

# Resume Basics

ACC 216 –ONLINE



CAREER SERVICES

# Assignment Requirements

## STEPS:

1. Prepare three documents: resume, cover letter, and references.
  - a. Use attached sample resume, cover letter, and references to develop your documents
2. Upload your documents to Marshall JobTrax for review and approval ( login instructions on the next page).
3. **IMPORTANT!**  
Above documents must be uploaded to Marshall JobTrax by March 11, 2016

## Please label the document in Marshall JobTrax ACC 216 ONLINE

- a. If the documents meet the general requirements, they will be approved, and you and your professor will be notified.
  - b. If any of the documents need some improvements, you will receive an e-mail message with specific instructions on what needs to be corrected.
  - c. Once you make the necessary changes, you will re-submit the document(s) for approval.
3. **Extra points**
- a. You get extra points only when all three documents are approved.
  - b. Please refer to your syllabus for completion deadlines.

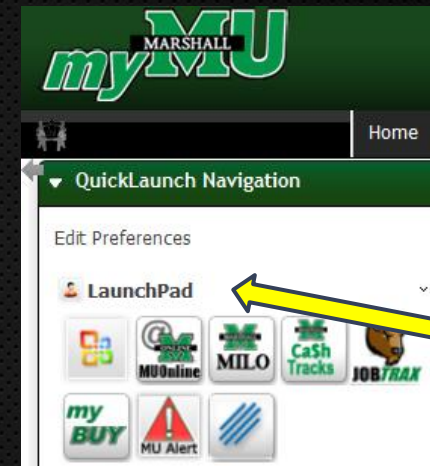
**NOTE:** If you have any questions about this assignment, please feel free to contact the Career Services office:  
[career-servicesmarshall.edu](mailto:career-servicesmarshall.edu) / 304.696.2370

# Why develop a resume and a cover letter?

- Resumes and cover letters are business documents that employers require to determine if you are a qualified candidate and whether to invite you to an interview.
- **Length**  
Keep your resume to one or two pages. The length depends on the amount of relevant information you have to present.
- If you need a second page, make sure there is enough content to fill at least a quarter of the second page
- **Format**  
The document must be attractive and organized. Keep it simple and consistent. For instance, if one heading is bold, every heading should be bold.
- **Graphics**  
NO graphics; they may cause problems when resume is faxed, e-mailed, or uploaded.
- **Fonts**  
Good fonts include Times New Roman, Arial, Tahoma, Trebuchet, and Verdana.
- The type size on a resume will usually be anywhere from 10 to 12 point.
- **Margins**  
Leave adequate “white space” on all four sides to create a clean, not congested look.
- In general, margins should be no less than a half inch and no more than 1¼ inches.

# JobTrax Login Instructions

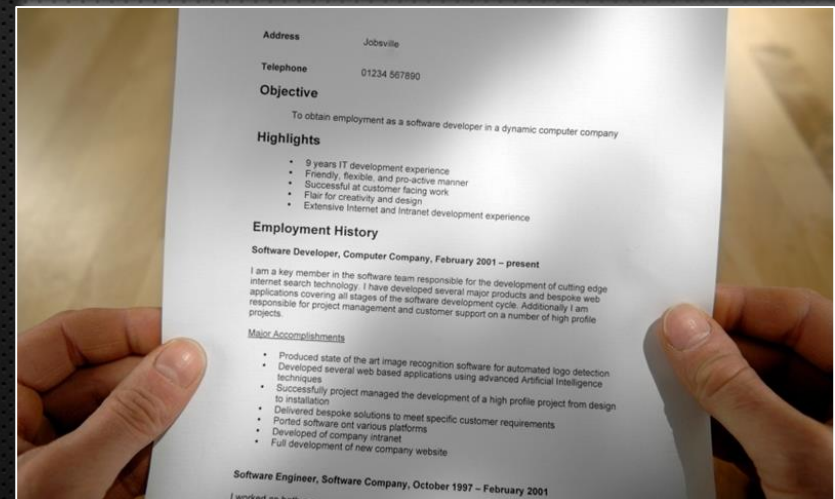
1. Log in to myMU and in the upper left, click on the Marshall JobTrax logo –
2. Click on “Documents” tab
3. Click on “Add New”
4. Enter document label : ACC 216 ONLINE
5. Browse for your document
6. Select the document ( if multiple documents, repeat the step for each document and label each one)
7. Click “Submit”
8. You are done! Now the submitted document(s) will appear under the “Pending Documents” tab until approved.



# Focused vs. Generic

- Resume needs to be relevant – focused based on the position responsibilities.
- In your “Skills” section, list relevant (to the position you are applying for) skills, abilities, and experiences.

**(For this exercise, a general resume is okay.)**



# Organizing the sections

Find the right headings for your resume

Typical headings:

- Objective
- Skills
- Education
- Work Experience
- Honors
- References

You can find this worksheet and other resume writing resources at this page:

<http://muwww-new.marshall.edu/career-services/students/Career%20Resources/resumes.html>

**NAME**  
address  
phone  
email

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**CAREER OBJECTIVE**  
(List type of job you are seeking. Example: To obtain a position in accounting, banking or finance where I could utilize my education and experience in .....)

**SKILLS**  
(List several of your strengths or skills that are relevant to the position you are applying for.)

- XXXXXXXXXXXX
- XXXXXXXXXXXX
- XXXXXXXXXXXXXXXXXXXX
- XXXXXXXXX
- XXXXXXXXXXXX

**EDUCATION**  
Institution name, Location, State  
Degree type, i.e. B.A.  
Major ..., minor ..... Graduation date  
GPA

**INTERNSHIP**  
(List internships, student teaching, or other clinical experiences)

**WORK EXPERIENCE** (List employers, list most recent experience first and work back in reverse chronological order)  
Employer name, Employer location, state  
Position title, Employment dates (from - to)

- job duties
- job duties
- job duties

Employer name, Employer location, state  
Position title, Employment dates (from - to)

- job duties
- job duties
- job duties

**HONORS & ACTIVITIES**  
List your accomplishments, honors, memberships, volunteer work, etc.

**REFERENCES**  
"Provided upon request" or "Attached"

(Do not list names of references on your resume. Use a separate sheet with names and phone numbers of individuals who have agreed to provide references for you - "Provided upon request")

If references are required as a part of the application process and you are attaching them with your resume, write "Attached.")

# Sample Headings

Consider creating your own headings to match your specific needs

- honors and awards
- publications
- languages
- presentations
- skills
- licenses and certifications
- internships
- military experience
- qualifications

**Your Name**  
Street Address • City, State or Province, Zip  
Phone Number • email\_address@email.com

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**Objective OR Summary**  
A resume Objective or Summary can help describe the value you bring to a prospective employer and entice a hiring manager to read your resume. Get help:  
[www.squawkfox.com/2008/12/18/anatomy-of-a-killer-resume](http://www.squawkfox.com/2008/12/18/anatomy-of-a-killer-resume)

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**Professional Experience**

Job Title	Company and Location	Years
• Action words + Keywords + Skills + Knowledge		
• Be specific by using numbers and percentages.		

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**Relevant Skills**  
Skill Group or Title: List skills here.

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**Education**  
Example Education:  
B.Sc., Computer Science (High Honors), University of British Columbia, 2002.

# Final Product

## Mary Smith

210 Forrest Bay, Huntington, WV 25709

Phone: 304.555.5555

E-mail: smith007@marshall.edu

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### OBJECTIVE

To obtain a position in the accounting field, where I could utilize my education, management and customer service experience.

### SKILLS

- Strong academic background in accounting and finance
- Excellent communication skills
- Excellent time and project management skills
- Working knowledge of Microsoft Office

### EDUCATION

Marshall University Huntington, WV

*B.B.A. Accounting, GPA: 3.85*

Expected graduation - May 2010

### INTERNSHIP

Blake & McCoy

Huntington, WV

Accounting Intern

January 2008 - May 2008

- Performed general accounting duties
- Prepared individual tax returns under direction of CPAs
- Used computerized accounting system to enter and process client data
- Prepared corporate accounts payroll

### WORK EXPERIENCE

Chase Bank

Huntington, WV

Note Clerk (*part-time*)

March 2006 - Present

- Calculate and adjust interest on commercial and mortgage loans
- Call existing and potential clients with new service and product offers
- Provide customer service

Best Buy

Barboursville, WV

Shift Manager

June 2000 - February 2006

Credit Associate

July 1999 - May 2000

- Supervised staff of six employees
- Processed credit applications
- Solicited credit customers in person and through telemarketing

### HONORS & ACTIVITIES

- Marshall University Dean's list; Fall 2007, Spring 2008, Fall 2008
- Accounting Club, secretary
- Huntington Area Habitat for Humanity, volunteer, 2001 to present

### REFERENCES

Available upon request



# Cover Letter Worksheet

Date

John A. Smith  
123 Third Street  
Huntington, WV 25755

Employer's Name

Title

Organization

Street Address

City, State, Zip Code

- Address to a specific person if possible. Call for a name if not listed. Use Mr. or Mrs.
- If name is unavailable use a title. For example, Dear Human Resources Director, Hiring Manager, Search Committee Chair

Dear \_\_\_\_\_:

## Paragraph 1: The "Hook"

- Introduce your qualifications up front. Ex: Major or degree seeking
- Drop a name. Did someone within the company suggest you apply? Let them know!
- Highlight something about their business that made you want to apply.

## Paragraph 2: The "Pitch"

- Highlight your relevant qualifications and results.
- Target what the organization needs or wants.
- Make it clear and easy to read.
- Talk about a relevant work experience that helps the company see what you would add to the position.
- Use the buzzwords from the job description.

## Paragraph 3: The "Close"

- Quick summary (one sentence).
- Call to action (request for a phone call or interview).
- Contact information.
- "Thank you."

Sincerely,

- 4 spaces
- Include your signature, unless emailing

# Final Product

January 11, 2015

Marco Marshall  
12 Penny Lane  
Huntington, WV 25705

Ms. Mary Smith, Hiring Director  
HR Department  
Merck Pharmaceuticals  
Edison, NJ 08529

Dear Ms. Smith:

Please accept my cover letter and my resume as an application for the Pharmaceutical Sales Representative position, which was advertised at JobTrax, Marshall University's employment website, on November 12, 2008. I'm also writing at the suggestion of Bill Moyers, who recommended that I apply for the position.

As you will note from reviewing my resume, I have a BS in Marketing and one year of outside sales experience along with excellent communication and analytical skills. I am task oriented, diplomatic and able to interact professionally and socially with individuals from all backgrounds. Through my performance, management style and product knowledge at my current position, I have earned the recognition and respect from the upper management. I have become the company troubleshooter, frequently called to handle problem accounts that no one else seems to be able to save.

I feel that my education, experience, enthusiasm and persuasive ability would be a great asset to Merck Pharmaceuticals. I welcome the opportunity to meet with you to discuss my qualifications. I look forward to your reply.

Sincerely,

Marco Marshall

Enclosure: Resume

# References

Please include the following items:

1. Name
2. Relationship
3. Title, company name
4. At least one form of contact,  
i.e. phone, cell phone, e-mail\*

**For this exercise, it is okay to use fictitious information. You can update it when needed.**

## References for Your Name Here

Mike Black, former supervisor  
Managing Director  
Xerox Corporation  
212 Sherrod Hill Road  
Rochester, NY 23345  
Phone: 555.432.2345  
E-mail: mblack@xerox.com

Mark Smith, former supervisor  
PR Director  
Johnson & Johnson  
Atlanta, GA 78954  
e-mail: smithm@johnson.com

Mary Kay, co-worker  
Senior Editor  
Newsweek  
2014 5th Ave.  
New York, NY 23345  
Phone: 555.432.2345  
E-mail: mkay@newsweek.com

# Upcoming Dates:

Wednesday, March 2<sup>nd</sup> – Spring Etiquette Dinner

4:30 Pm and 6:00 PM

Wednesday, March 16<sup>th</sup> – Job-A-Palooza

11:00 AM – 2:00 PM / Student Center Lobby

Tuesday, April 5<sup>th</sup> – Career Expo

1:00 PM – 4:00 PM / Don Morris Room



# Thank You!

## Career Services Office

### Hours:

**Monday – Friday 8:00 – 5:00**

### Phone:

**304-696-2370**

