
rectified
single-handedly
solved
strengthened

was promoted to
was responsible for

ADJECTIVES AND ADVERBS

academically
 accurate (ly)
 active (ly)
 aggressive (ly)
 alert (ly)
 ambitious (ly)
 analytical (ly)
 artistic (ally)
 assertive (ly)
 bold (ly)
 bottom-line
 broad-minded (ly)
 businesslike
 capable (ably)
 careful (ly)
 challenging
 competent (ly)
 competitive (ly)
 confident (ly)
 conscientious (ly)
 conservative (ly)
 considerate (ly)
 consistent (ly)
 cooperative (ly)
 creative (ly)
 deliberate (ly)
 demonstrated ability
 demonstrated
 excellence
 determined
 dignified
 diversified
 dynamic
 eager (ly)
 efficient (ly)
 energetic (ly)
 excellent record
 achievement
 excellent
 reputation for
 extremely skilled
 fair-minded (ly)
 farsighted
 firm (ly)
 flexible (ibly)
 forceful (ly)
 formal (ly)
 hard-working
 helpful (ly)
 high (ly)
 highly knowledgeable
 highly motivated

high-energy
 imaginative (ly)
 imposing
 independent (ly)
 individualistic
 industrious (ly)
 informal (ly)
 intellectual (ly)
 intelligent (ly)
 inventive
 liberal (ly)
 logical (ly)
 loyal (ly)
 mature (ly)
 methodical (ly)
 meticulous (ly)
 moderate (ly)
 motivated
 on-time
 opportunistic
 optimistic (ly)
 organized
 original
 outgoing
 painstaking (ly)
 patient (ly)
 persevering
 polite (ly)
 powerful strengths
 practical (ly)
 precise (ly)
 progressive (ly)
 proven track record
 prudent (ly)
 purposeful (ly)
 quick (ly)
 rational (ly)
 realistic (ally)
 reliable (ably)
 resourceful (ly)
 responsible (ibly)
 results oriented
 self-confident
 self-controlled
 sensible (ibly)
 serious (ly)
 significant (ly)
 sincere (ly)
 solid strengths
 spontaneous (ly)
 stable
 strong-minded (ly)

strong (ly)
 successful (ly)
 supportive
 sustained
 excellence
 tactful (ly)
 tenacious (ly)
 thorough (ly)
 thoughtful (ly)
 tolerant (ly)
 tough
 trustworthy
 understanding
 unexcitable (ably)
 verbal (ly)
 versatile
 well documented
 track record
 wise (ly)

RESUME CHECKLIST

CONTENT

Order of Information

Does the most important category come first?
Is the organization logical and clear?
If you did not have a job title did you create one?

Completeness

Are all major topics-especially the characteristics of the ideal candidate emphasized by the employers-covered?
Is each area concise yet complete?
Are duties *and* achievements described in specific terms?

Relevance

Is there a clear reason for each piece of information?
Has the information been tailored to targeted field and job?

Layout

Is the resume appealing and easy to scan?
Does it use headings effectively?
Does it use white space, indentation, underlining, capitals, and spacing effectively?
Does it have professional look?

Consistency

Are layout features-headings, spacing, type, ink-handled consistently throughout?
Is the wording consistent throughout (*parallel structure or noun or verb beginnings*)?

Word Choice

Are action verbs used?
Are inappropriate jargon and military abbreviations avoided?
Is the language clear and straightforward?
Do you avoid the use of the word "I"?
Civilianize, avoid military jargon

Mechanics

Are there any errors in spelling, grammar or punctuation?
Are there any typographical errors?
No weird fonts, 10 to 12 pitch fonts should be used
No italics, some resumes are scanned
Fold the resume', do not send flat as it may get crumpled in the mail box
Use 20 pound bond paper, be sure it is off white or light colored
Resume' paper typically has a water mark and some cotton content
Do not express mail unless time runs out

Education

Omit high school if you have higher
Put the most recent education achieved at the top
If grade point average is 3.5 or higher then mention the GPA
If academic honors were earned then include those

References

You may state references available upon request but this is often wasted space
Have 3 personal and five professional references on tap.
Be sure you have contacted them about type of work you are seeking, and be certain they will vouch for you
Do not include all references each time you present, rotate them
Have a reference sheet available using same paper as on resume

COVER LETTER/LETTER OF APPLICATION

Resumes tend to be cold, formal documents. For this reason, receiving one without additional information can be like receiving a limp handshake or a cold fish in the hand.

The cover letter is like personal notes that will allow you to target your resume to a particular person in the company and to expand on or highlight certain skills or abilities you think are particularly important to the employer.

If you have researched the employer, you should have some sense of what department could use your skills, whether or not there are openings becoming or already available, and who may do the interviewing or supervising in those sections of the company. You obtained most of the information by calling over the phone or setting up an appointment to talk to someone in the company. Alternatively, you may have discovered this information on the Internet?

When possible, your cover letter should be addressed to a particular person in the company – preferably someone you may have spoken to over the phone or visited in person. Where it is not possible to single out a particular reader for your correspondence, you can address the letter to “Dear Sir/Ma’am” or “Gentlemen” at a small company, or to the Personnel of HR Director at a larger company. However, remember this is a personal letter, and the letter begins to be de-personalized immediately if it is not directed to a specific individual.

This letter has three major parts:

1. an opening that explains why you are writing;
2. the main body which links your accomplishments to the company’s needs; and
3. the closing which states that you will be making contact with the company

Information you will want to be sure to include in the letter will be:

- the kind of job you are seeking
- a brief summary (not the same information on your resume) of your qualifications;
- special abilities;

- other information which makes you particularly suited to the company; reference to the accompanying resume, and;
- when you will contact the company.

Remember, unless you have special skills this company cannot otherwise obtain, the company probably has a lot of resumes and applications from people applying for the same job you are. If you wait for them to contact you, you may be disappointed. Being assertive but not aggressive, makes you stand out as someone they should take an interest in hiring.

Just like the resume, the employer is not going to spend a lot of time on your cover letter. In fact, on the average, you are likely to get about 8 seconds of their time. To make good use of every second, you must immediately capture the interest of the reader by showing you have some knowledge of the company, and point out how much you have to offer the company. Keep it brief.

The letter should explain why the employer is getting the resume. For example, the letter may point out a referral by a person who is well known to the company, may refer to an ad in the paper, or may use the name of an employee who is a reference. If you use someone else's name, make certain you have cleared it with that person beforehand.

The cover letter can also provide additional information not addressed on the resume. For example, if it can be explained briefly you may want to touch on employment gaps, erratic job patterns, and removals, from employment. This is also an opportunity to point out personal qualities, abilities and goals which will support or add additional information to the resume.

While a good basic cover letter can be amended and used for several companies, you must avoid a cover letter which appears to have been reproduced for mailing to a lot of different companies. The most well-received cover letters and resumes are tailored to an individual company and job. The cover letter, just like a resume, must be original or a quality reproduction using black carbon typewriter ribbon, computer or word processor and a quality printer, preferably laser.

Just like a resume, you will want to use quality water marked bond paper, 20 lb or heavier, 8 ½" X 11" in size. The envelope should be business size and match the paper. While it is not critical that the resume paper color and the cover letter match, it is certainly more impressive. Once again, you have a choice of paper colors – preferably white or off-white, light gray, light blue, or cream.

CHECKLIST FOR COVER LETTERS

1. Employer will read for about 8 seconds. Make each second count.
2. First paragraph is vital – introduce resume package, catch interest of employer.
3. Do not duplicate resume information – summarize, expand on, add additional information
4. A separate letter for each employer and position
5. Use simple, natural, direct language. No cliché
6. Error free – no typos, misspellings, or grammatical errors. Have someone else read it for you.
7. Be specific – generalities bore, make you boring and appear off target.
8. Refer to sources – John Jones, your employee, referred me.” “ Your ad in the Tribune of Dec 1 2006, indicated
9. Direct the letter to a person or office
10. Show knowledge of company – everyone is more interested if you take an interest in them. (Requires you to have done employer research ahead of time).

If local, tell them you will follow-up with a call for an interview. Remember if you say you will call – DO IT! It's another indication to an employer whether you follow through with what you say you are going to do.

COVER LETTER - Response to Advertisement

YOUR NAME
Address
Telephone
Fax & E-Mail

Date:

Employer's Name & Title
Or, Manager, XYZ Department
Address

Dear Mr.\Mrs. Name (or Sir\Madam),

As the October Relocation Journal stated, "Pitney Bowes leads the industry with their Employee Relocation program which increased employee relocation efficiency by 20%", I was excited to see your ad for a Relocation position in the Sunday Times. I have worked in very challenging and high-visibility Relocation Assistance positions for the last 10 years and would bring a broad range of experience, energy, and innovative foresight to your Relocation Department. Here are just a few examples of my accomplishments that meet your requirements for experience in: Program Design and Management, Community Organization, Marketing and Public Relations:

- * Single-handedly designed and managed a full range of Relocation programs for a community of 4,000.

- * Expertise in community organization resulted in a 200% increase in cooperative programs.

- * Instituted aggressive marketing and public relations strategies that achieved up to 500% increase in program utilization.

Please consider my resume which expands on my qualifications in these areas. I would welcome an opportunity to meet with you and further discuss your needs for this position. I can be reached during the day at (123) 456-7891. I will call you the first week of December to see if we can arrange a meeting at your convenience. Thank you for your consideration.

Sincerely,

Jan R. Jobless

Enclosure

COVER LETTER - Sent to Employer Blind

YOUR NAME

Address

Telephone

Fax & E-Mail

Employer's Name & Title

Date:

OR, Manager, XYZ Department:

Address

Dear Mr./Mrs. Name (or Sir\Madam),

As the October Relocation Journal stated, "Pitney Bowes leads the industry with their Employee Relocation program which increased employee relocation efficiency by 20%!" The more I hear about Pitney Bowes Relocation Program, the more I want to become a member of your team. I have worked in very challenging and high-visibility Relocation Assistance positions for the last 10 years and would bring a broad range of experience, as well as energy, and innovative foresight to your Relocation Department. Here are just a few examples of my accomplishments in the areas of Program Design and Management, Community Organization, Marketing and Public Relations:

- * Single-handedly designed and managed a full range of Relocation programs for a community of 4,000.
- * Expertise in community organization resulted in a 200% increase in cooperative programs.
- * Instituted aggressive marketing and public relations strategies that achieved up to 500% increase in program utilization.

Please consider my resume which expands on my qualifications. I can be reached during the day at (123) 456-7891. Though you may not currently have a position open, I would welcome an opportunity to meet with you and discuss your Relocation Department. I will call you the first week of December to see if we can arrange a meeting at your convenience. Thank you for your consideration.

Sincerely,

Jan R. Jobless

Enclosure

COVER LETTER - Sent to Employer with Mutual Contact

YOUR NAME

Address

Telephone

Fax & E-Mail

Employer's Name & Title

Date: OR Manager, XYZ Department:

Address

Dear Mr./Mrs. Name (or Sir\Madam),:

I happened to meet a dear friend of mine, Joe Richards, at a conference last week. He spoke enthusiastically of his job and the senior management at Pitney Bowes and encouraged me to pursue employment there. We talked about the fact that Pitney Bowes leads the industry with their Employee Relocation program and boasts a 20% increase in employee relocation efficiency. I have worked in very challenging and high-visibility Relocation Assistance positions for the last 10 years and could bring a broad range of experience, as well as energy, and innovative foresight to your Relocation Department. Here are just a few examples of my accomplishments in the areas of Program Design and Management, Community Organization, Marketing and Public Relations:

- * Single-handedly designed and managed a full range of Relocation programs for a community of 4,000.
- * Expertise in community organization resulted in a 200% increase in cooperative programs.
- * Instituted aggressive marketing and public relations strategies that achieved up to 500% increase in program utilization.

Please consider my resume which expands on my qualifications. I can be reached during the day at (123) 456-7891. Though you may not currently have a position open, I would welcome an opportunity to meet with you and discuss your Relocation Department. I will call you the first week of December to see if we can arrange a meeting at your convenience. Thank you for your consideration.

Sincerely,

Jan R. Jobless

Enclosure

THANK YOU LETTER

- Following each interview, it is appropriate to send a brief thank-you letter to the employer. Express appreciation for the employer's time. Provide the date and name of the organization. Restate your interest in the position and mention that you are available and can provide additional information if requested.
- A thank-you letter is a routine aspect of the interview process; whether or not you continue to be interested in the position, it is a professional courtesy which leaves a positive impression with the employer.



JAN R. JOBLESS
Address
Phone Number

Ms. Employer
Title
Address

Date:

Dear Ms. Employer,

Thank you so much for meeting with me last Thursday to discuss the Relocation Program in your company. I enjoyed discussing the various facets of service provided by the program. After hearing about the position, I want to work for your company now even more than I did before!

You mentioned the house purchasing issue during our conversation. During my relocation work in Germany I organized the Home Buying Seminar for the base population and I am currently attending real estate seminars here to make myself knowledgeable of those resources in this area. I have lots of ideas for expanding your program!

I know that my 10 years of experience in the field and strengths in marketing, counseling, program development, public relations, and management, would enhance the services of your Relocation Program. I look forward to hearing from you regarding selection.

Sincerely,

Jan R. Jobless

RESUME WRITING WORKSHEET

Write the job you are applying for:

Write at least 4 major skill areas (examples on page 17) the employer would want.

Pick 5 past jobs you've had, that required similar skills, and target the job you're applying for. Write in chronologically reverse order, starting with most recent job. Write job title, employer, and dates of experience.

1. _____

2. _____

3. _____

4. _____

5. _____

1st Job:

Write a job description: (2-3 sentences including a. Reporting level b. Quantified scope of responsibility and c. Duties and responsibilities.)

Examples on page 20.

- a. Reporting level = Level of who you report to. Level of those you supervised & how many.

- b. Scope of responsibility = How big the organization was and how much of it you were responsible for. (i.e. Dollars worth of the organization, how much equipment, how many people in the organization, how large an area served, customers served)

- c. Responsibilities & duties of the job:

Combine reporting level, scope, and duties, and write your 3-sentence job description in good literary style:

2nd Job:

Write a job description: (2-3 sentences including a. Reporting level b. Quantified scope of responsibility and c. Duties and responsibilities.)

- a. Reporting level = Level of who you report to. Level of those you supervised & how many.

b. Scope of responsibility = How big the organization was and how much of it you were responsible for. (i.e. Dollars worth of the organization, how much equipment, how many people in the organization, how large an area served, customers served)

c. Responsibilities & duties of the job:

Combine reporting level, scope, and duties, and write your 3-sentence job description in good literary style:

Write 2 or 3 accomplishment bullets. Target your accomplishments to the employer's major skill areas. (Accomplishments = Action word – object – quantified outcome.)

1 _____

2 _____

3 _____

CAREER SUMMARY

Write your summary after you have written your job descriptions as it will summarize your entire work experience history. Include items 1-4. Items 5-7 are different options – use all, some or one. **Examples on page 22.**

- | | |
|--|---------------------------|
| 1. Dynamo describers | 5. Reputation statement |
| 2. Occupation & total years of experience | 6. Special accomplishment |
| 3. Scope of responsibility | 7. Special award |
| 4. General duties or Major Skill areas (page 17) | |
