

Creating an Effective Résumé



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Rule of Thumb for Résumé Showcasing

Pick up your résumé. Where are your thumbs? They are probably at about the midpoint of the page. Most employers spend 15 – 30 seconds when first examining résumé, and only seeing the top half of your résumé. Therefore, everything above your thumbs should be the most important information that you want to convey to the employer, and everything below your thumbs should support the message you are communicating.

In this short amount of time employers determine your strengths and if you have something to offer. If they feel that you do, they will look at your resume in more depth. If not, you will be filed away. You need to make sure that the employer knows what you are capable of doing. If you don't tell them, no one else will. Employers want to QUICKLY **screen you out**. Your goal is to get screened **IN**.

How do you fashion your résumé so that it gets noticed? The employer doesn't have time to search your résumé for pertinent information – you must provide it on a silver platter – easy to obtain and elegantly presented.

Take the time to craft a résumé that is an accurate reflection of you. Don't do it alone! Tap into book and web resources, and ask others for input. Remember that you have the final say on your résumé's appearance – you must **like** it. When you look at it, you should say, "Wow, I'm good!!"



What is a Résumé ?

IT IS NOT

- ❖ Your Autobiography
- ❖ Your Complete Obituary

IT IS

- ❖ A Document Starting Your Professional Credentials

ITS PURPOSE IS

- ❖ Not to Obtain a job
- ❖ To Obtain an Interview (**YOU** get the job)

Your Résumé Is Your Advertisement

In most instances your résumé is your first contact with an employer. Make sure that it gives a positive, professional impression. Your résumé is your advertising tool and should provide:

- ❖ **A sense of purpose** - Why are you sending the résumé?
- ❖ **Focus on achievements** - What separates you from everyone else?
- ❖ **Accuracy** - Was it 2003 or 2004? Find out!!
- ❖ **Clarity and Simplicity** - This is not the time to try to use the word *antidisestablishmentarianism* in a document.
- ❖ **An attractive package** - No jelly or coffee stains, please.
- ❖ **Salesmanship** - What measurable facts can you provide?
- ❖ **A sense of person behind the resume** - This flat piece of paper needs to sing and dance so the employer will want to meet you in person.
- ❖ **Credibility** - More than 80% of résumés contain some stretch of the truth. Don't do this. If you lose your professionalism, it will be nearly impossible to get it back.

Why Do I Need a Résumé ?

Employers are contacted by many applicants and have little time to thoroughly screen each applicant. Employers want to know exactly how you can be useful to them without having to read through excessive or unrelated details. A one page résumé is ideal for those with little experience: two pages are maximum for anyone.

A résumé should provide a positive impact by being clear, accurate, and relevant to the job objective and focused on one industry or employer.

- ❖ **YOU** are the best person to write your résumé.
- ❖ In most cases your résumé is your first contact with an employer.
- ❖ Your résumé is a communication tool. Effective communication requires you to be responsible for conveying a clear message. If your reader doesn't get the information, you didn't communicate successfully.
- ❖ Your résumé summarizes who you are and what you can do.
- ❖ Your résumé helps the employer decide whether or not to interview you.
- ❖ Your résumé focuses on the employer's needs, not yours.

THE 20 SECOND RULE

The personnel directors of America's top corporations say again and again that ***if you haven't presented the most important information about yourself in the top half of the first page of your resume, you can probably forget about getting the job.***

The head of personnel management for one of the largest and most prestigious employers in the Washington, D.C. area told the authors that she allows 20 seconds to scan each resume she receives. If in that brief time, she does not see anything that gets her attention, she rejects the resume.

Taken from [The 110 Biggest Mistakes Job Hunters Make](#) by Richard L. Hermann and Linda P. Sutherland

Carry résumés with you when you are canvassing companies for job openings. Submit them with your application materials. When you send a résumé by mail or email, always include a cover letter to identify the job for which you are applying, and why the employer should hire you. Keep copies of your résumé in your car and have it available at a moments notice.

Résumé Formats

There are two basic résumé formats that can be used to showcase your talents. Neither one is better than the other and both are acceptable. Choose the format that you feel best showcases your abilities.

CHRONOLOGICAL

This format is good for people with extensive work experience either with one company or a few companies, usually in the field in which they are seeking employment.

Work and educational experience is listed in reverse order of occurrence beginning with the most recent dates and working back.

Job duties are listed under the job title, organization and dates.

COMBINATION

This format is good for career changers, those with gaps in employment and those who want to clearly sell specific skills, paralleling the needs of the employer. This format allows a person to use skill clusters, while still listing dates, places of employment and job responsibilities.

This résumé format combines a chronological work experience with skill clusters. The work experience is organized in two separate sections:

- ❖ A skill clusters section, which highlights major areas of accomplishments from previous employment, training and/or education programs. This allows you to organize skills in an order that most supports your job objective.
- ❖ A chronological listing in reverse order containing job title, organization for which you worked, and dates of employment.



Sample Chronological Résumé

John Doe

222 Market Street
Lewisburg, PA 17837
570-524-0000
Doej@aol.com

OBJECTIVE To obtain a position in corporate legal services with ABC Company

EDUCATION **Bucknell University**, Lewisburg, PA
Bachelor of Arts
Anthropology
May 2005

RELATED EXPERIENCE

Intern 1/05-5/05
Komisarow, Baach & Snouffer, P.C.
Milton, PA

- Researched new healthcare law
- Balanced firm's general ledger, handled press releases and various administrative responsibilities

Teaching Assistant, Introduction to Law 8/04-5/05
Bucknell University
Lewisburg, PA

- Evaluated 60 students on weekly papers
- Led class discussions one day per week
- Assisted professor with creating and evaluating exams

WORK EXPERIENCE

Manager 11/01-5/03
Lewisburg Freez
Lewisburg, PA

- Trained, reviewed, and supervised 20 employees
- Evaluated and ordered \$100,000 inventory
- Balanced four cash drawers and made nightly deposits

LANGUAGES

- Fluent in Spanish
- Microsoft Office, Macromedia Dreamweaver and Flash, Adobe Photoshop

ACTIVITIES

Volunteer, Sunshine Nursing Home 6/02- present
Member, Phi Theta Kappa 8/03 – present

Sample Chronological Résumé

Jane Doe

1000 Anywhere Street
Anywhere, NY 10014
(212) 555-1212
doej@hotmail.com

EXECUTIVE SUMMARY

- Dynamic, award-winning executive with over 12 years of proven success creating and launching new products for domestic and international markets.
- Led team of 55 to increase market share by 40%.
- Granted patent for innovative communication tool used to acquire new clients.
- Skilled in reducing marketing costs, managing cross-functional teams, and administering multi-billion dollar budgets.

PROFESSIONAL EXPERIENCE

XYZ Corporation, New York, NY

2000-present

Division Manager, Marketing Strategy and Development

- Direct strategic planning of Internet and high speed access services with \$1.7 billion annual revenue
- Create, track, and evaluate internal metrics and management reporting to identify marketing performance and effectiveness of programs, markets, and product mix.
- Analyze industry trends and competitive landscapes.
- Oversee opportunity identification and evaluation; construct business cases; formulate new offers and promotions.
- Increased market share by 40% in local voice service launch leveraging switch resale, cable, and wireless technologies
- Drive branding guidelines across the organization and with external partners.

ABC Corporation, Boston, MA

1993-2000

Marketing and Sales Director, Consumer Services

1995-2000

- Developed strategic business plan for new venture into consumer DSL broadband service.
- Led team of 20 in launch of new high-speed internet services, including customer identification, sales planning, channel mix, pricing, promotion, and customer experience definition.
- Directed formation of E-based capabilities, including website, E-sales, E-care, and E-billing/payment
- Supervised in-house and outside agency creative staff of 16 in developing logos, website, direct mail, and e-mail acquisition marketing; functioned as point person in external partner negotiations

Product Management Director

1993-1995

- Defined operational plans to integrate GGC and TMT following \$14 billion acquisition.
- Managed \$1 billion business unit; led supplier negotiations, oversaw financial and operational results.
- Identify marketing initiatives through customer research; develop targeting and segmentation plans.

PROFESSIONAL EXPERIENCE (Continued)

Sesame Seed Company

1990-1993

Strategic and Business Planning District Manager

- Prepared strategic and business plan communications for presentations to Board of Directors, industry and financial analysts, suppliers, partners, and employees.
- Ensured success of new corporate venture by strategizing business plans, cases, and market scenarios.
- Supervised 10-person marketing team.

ASSOCIATIONS

Member, Strategic Account Management Association

2002-present

Member, American Marketing Association

1990-present

PROFESSIONAL RECOGNITION

- Vice Presidential Achievement Award, 2005
- Circle of Excellence Award, 2004
- Chosen as representative from 1,000 candidates to attend an Emerging Leaders Program, 2001
- True Spirit Award, 2000
- Patent Incentive Award, 2000

SOFTWARE

- Siebel CRM
- Macromedia Dreamweaver and Flash
- Adobe Photoshop

EDUCATION

Bucknell University, Lewisburg, PA

Bachelor of Science

Business Administration

Sample Combination Résumé

John Doe

222 Market Street
Lewisburg, PA 17837
(570) 524-0000
Doej@aol.com

Summary of Qualifications

- Motivated marketing professional with 12 years of proven success.
- Demonstrated ability to assess and address client needs to develop strong client loyalty.
- Recipient of two "Employee of the Year" awards
- Strong team player with 8 years of management experience.

Professional Experience

Marketing

- Generated a \$1,000,000 new client base.
- Developed "The Leading Edge" television campaign for Rocko Sports.
- Created the Nike "swish."
- Successfully maintain an existing client base of over 100 Fortune 500 companies.

Accomplishments

- Promoted to Lead Marketing Manager after 6 months in current position.
- Recognized by peers and clients for outstanding service, for two consecutive years.
- Consistently exceed marketing plan goals by 10 percent per year.

Management

- Train and supervise a team of 20.
- Interviewed, selected and trained 100 volunteers.
- Conduct performance reviews and professional development activities.

Work History

Lead Marketing Manager Market Yourself, Inc., Harrisburg, PA	2000-Present
Marketing Manager Markets-R-Us, New York, NY	1998-2000
Marketing Coordinator American Red Cross, New York, NY	1996-1998

Education

Bucknell University, Lewisburg, PA
Bachelor of Arts
Sociology

Volunteer Experience

Big Brothers/Big Sisters	2000-Present
Habitat for Humanity	2002

Sample Combination Résumé

Jane Doe

1000 Anywhere Street
Anywhere, NY 10014
(212) 555-1212
doej@hotmail.com

Executive Summary

- Dynamic, award-winning executive with over 12 years of proven success creating and launching new products for domestic and international markets.
- Led team of 55 to increase market share by 40%.
- Granted patent for innovative communication tool used to acquire new clients.
- Skilled in reducing marketing costs, managing cross-functional teams, and administering multi-billion dollar budgets.

Professional Experience

Management

- Oversee opportunity identification and evaluation; construct business cases; formulate new offers and promotions.
- Supervised in-house and outside agency creative staff of 16 in developing logos, website, direct mail, and e-mail acquisition marketing; functioned as point person in external partner negotiations
- Managed \$1 billion business unit; led supplier negotiations, oversaw financial and operational results.

Strategic Planning

- Create, track, and evaluate internal metrics and management reporting to identify marketing performance and effectiveness of programs, markets, and product mix.
- Analyze industry trends and competitive landscapes.
- Direct strategic planning of Internet and high speed access services with \$1.7 billion annual revenue
- Ensured success of new corporate venture by strategizing business plans, cases, and market scenarios.
- Defined operational plans to integrate GGC and TMT following \$14 billion acquisition.

Development

- Drive branding guidelines across the organization and with external partners.
- Directed formation of E-based capabilities, including website, E-sales, E-care, and E-billing/payment
- Created strategic business plan for new venture into consumer DSL broadband service.

Communication

- Supervised 10-person marketing team.
- Prepared strategic and business plan communications for presentations to Board of Directors, industry and financial analysts, suppliers, partners, and employees.
- Led team of 20 in launch of new high-speed internet services, including customer identification, sales planning, channel mix, pricing, promotion, and customer experience definition.

Work History

XYZ Corporation, New York, NY Division Manager, Marketing Strategy and Development	2000-present
ABC Corporation, Boston, MA Marketing and Sales Director, Consumer Services Product Management Director	1993-2000 1995-2000 1993-1995
Sesame Seed Company Strategic and Business Planning District Manager	1990-1993

Associations

Member, Strategic Account Management Association	2002-present
Member, American Marketing Association	1990-present

Professional Recognition

- Vice Presidential Achievement Award, 2005
- Circle of Excellence Award, 2004
- Chosen as representative from 1,000 candidates to attend an Emerging Leaders Program, 2001
- True Spirit Award, 2000
- Patent Incentive Award, 2000

Software

- Siebel CRM
- Macromedia Dreamweaver and Flash
- Adobe Photoshop

Education

Bucknell University, Lewisburg, PA
Bachelor of Science
Business Administration

Résumé Building Tips for Success

- ❖ Remember that there is no one correct way to create a résumé. What one person likes, another may not. Ask for a lot of input before deciding on the résumé that is right for you.
- ❖ Keep it to one page unless you have significant experience in your field. If you do have a two page résumé, make sure they are two relatively complete pages.
- ❖ If you will be moving soon, use the two-address format.
- ❖ Keep typeface simple. It's best to use Times-Roman or Arial.
- ❖ 8 1/2" x 11" white or light colored, good quality paper is best. Avoid flashy "look at me" colors. Use matching paper for cover letter and avoid folding your résumé into a mailing envelope. Send it in a 9" x 11" mailing envelope.
- ❖ Justify the left margin, but not the right. It's easier to read.
- ❖ Highlight important information (your name, address, and titles of jobs, major categories) with **boldface** type.
- ❖ Use 11 or 12-point type. Do not use graphics unless you are in the design field.
- ❖ Save it on a computer disk. It's easier to update and/or change this way. Keep the disk safe, and make a back-up copy. Saving your résumé also lets you make targeted résumés for specific positions to which you are applying.
- ❖ Everything you put in your résumé is fair game for the interview. Be able to discuss every point without having to refer to notes or ask for time to respond to a question.
- ❖ Bring extra résumés to your interview; even if you are sure your interviewer has a copy.
- ❖ Use action words (see page 20) when describing what you have done. Examples include: created, managed, developed, revised, presented, etc.
- ❖ Proof. Proof. Proof. One mistake generally means you're out the door. The quality of your résumé reflects the quality of your work and professionalism. If you make a mistake on your résumé, will you make a mistake in your job? Employers will think so.
- ❖ Remember the 3-Example Rule: If you list a skill, you need to come up with three examples to support it.
- ❖ Highlight computer/technology knowledge and skills as well as experience working as part of a group or team.

BottomLiners



"No offense, but the job requires a problem solver – your resume indicates you're more of a problem maker."

Parts of the Résumé

Identification

This section should include your name, address, telephone numbers (home, and/or cell phone numbers), and e-mail address. Make sure the employer can reach you, or can leave a message easily.

Tips

- ❖ Include area codes with all telephone numbers
- ❖ Make sure your voice mail message or e-mail address is not offensive, unprofessional or “cutesy”
 - Examples of UNPROFESSIONAL emails:
 - Studmuffin@aol.com
 - emilyscarletohara@hotmail.com
 - sexychick@yahoo.com

Objective

The objective should tell what you can contribute and demonstrate the value you will add to the organization. The résumé material following the objective should support or prove that you can perform the objective. If you have access to a computer, you can easily change your job objective to suit each employment opportunity.

Having an objective is **OPTIONAL**. If you choose not to use an objective, make sure you refer to the job you are targeting in your cover letter.

Sample Strong Objectives

- ❖ A position as a General Sales Representative with Eli Lilly which will utilize my chemistry and sales background.
- ❖ A position in data analysis where skills in mathematics, computer programming, and deductive reasoning will contribute to new systems development.

Sample of Weak Objectives

- ❖ Management position which will use my business administration degree and will provide opportunities for rapid advancement and annual salary increases.
- ❖ A public relations position in which I can maximize opportunities to develop and implement programs, organize people and events, communicate positive ideas and images.

Tips

- ❖ The objective should be as short as possible, and not include such phrases as “challenging position”, “utilizing my skills”, “growth potential”, “room for advancement”, etc.
- ❖ If you are applying for a specific job opening, always use the employer’s job title for that position.
- ❖ If you choose not to use an objective, use a summary statement or qualifications section instead.

Showcasing

There are two sections of a résumé that are optional, but are excellent ways to showcase your abilities up front. Think of them as a quick snapshot of your best talents. This helps the employer get interested in you quickly!

Summary Statement

When you have a number of years experience in a particular field or industry, this statement is often used as an alternative to an objective or as an addition. It portrays a summary of your credentials in sentence or paragraph form.

Example

Over ten years of successful experience providing professional customer service. Proven ability to effectively handle difficult situations. Highly motivated, energetic and very creative.

Qualifications

This section often appears on the résumé to highlight and summarize your areas of expertise, and your credentials, usually including 3 – 5 lines making reference to your **Work History, Education and Strengths or Self Management Skills.**

Examples

- ❖ Recently completed my BS degree in Mechanical Engineering
- ❖ Programming experience in Java, CTT and HTML
- ❖ Fluent in Spanish and Russian

Tips

- ❖ Put strong statements at the beginning of your résumé. The most important information should come first.
- ❖ Don’t use the word “I” in any part of your resume.

Worksheet: Showcase Your Accomplishments

Showcasing your abilities can be a challenge, because most of us don't "brag" on a daily basis. However, to successfully communicate your skills to the employer, you need to learn how to "sell" yourself.

Take some time to list your accomplishments. Start now, but come back to it later, when you've thought of more things. Draw on all your experiences: paid, unpaid, volunteer, and home. Once you have a list you can pick and choose what you want to highlight.

There is no right or wrong way to do this, but try to include as much information as possible. If you trained people, how many? The employer doesn't know your capabilities, so your job is to educate him/her on what you can bring to the position!

Examples

- ❖ Successfully managed \$500,000 accounts receivables and reduced delinquent accounts by 15 percent.
- ❖ Trained over 100 staff members in CPR and First Aid procedures.
- ❖ Developed 35 new accounts while maintaining 60 existing accounts.

Accomplishments

Keep in mind the variety of experiences you have had which can transfer to other job duties. Following is a list of some skill areas which may help you categorize your skills.



Skill Clusters

(Both transferable skills and special knowledge skill areas)

Accountant Management	Personnel
Accounting	Printing
Administration	Product Development
Advertising	Production
Benefits	Public Relations
Bookkeeping	Purchasing
Budgeting	Quality Control
Business Communication	Real Estate
Business Management	Records Management
Client Services	Reception
Coaching	Recruiting
Communications	Restaurant Management
Community Relations	Retailing
Computer	Sales
Construction	Sheet metal
Customer Relations	Shipping & Receiving
Customer Service	Supervision
Database Management/Spreadsheets	Teaching
Drafting	Technical
Electrical	Training
Electronic	
Employee Relations	
Equipment Maintenance	
Fabrication	
Financial	
Food Preparation	
Home Remodeling	
Home Repair	
Inspection	
Interviewing	
Inventory Control	
Labor Relations	
Laboratory	
Maintenance	
Management	
Marketing Research	
Marketing	
Mechanical	
Merchandising	
Negotiation	
Office Management	
Payroll	

Career Transferable Skills

- ❖ **INFORMATION MANAGEMENT SKILLS:** ability to...
 - sort data and objects
 - compile and rank information
 - apply information creatively to specific problems or tasks
 - synthesize facts, concepts, and principles
 - understand and use organizing principles
 - evaluate information against appropriate standards

- ❖ **DESIGN AND PLANNING SKILLS:** ability to...
 - identify alternative courses of action
 - set realistic goals
 - follow through with a plan or decision
 - manage time effectively
 - predict future trends and patterns
 - accommodate multiple demands for commitment of time, energy and resources
 - assess needs
 - make and keep a schedule
 - set priorities

- ❖ **RESEARCH AND INVESTIGATION SKILLS:** ability to...
 - use a variety of sources of information
 - apply a variety of sources of information
 - identify problems and needs
 - design an experiment, plan or model that systematically defines a problem
 - special needs or problems
 - formulate questions relevant to clarifying a particular problem, topic or issue

- ❖ **COMMUNICATION SKILLS:** ability to...
 - listen with objectivity and paraphrase the content of a message
 - use various forms and styles of written communication
 - speak effectively to individuals and groups
 - use media formats to present ideas imaginatively
 - express one's needs, wants, opinions and preferences without offending the sensitivities of others
 - identify and communicate value judgments effectively
 - describe objects or events with a minimum of factual errors
 - convey a positive self-image to others

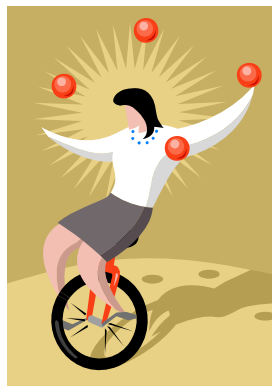
- ❖ **HUMAN RELATIONS AND INTERPERSONAL SKILLS:** ability to...
 - keep a group "on track" and moving toward the achievement of a common goal
 - maintain group cooperation and support
 - delegate tasks and responsibilities
 - interact effectively with peers, superiors and subordinates
 - express one's feeling appropriately
 - understand the feelings of others
 - use argumentation techniques to persuade others
 - make commitments to persons
 - be willing to take risks
 - teach a skill, concept or principle to others
 - analyze behavior of self and others in group situations
 - demonstrate effective social behavior in a variety of settings and under different circumstances
 - work under time and environmental pressures

- ❖ **CRITICAL THINKING SKILLS:** ability to ...
 - identify quickly and accurately the critical issues when making a decision or solving a problem
 - identify a general principle that explains interrelated experiences or factual data
 - define the parameters of a problem
 - identify reasonable criteria for assessing the value of appropriateness of a action or behavior
 - adapt one's concepts and behavior to changing conventions and norms
 - apply appropriate criteria to strategies and action plans
 - take given premises and reason to their conclusion
 - create innovative solutions to complex problems
 - analyze the interrelationships of events and ideas from several perspectives

- ❖ **MANAGEMENT AND ADMINISTRATION SKILLS:** ability to ...
 - analyze tasks
 - identify people who can contribute to the solution of a problem or task
 - identify resource materials useful in the solution of a problem
 - identify one's own values
 - motivate and lead people
 - organize people and tasks to achieve specific goals

- ❖ **VALUING SKILLS:** ability to ...
 - assess a course of action in terms of its long-range effects on the general human welfare
 - make decisions that will maximize both individual and collective good
 - appreciate the contributions of art, literature, science, and technology to contemporary society
 - identify one's own values
 - assess one's values in relation to important life decisions

- ❖ **PERSONAL/CAREER DEVELOPMENT SKILLS:** ability to ...
- analyze and learn from life experiences--both one's own and other's
 - relate the skills developed in one environment (e.g. school) to the requirements of another environment (e.g. work)
 - match knowledge about one's own characteristics and abilities to information about job or career opportunities
 - identify, describe and assess the relative importance of one's needs, values, interest, strengths and weaknesses
 - develop personal growth goals that are motivating
 - identify and describe skills acquired through formal education and general life experience
 - identify one's own strengths and weaknesses
 - accept and learn from negative criticism
 - persist with a project when faced with failure unless it is clear that the project cannot be carried out or is not worth the time or effort needed to complete it
 - recognize when a project cannot be carried out or is not worth the time or effort required to complete it
 - generate trust and confidence in others
 - take risks
 - accept the consequences of one's actions
 - "market" oneself to prospective employers



Source/Paul Breen and Urban Whitaker

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ACTION VERBS

<u>Accelerate</u>	<u>Allocated</u>	<u>Attained</u>	<u>Boosted</u>	Transmitted
Hasten	Allowed	Accomplished	Heightened	<u>Compared</u>
Quicken	Apportioned	Achieved	Hiked	Assimilated
Shake up	Assigned	Gained	Increased	Equated
<u>Accomplish</u>	<u>Analyzed</u>	Reached	Raised	Matched
Complete	Broke down	Won	<u>Built</u>	<u>Completed</u>
Finish	Dissected	<u>Audited</u>	Constructed	Concluded
<u>Achieved</u>	<u>Answered</u>	Analyzed	Manufactured	Ended
Executed	Rejoined	Examined	<u>Calculated</u>	Finished
Overcame	Replied	Inspected	Computed	<u>Composed</u>
Reached	Responded	Reviewed	Estimated	Comprised
Realized	Returned	Scanned	Figured	Created
<u>Acted</u>	<u>Applied</u>	<u>Augmented</u>	<u>Captivated</u>	Formed
Operated	Pertained	Compounded	Allured	<u>Condensed</u>
Performed	Pressed	Enlarged	Attracted	Compressed
<u>Activated</u>	Related	Expanded	Charmed	Contracted
Energized	Urged	Extended	Enchanted	Shrunk
Stimulated	<u>Appraised</u>	Heightened	Fascinated	<u>Conferred</u>
Vitalized	Assessed	Increased	<u>Cataloged</u>	Awarded
<u>Adapted</u>	Estimated	<u>Authorized</u>	Enrolled	Consulted
Accommodated	Evaluated	Approved	Inscribed	Gave
Adjusted	Rated	Facilitated	Listed	Granted
<u>Addressed</u>	Surveyed	Enabled	<u>Charted</u>	<u>Consolidated</u>
Concentrated	Valued	Endorsed	Arranged	Compacted
Focused	<u>Approved</u>	Promoted	Designed	Unified
<u>Adjusted</u>	Accepted	<u>Awarded</u>	Devised	<u>Constructed</u>
Familiarized	Favored	Allotted	Planned	Assembled
<u>Administered</u>	<u>Arbitrated</u>	Assigned	<u>Checked</u>	Built
Administrated	Judged	Endowed	Corrected	Fabricated
Executed	Umpired	<u>Balanced</u>	<u>Clarified</u>	Formed
Governed	<u>Arranged</u>	Adjusted	Cleared up	Made
Supervised	Disposed	Compensated	Explained	Produced
<u>Advanced</u>	Ordered	Corresponded	Illustrated	<u>Conceived</u>
Encouraged	Organized	Outweighed	Settled	Envisioned
Fostered	Systematized	Redeemed	<u>Collected</u>	Visualized
Promoted	<u>Assembled</u>	<u>Began</u>	Assembled	<u>Consulted</u>
<u>Advised</u>	Called	Commenced	Gathered	Advised
Conferred	Convened	Inaugurated	<u>Combined</u>	Conferred
Consulted	Summoned	Initiated	Associated	Continued
<u>Advocated</u>	<u>Assessed</u>	Launched	Connected	Endured
Encouraged	Appraised	<u>Boosted</u>	Joined	Persisted
Favored	Evaluated	Heightened	Linked	<u>Contributed</u>
<u>Aided</u>	<u>Assigned</u>	Hiked	United	Aided
Assisted	Allocated	Increased	<u>Communicated</u>	Assisted
Helped	Allotted	Raised	Conveyed	Helped
	Allowed		Discovered	

<u>Controlled</u>	<u>Formulated</u>	<u>Diagnosed</u>	<u>Enforced</u>	<u>Expanded</u>
Composed	Devised	Determined	Effected	Developed
Contained	Nourished	Distinguished	Engineered	Elaborated
Regulated	Nurtured	Identified	Maneuvered	Increased
Restrained	Produced	<u>Directed</u>	Wangled	<u>Experienced</u>
<u>Converted</u>	<u>Decided</u>	Conducted	<u>Enhanced</u>	Proficient
Impelled	Concluded	Controlled	Deepened	Skilled
Moved	Determined	Guided	Heightened	Versed
Persuaded	Figured	Managed	Intensified	<u>Explained</u>
Swayed	Resolved	<u>Discovered</u>	Magnified	Clarified
<u>Conveyed</u>	Settled	Revealed	<u>Enlarged</u>	Explored
Channeled	<u>Defined</u>	Unmasked	Amplified	Expounded
Communicated	Described	<u>Displayed</u>	Developed	Inquired
Conducted	Prescribed	Exhibited	Elaborated	Interpreted
Transmitted	<u>Delegated</u>	Revealed	Expanded	Investigated
<u>Convinced</u>	Administered	Showed	<u>Enlisted</u>	Probed
Assured	Appointed	<u>Distributed</u>	Enrolled	<u>Expressed</u>
Persuaded	Assigned	Circulated	Joined	Formulated
Prompted	Delivered	Disbursed	<u>Ensured</u>	Signified
Satisfied	Designated	Dispensed	Assured	Stated
<u>Coordinated</u>	Gave	Divided	Diverted	<u>Extended</u>
Accommodated	Selected	<u>Documented</u>	Entertained	Expanded
Arranged	<u>Demonstrated</u>	Recorded	Insured	Offered
<u>Corresponded</u>	Displayed	<u>Drafted</u>	Recreated	Presented
Agreed	Exhibited	Formulated	Secured	<u>Fashioned</u>
Approached	Illustrated	Outlined	<u>Established</u>	Fabricated
Conformed	Showed	Prepared	Constituted	Formed
<u>Counseled</u>	<u>Designed</u>	Sketched	Created	Produced
Advised	Arranged	<u>Earned</u>	Enacted	<u>Focus</u>
Directed	Constructed	Acquired	Instituted	Concentrated
Recommended	Created	Deserved	<u>Estimated</u>	<u>Formed</u>
Suggested	Planned	Won	Appraised	Composed
<u>Created</u>	<u>Detected</u>	<u>Educated</u>	Approximated	Constructed
Composed	Encountered	Disciplined	Assessed	Developed
Formulated	Found	Instructed	Calculated	Fabricated
Generated	<u>Determined</u>	Taught	Computed	Fashioned
Made	Decided	<u>Effected</u>	Evaluated	Produced
Originated	Destined	Caused	Rated	Drafted
Produced	Performed	Enforced	<u>Evaluated</u>	Expressed
<u>Critiqued</u>	<u>Developed</u>	Implemented	Appraised	Prepared
Commented	Amplified	<u>Eliminated</u>	Assessed	<u>Fostered</u>
Criticized	Elaborated	Accented	Classified	Cultivated
Reviewed	Enlarged	Accentuated	Estimated	Encouraged
<u>Cultivated</u>	Expanded	Dismissed	Rated	Promoted
Developed	<u>Devised</u>	Emphasized	<u>Executed</u>	<u>Found</u>
Educated	Concocted	<u>Encouraged</u>	Achieved	Based
Fostered	Created	Fostered	Administrated	Completed
Instructed	Invented	Inspired	Implemented	Established
Managed	Planned	Nourished	Performed	Executed
		Studied	Connected	

<u>Fulfilled</u>	<u>Headed</u>	Surveyed	Related	<u>Mediated</u>
Implemented	Addressed		United	Interceded
Preformed	Directed	<u>Inspired</u>		Intermediate
Satisfied	Originated	Exhilarated	<u>Judged</u>	Intervened
<u>Furnished</u>	<u>Heightened</u>	Impressed	Collected	<u>Merged</u>
Equipped	Enhanced	Influenced	Concluded	Blended
Provided	Expanded	<u>Installed</u>	Deduced	Compounded
Supplied	Increased	Encouraged	Deducted	Intermingled
<u>Gained</u>	Intensified	Inducted	Derived	Mingled
Accomplished	<u>Hired</u>	Initiated	Inferred	Mixed
Achieved	Chartered	<u>Instituted</u>	<u>Launched</u>	<u>Mobilized</u>
Acquired	Employed	Created	Began	Activated
Attained	Engaged	Established	Commenced	Circulated
Earned	<u>Identified</u>	Introduced	Embarked	Moved
Improved	Distinguished	Launched	Initiated	Propelled
Secured	Recognized	Originated	Introduced	<u>Modified</u>
<u>Gathered</u>	<u>Illustrated</u>	<u>Instructed</u>	Originated	Altered
Assembled	Clarified	Created	<u>Lead (led)</u>	Changed
Collected	Demonstrated	Directed	Conducted	Refashioned
Deducted	Exemplified	Trained	Directed	Turned
Derived	Explained	<u>Interpreted</u>	Guided	<u>Monitored</u>
<u>Generated</u>	<u>Implemented</u>	Described	Introduced	Controlled
Created	Completed	Explained	<u>Lectured</u>	Oversaw
Originated	Enforced	Expounded	Addressed	Watched
Produced	Executed	<u>Integrated</u>	<u>Listened</u>	<u>Motivated</u>
<u>Governed</u>	Fulfilled	Blended	Attended	Excited
Administered	Performed	Coordinated	Heeded	Galvanized
Directed	<u>Improved</u>	Incorporated	<u>Located</u>	Moved
Executed	Enlightened	Unified	Placed	Provoked
<u>Granted</u>	<u>Incorporated</u>	<u>Introduced</u>	Positioned	Roused
Acknowledged	Combined	Initiated	Sited	Stimulated
Allowed	Embodied	Instituted	Situated	<u>Navigated</u>
Awarded	Integrated	<u>Invented</u>	<u>Maintained</u>	Directed
<u>Guaranteed</u>	<u>Increased</u>	Contrived	Presented	Mapped out
Certified	Expanded	Devised	Provided	<u>Negotiated</u>
Warranted	Heightened	Formulated	Supported	Adjusted
<u>Guided</u>	Raised	<u>Involved</u>	Sustained	Agreed
Conducted	<u>Influenced</u>	Affected	<u>Managed</u>	Arranged
Directed	Affected	Concerned	Conducted	Bargained
Piloted	Impressed	Implicated	Directed	Contracted
<u>Handled</u>	Inspired	<u>Issued</u>	Governed	Settled
Exercised	<u>Initiated</u>	Emanated	Magnified	<u>Observed</u>
Governed	Commenced	Originated	Maximized	Distinguished
Managed	Introduced	Published	Operated	Noted
Operated	Launched	<u>Joined</u>	<u>Measured</u>	Noticed
Responded to	<u>Inspected</u>	Associated	Gauged	Perceived
Utilized	Examined	Combined	Scaled	Viewed

<u>Obtained</u>	Performed	Fixed	Fabricated	Characterized
Acquired	<u>Outline</u>	Laid	Formed	Entitled
Gained	Defined	Put	Generated	<u>Raised</u>
Got	<u>Overhauled</u>	Settled	Grew	Assembled
Secured	Fixed	<u>Planned</u>	Manufactured	Collected
<u>Opened</u>	Mended	Arranged	Originated	Elevated
Began	Overtook	Contemplated	Raised	Instigated
Cleared	Patched	Designed	Yielded	Lifted
Exposed	Rebuilt	Devised	<u>Programmed</u>	Produced
Freed	Reconstructed	Drafted	Scheduled	Provoked
Initiated	<u>Oversaw</u>	Organized	Set up	Upheld
Released	Chaperoned	Outlined	<u>Projected</u>	<u>Ran</u>
Revealed	Overlook	<u>Played</u>	Arranged	Acted
Started	Supervised	Diverted	Conceived	Directed
Uncovered	Surveyed	Enacted	Designed	Extended
<u>Operated</u>	<u>Participated</u>	Engaged	Devised	Handled
Administered	Entered into	Handled	Envisioned	Made
Handled	Joined in	<u>Prepared</u>	Featured	Worked
Oversaw	Shared	Drafted	<u>Proposed</u>	<u>Rated</u>
Ran	<u>Performed</u>	Fixed	Aimed	Judged
Supervised	Accomplished	Formulated	Contemplate	<u>Reached</u>
<u>Orchestrated</u>	Achieved	Framed	Designed	Accomplished
Arranged	Behaved	Made	Intended	Achieved
Blended	Completed	<u>Presented</u>	Preferred	Approached
Harmonized	Enacted	Addressed	<u>Proved</u>	Attained
Integrated	Executed	Directed	Demonstrated	Conceived
Unified	Fulfilled	Gave	Determined	Envisioned
<u>Ordered</u>	Functioned	Offered	Established	Featured
Adjusted	Implemented	<u>Presided</u>	Examined	Imagined
Arranged	Operated	Carried on	Showed	Thought
Classified	<u>Persuaded</u>	Conducted	Tested	Visualized
Disposed	Convinced	Controlled	<u>Provided</u>	<u>Recommended</u>
Organized	Prevailed	Directed	Delivered	Acclaimed
Regulated	<u>Pinpointed</u>	Managed	Dispensed	Advised
<u>Originated</u>	Determined	<u>Prevented</u>	Gave	Commended
Acted	Diagnosed	Anticipated	Supplied	Counseled
Behaved	Distinguished	Averted	Transferred	<u>Reconciled</u>
Commenced	Identified	Deferred	<u>Published</u>	Accommodated
Conducted	Placed	<u>Printed</u>	Advertised	Attuned
Created	Recognized	Imprinted	Announced	Conformed
Functional	Spotted	Stamped	Declare	Coordinated
Generated	<u>Pioneered</u>	Wrote	Proclaimed	Harmonized
Handled	Created	<u>Processed</u>	<u>Purchased</u>	Integrated
Initiated	Made	Built	Bought	Tuned
Managed	Originated	Constructed	Took	<u>Recorded</u>
Maneuvered	<u>Placed</u>	Created	<u>Qualified</u>	Indicated
Operated	Established	Cultivated	Authorized	Marked
Registered				

<u>Reduced</u>	<u>Scheduled</u>	<u>Specialized</u>	<u>Surpassed</u>	<u>Traded</u>
Decreased	Booked	Enumerated	Exceeded	Changed
Diminished	Carded	Itemized	Excelled	Exchanged
Lessened	Listed	Particularized	<u>Surveyed</u>	Substituted
Lowered	Recorded	Specified	Assessed	<u>Trained</u>
<u>Researched</u>	<u>Searched</u>	<u>Specified</u>	Evaluated	Enticed
Inquired	Examined	Mentioned	Examined	Instructed
Investigated	Inspected	Named	Inspected	Reeducated
Probed	Rummaged	<u>Started</u>	Oversaw	<u>Translated</u>
<u>Responded</u>	Scanned	Began	<u>Sustained</u>	Converted
Answered	Scoured	Created	Abided	Rendered
Replied	<u>Secured</u>	Established	Endured	Transposed
Returned	Acquired	Initiated	Preserved	<u>Uncovered</u>
<u>Responsible</u>	Assured	Organized	Upheld	Disclosed
Accountable	Insured	<u>Streamlined</u>	<u>Synthesized</u>	Discovered
Answerable	Obtained	Simplified	Arranged	Revealed
Liable	Protected	<u>Strengthened</u>	Harmonized	Unveiled
<u>Restored</u>	Shielded	Encouraged	Integrated	<u>Unified</u>
Recalled	<u>Selected</u>	Energized	Unified	Concentrated
Reclaimed	Chose	Reinforced	<u>Systematized</u>	Integrated
Recovered	Elected	Contemplated	Arranged	United
Reestablished	Opted (for)	Examined	Ordered	<u>Updated</u>
Refurbished	Preferred	Inspected	Organized	Modernized
Reinstated	<u>Shaped</u>	Surveyed	<u>Targeted</u>	Refreshed
Reintroduced	Assembled	<u>Suggested</u>	Aimed	Refurbished
Rejuvenated	Built	Implied	<u>Taught</u>	<u>Upgraded</u>
Renewed	Constructed	Indicated	Disciplined	Advanced
Revived	Fabricated	Insinuated	Educated	Elevated
<u>Revamped</u>	Formed	<u>Summarized</u>	Instructed	Preferred
Mended	Framed	Summed	Trained	Promoted
Rebuilt	Made	Synopsized	<u>Terminated</u>	<u>Utilized</u>
Reconstructed	Molded	<u>Supervised</u>	Adjourned	Applied
Redrafted	<u>Simulated</u>	Oversaw	Closed	Employed
Repaired	Acted	Superintended	Completed	Handled
Revised	Assumed	<u>Supplied</u>	Dismissed	Used
Rewrote	Resembled	Delivered	Finished	<u>Validated</u>
<u>Reviewed</u>	<u>Sold</u>	Dispensed	Left	Confirmed
Reconsidered	Marketed	Provided	Resigned	Justified
Reevaluated	Merchandised	Transferred	<u>Tested</u>	Verified
Reexamined	Retailed	<u>Supported</u>	Checked	<u>Worked</u>
<u>Revised</u>	Vended	Advocated	Demonstrated	Acted
Redrafted	<u>Solved</u>	Encouraged	Examined	Handled
Redrew	Fixed	Endured	Proved	Operated
Restyled	Resolved	Provided	Tried	Performed
Reworked	Worked out	Sustained	<u>Totaled</u>	Ran
Rewrote		Upheld	Added	
			Aggregated	

Education

You should list any training specific to the job desired, as well as your Bucknell experience, noting major fields of study. List diplomas and degrees with your most recent education first and include education in reverse chronological order. Also note post graduate and special training courses or seminars you have completed. Cite special job related skills, such as knowledge of a foreign language or specialized certification.

If you are a new graduate with little work experience, you might place your educational background before your work experience, especially if your recent education or training is what qualifies you for the job. On most resumes the education section is placed at the end of the resume. You can expand the education section with more details to show how your studies and extracurricular activities relate to the work you seek.

Example

Bucknell University, Lewisburg, PA
Program of Study
Degree Received, date (if within the last 5 years)

Tips

- ❖ Dates are not necessary unless they are favorable to you, I.E. recent education. (You might have to supply them if the employer wants to verify.)
- ❖ If you have attended or completed college, omit high school.
- ❖ Include your GPA if it is higher than 3.0. If your major GPA is higher than your overall GPA, include it, but indicate that it is your major GPA.



Employment History

You will need to include your job titles, places and dates of employment, and job responsibilities. You may separate your experience into that for which you were paid and experience for which you were not paid. Remember, however, that experience is valuable, even if you were not paid to do it.

Tips

- ❖ Don't go back more than 10-15 years.
- ❖ Don't list supervisor contact information. It belongs on a separate reference sheet.

Additional Information

DO include such things as business, professional, social or civic affiliations; honors and awards; and military service.

OMIT all personal information including marital status, age, state of health, etc. (it is illegal for an employer to request that information).

Do not include this section unless it is pertinent to your qualifications for a particular job objective.



Make Sure you're resume don's have mistakes *by Robert Half*

Robert Half, founder of the California based personnel service Accountemps, has collected résumé bloopers from his Resumania file for more than 40 years. Some excerpts:

- ❖ “Extensive background in public accounting. I can also stand on my head!”
- ❖ “Education: College, August, 1880 – May 1984.” (Must have been a tough curriculum.)
- ❖ “Cover Letter: Thank you for your consideration. Hope to hear from you shortly!” (Hey, let's not get personal.)
- ❖ “Strengths: Ability to meet deadlines while maintaining composer.” (Would that be Mozart, or Beethoven?)
- ❖ “Education: B.A. in Loberal Arts.”
- ❖ “Please disregard the attached resume – it is terribly out of date.”
- ❖ “Here are my qualifications for you to overlook.”
- ❖ “I perform my job with effortless efficiency, effectiveness, efficacy and expertise.” (And an eye on the “e” section of the dictionary, evidently.)
- ❖ “Personal: Married 20 years; own a home, along with a friendly mortgage company.”
- ❖ “Insufficient writing skills, thought processes have slowed down some. If I am not one of the best, I will look for another opportunity.”
- ❖ “Seek challenges that test my mind and body, since the two are usually inseparable.”
- ❖ “Work Experience: Responsibilities included checking customers out.” (And then did he rank them on a scale of one-to-ten?)
- ❖ “My compensation should be at least equal to my age.”
- ❖ “Personal Qualities: Outstanding worker; flexible 24 hours a day, seven days a week, 365 days a year.” (It's Gumby!)
- ❖ “I don't usually blow my own horn, but in this case, I will go right ahead and do so.”
- ❖ “My intensity and focus are at inordinately high levels, and my ability to complete projects on time is unspeakable.”
- ❖

Résumé Worksheet

Name _____

Address _____

Phone _____

E-mail _____

Job Objective _____

HIGHLIGHTS OF QUALIFICATIONS OR SUMMARY OF EXPERIENCE

- _____
- _____
- _____
- _____

SKILL CLUSTERS (Titles such as Customer Service, Computer Skills, Management Skills, etc.)

_____ Skills:

- _____
- _____
- _____
- _____

_____ Skills:

- _____
- _____
- _____
- _____

_____ Skills:

- _____
- _____
- _____
- _____

Work History

Employer _____

Location _____

Dates _____ To _____

Position or Title _____

List as many responsibilities, accomplishments or results that describe your performance.

- _____
- _____
- _____
- _____

Employer _____

Location _____

Dates _____ To _____

Position or Title _____

List as many responsibilities, accomplishments or results that describe your performance.

- _____
- _____
- _____
- _____

Education

School _____

City, State _____

Diploma, Degree, Certificate or Field of Study _____

Date (only if very recent) _____

School _____

City, State _____

Diploma, Degree, Certificate or Field of Study _____

Date (only if very recent) _____

Additional Training or Education

Community or Volunteer Work

Additional Information

Résumé Critique Checklist

- _____ Material fits neatly on one page, two pages if there is enough relevant experience.
- _____ No spelling, grammar or punctuation errors. Typing is neat, clean and professional-looking.
- _____ Name, address, telephone and e-mail are at the top and easy to locate.
- _____ Margins at sides and bottom are not less than one-half inch.
- _____ Layout and design are easy to read and pleasing to the eye.
- _____ Important titles are emphasized by using text enhancements where appropriate (caps, bolds, underline, italics), but not overdone.
- _____ Indentations or appropriate symbols are used to organize information logically.
- _____ Overall appearance invites one to read it.
- _____ Action words are used to communicate accomplishments and results.
- _____ Extraneous personal information (height, weight, age, sex, etc.) has been omitted.
- _____ If using a career objective, make sure it is specific, clear and targeted.
- _____ Remember the RULE OF THUMB - the most important information is in the first half.
- _____ Use conservative colors like white, off-white, beige or gray parchment.
- _____ Avoid graphics and colorful paper unless you are in the design field.
- _____ Always use reverse chronological order.
- _____ Employment that is older than 15 years is not listed.
- _____ Language specific only to the company in which you worked has been translated to apply to other areas (spell out acronyms).
- _____ Strongest statements are at the top, working downward from them.
- _____ Dates of employment and education are included and accurate.
- _____ "References Available Upon Request" has been replaced with more skills.
- _____ Quantities, amounts and dollar values are used to enhance the description your job.
- _____ References are listed on a separate sheet of paper.
- _____ Addresses and phone numbers of previous employers are omitted.
- _____ Hobbies or social skills are not listed unless they are related to the job target.
- _____ The word "I" is used only in the cover letter.
- _____ If I am changing careers, my transferable skills are easily identifiable.
- _____ I feel that my résumé represents me well.

**Résumé Critiques are available to Bucknell alumni
by emailing acs@bucknell.edu or
calling to set up an appointment at 570-577-1238**

Electronic Résumés

Electronic résumés are similar to traditional résumés in that the purpose is the same - to get you an interview. They are also similar to scannable résumés; they are reduced to digital form for an employer to search. Traditionally, the résumé focused on visual aesthetics. The content focused on action verbs and was structured to grab a person's attention. The focus with an electronic resume is to grab a computer's attention. The best electronic résumé is one that is scannable, searchable, and uploadable.

Is Your Résumé Searchable?

Many companies are requesting that you submit your résumé online, totally avoiding the paper version. Your résumé is directly uploaded into their computers, which, in turn, format your résumé to their standards and allow them to search the database. You will want to use key words specific to your field and the position for which you are applying.

Electronic Forms

These are typically found on an organization's web site. You will be asked to type certain information into blank text boxes and when completed, to click on a button to submit the information. Sometimes you are given extra space to type a cover letter or a summary of qualifications. In order to utilize electronic forms, you must be using a browser that will support them, such as Netscape Navigator or Microsoft Internet Explorer.

E-mail

This is the most direct method. You can send your résumé as a text-only message or as an attachment. Since there are a wide variety of e-mail systems that people use for home and business, you need to make sure that the employer receives your resume.

Reducing your resume to a text-only version such as ASCII (American Standard Code for Information Interchange) is a reliable method. The characters in your resume will be universally recognized with little room for confusion. Incidentally, electronic forms process information as ASCII text. To create a good ASCII resume file, you will want to remove ALL formatting from your resume (italics, boldface, bullets, vertical and horizontal lines, etc.). Since ASCII usually appears in Courier font in most systems, you may want to initially type your resume in Courier. Start your resume with a flush left margin of zero, keeping your right margin at about 65 characters. You may want to test your resume by sending it to a friend or copying yourself to see how it actually looks. Be sure to check to see if the employer has specific instructions on how to submit your resume.

If you are instructed to send an attachment, using a Word document is best. The employer may not have the ability to open a document in a PDF or zip file.

Sample Electronic Résumés

JANE DOE
1000 Anywhere Street
Lewisburg, PA 17837
570-555-1212
DoeJ@yahoo.com

OBJECTIVE: To secure a position in the Public Relations field

EDUCATION:

Bachelor of Science in Business Administration, May 2005
Bucknell University, Lewisburg, PA
Major GPA: 3.7/4.0

RELATED EXPERIENCE:

P.R. Intern, University Relations, Bucknell University, Lewisburg, PA
8-04 to present

- *Promoter of office events and programs
- *Presenter of office services to campus organizations and classes
- *Publisher of advertisements using PageMaker software

Public Affairs Intern, Mead Paper Company, Corning, NY 5-03 to 8-04
Interviewer, researcher and writer of weekly employee newsletter

- *Researched data on numerous projects
- *Coordinated special meetings and events

P.R. Chairperson, Delta Zeta Sorority, Bucknell University,
8-01 to 5-02

- *Produced advertisements for the student newspaper
- *Liaison between events and chapter members
- *Promoted high level of chapter attendance at internal activities

President, P.R. Student Society of America, Bucknell University
8-00 to 5-01

- *Organized publicity for meetings
- *Developed monthly chapter newsletter
- *Conducted bi-weekly meetings

OTHER EXPERIENCE

Sales Associate, JC Penny, Inc., Selingsgrove, PA

COMPUTER SKILLS

Quark Express, PageMaker, WordPerfect, WriteNow, Microsoft Word,
Claris Works, WWW, E-mail, Microsoft Excel, Ventura

HONORS AND ACTIVITIES

Dean's List
Member, Women in Communications, Inc.

References - Why Have Them?

- They know people who can help.
- People who are evaluating your candidacy may know them.
- They indicate the breadth of your experiences (professional, academic, personal, etc.)

Who Should Be Included?

- Current Practitioner - Someone who is doing what you're applying to do. Do you have what it takes to do the job? This person should be able to say an unqualified YES!
- Academics - Someone who can attest to your academic proficiency.
- Work - Someone who can speak to your qualities as an employee and worker.
- Personal - Someone who can speak about you as a person.

Who You Should NOT Include

- Relatives and/or parents
- Brothers and/or sisters
- People who don't know you
- "Big Name" people you don't know

Reference Page

- This is a separate page from your résumé and cover letter.
- This page should be included with any application material you submit.
- It should be done on the same paper as your résumé, and should have the same heading with your contact information at the top.
- You never know who knows someone else.

You Should Always

- Follow directions and supply the type of references the employer requests.
- **ASK** your references if they feel comfortable being your reference.
- Give your references copies of your resume as well as a description of the job you are applying for. They are doing you a favor- help them!
- Thank your references!

Adapted from a handout prepared by the SUNY Oswego Career Services office.

Sample Reference Page

Jane Doe

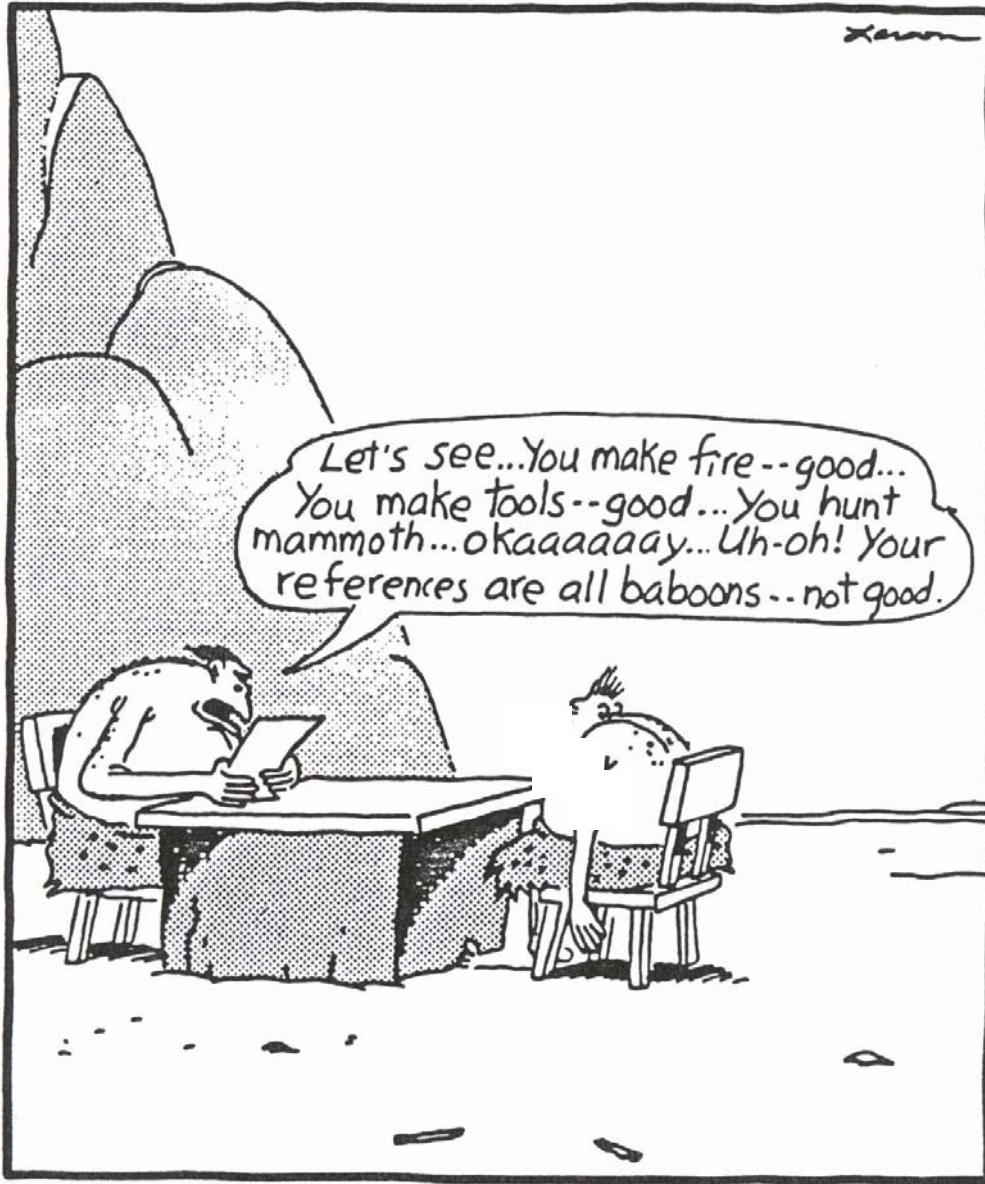
1000 Anywhere Street
Anywhere, NY 10014
(212) 555-1212
doej@hotmail.com

References

Dr. Sarah Smith
Professor of Political Science
Bucknell University
Lewisburg, PA 17837
(570) 577-0000

Mr. Leon Johnson
Attorney at Law
Komisarow, Baach & Snouffer, P.C.
1010 Anywhere Blvd.
Milton, PA 17847
(570) 742-0000

Ms. Karen Danish
President
Karen Danish & Associates
2000 Anytown Street
New York, NY 10001
(600) 348-1000



Primitive resumes

Cover Letter

The purpose of a cover letter is to introduce you to an employer, give them a frame of reference, and provide a sample of your writing ability. Some employers focus on the cover letter, others focus on the résumé. Make sure that you invest time in developing both, and you will present yourself in a more professional light.

Once you have developed a cover letter you are happy with, hang on to it with both hands. The body of the letter will always highlight and showcase the key points you wish to stress, and then all you will need to do is personalize it to fit an employers specific needs. Keep the following things in mind when developing your cover letter.

Types of cover letters

There are two types of cover letters that can be used in your job search. A **letter of application** is written when applying for a specific position that has been advertised or referred. Make sure to state the source of the position (name of referral or posting source; ex: *HotJobs*). A **letter of inquiry** is written to gain an understanding about the employer and the availability of positions within the organization. This type of cover letter is used when you do not have background information on the employer and/or possible positions or programs that currently exist in the organization.

Be Specific

Always address your letter to a specific person or title. “To Whom it May Concern,” or “Dear Sir or Madam,” just doesn’t cut it anymore. Call the company to find out who to address the letter to. Ask how to spell the person’s name, what his/her title is, and if you aren’t sure, if the person is a he or a she (ex: Chris Smith). It’s always better to err on the side of caution.

I worked with a gentleman named “Doug” who received mail addressed to “Dough.” It is good for an office laugh, but the person will never get an interview after a mistake like that. We all like to see our correct name and title in print. Play to the employer’s vanity, and by doing so, you will set yourself apart from other job seekers. If you can’t find out who to send the letter to, (the company is not mentioned), address it to a specific position, such as “Hiring Manager.”

Sum It Up

Make your cover letter short, sweet and to the point. Many times people go on and on in a cover letter, even though the average amount of time it will be in the employer’s hands is 8 seconds. Prove that you can showcase your abilities, skills, and strengths concisely. The employer will appreciate it.

Writing Skills

Unlike a résumé, a cover letter requires complete sentences, which sometimes makes it more challenging to write. Don’t rely on spell check and grammar check. Getting a few different people to look at your cover letter (and résumé, while you’re at it) is invaluable.

Use business letter format, typed in an eye-pleasing, easy-to-read font, printed on the same bond paper used for your résumé. Use words you are comfortable with, and that reflect who you are. Don’t try to make yourself sound like someone else.

What about e-mail?

If you are e-mailing your resume, you still need to introduce yourself by way of a cover note (an abridged version of the cover letter). The same rules apply and you need to follow them to get noticed.

Cover Letter Format

Your street address
Your city, state, zip code
Date

Contact person's name (spelled correctly, using Mr., Ms., Dr., Miss or Mrs.)
Contact person's title (find out the exact title)
Company name
Company's street address
Company's city, state and zip code

Dear _____: (Use Mr., Ms., Miss or Mrs. and last name. Using the first name is too friendly.)

The purpose of this paragraph is to give the employer a frame of reference. Why are you contacting him/her, for what position are you applying and how did you hear about it?

This paragraph provides you with an opportunity to highlight some of your qualifications. Match those you possess with those the employer is specifically seeking. Refer to your resume and explain why you are a good match for this position. Use action verbs.

This paragraph is your final sale - wrap up your qualifications and indicate your interest. Clearly indicate that you plan to follow-up and do so (provide your phone number and email). Make sure to thank him/her for his/her time.

Sincerely,

(sign your name here in blue or black ink)

Your typed name

Enclosure (Always remember to include your resume, and any other materials the employer has requested. DO NOT enclose any documents that have not been requested.)

Sample Letter of Application

1000 Anywhere Street
Lewisburg, PA 17837
August 13, 200_

ABC Company Representative
310 West 34th Street
New York, NY 10010

Dear ABC Company Representative:

In response to the position announcement on your website for Director of Human Resources, I enthusiastically submit my materials for your review. I am confident that my extensive experience organizing, directing and evaluating programs related to recruitment, development and retention of employees will meet the needs of your organization. As an active member of SHRM, I am familiar with ABC's cutting-edge programs and would welcome the opportunity to join your team.

I am a seasoned professional with over ten years of progressively responsible human resources experience. I utilize my strong interpersonal and analytical skills to develop and oversee programs designed to attract, retain and motivate employees as well as comply with all labor, equal employment opportunity and employee relations statutes and regulations. I believe strongly in, and adhere to, the ethics and professionalism required in this position. Some highlights of my qualifications include:

- In-depth and up-to-date knowledge of employee compensation, employee benefits and employee relations laws and technology,
- A Master's degree in *Human Resources Management* which focused on the special needs of a workforce in transition.
- Proven ability to effectively represent the corporation to outside agencies, often in highly sensitive situations, and to discuss and resolve complex employee relations problems among all levels of employees
- Senior Professional in Human Resources certification with expertise in the areas of Compensation and Benefits, Employment, Education and Training, Employee Relations and Labor Relations.
- Experience utilizing advanced analytical skills to develop and implement new Human Resources systems, techniques and/or procedures; determine corporate-wide personnel needs; develop and administer departmental expense and revenue budgets; and prepare complex special and recurring reports and analyses.
- Expertise utilizing the Human Resource Information System.

I have much to offer the ABC Company and would welcome the opportunity to discuss my skills and abilities. I can be reached at 202-555-1212 or at janedoe@aol.com. I look forward to talking with you regarding this position. Thank you for your consideration.

Sincerely,

Jane Doe
Attachments

COVER LETTER CRITIQUE CHECKLIST

- _____ The first paragraph gives the employer a frame of reference.
- _____ No spelling, grammar or punctuation errors.
- _____ Typing is neat, clean and professional-looking.
- _____ Margins at sides and bottom are not less than one-half inch.
- _____ Layout and design are easy to read and pleasing to the eye.
- _____ Use simple language. Keep it short, sweet and to the point.
- _____ The cover letter is typed, never hand written.
- _____ Overall appearance invites one to read it.
- _____ Action words are used to communicate accomplishments and results.
- _____ No extraneous personal information (height, weight, age, sex, etc.).
- _____ I've used the same paper for my cover letter and resume.
- _____ If answering an ad, the cover letter is written specifically to the ad.
- _____ I have individualized each cover letter.
- _____ I have not included salary information.
- _____ I have described myself in terms of the contributions I can make to the employer.
- _____ The tone of my cover letter is proactive.

What is a Thank You Letter?

Set Yourself Apart From 99.9% of Other Job Seekers

This is one of the most important yet least used tools in a job search. Its purpose is to establish good will, express appreciation and/or to strengthen your candidacy. The basic rule of thumb is to send a letter to everyone who helps you in any way. When used after employment interviews, thank you letters should be sent within 24 hours of each contact. Also, be sure to send thank you letters to individuals who granted you information interviews, and to people who provided references for you.

Hints For a Thank You Letter

- Make it brief.
- If you feel you have a personal relationship with the person with whom you interviewed, then a hand-written (if legible) “thank you” note card is appropriate.
- Note the date of your interview in your letter. It will help the recipient remember who you are.
- Highlight a key point from your interview that you believe the interviewer will remember, and therefore remember you.
- Re-state your strong interest (if you have one) in the position, and highlight your qualifications once again.
- Try to be specific about why you are interested and how you are a good fit for the organization.
- Thank everyone with whom you interviewed.
- Send one even if you don’t want the job. You never know when you will meet the person again.

Sample Thank You Letter - Block Format

123 Main Street
Lewisburg, PA 17837

January 25, 200_

Dr. John Smith
President
Technical Design Group
222 South Street
New York, NY 10010

Dear Dr. Smith:

Thank you for interviewing me yesterday for the associate engineer position. I enjoyed meeting you and learning more about your research and design work. I am confident that my abilities are a strong match for your organization and I look forward to working with you.

Sincerely,

Jane Smith