

Resume, Cover Letter, References & Career Planning Basics

Presenter: Denise Hogsett, Director
Marshall University Career Services

Class Requirement

Completing the assignment is the Goal!



Objectives for today

- Introduce you to Career Services
- Understand the importance of a career plan
- Have a draft approved resume, cover letter and references
- Learn how to access information MYMU and website
- Know requirements listed in your syllabus

**A College degree alone
does not guarantee a
dream job, success,
money!!!**

**Having a career plan
does!**

Qualities Employers Want

Skill/Quality	Weighted average rating*
Ability to verbally communicate with persons inside and outside the organization	4.63
Ability to work in a team structure	4.62
Ability to make decisions and solve problems	4.49
Ability to plan, organize and prioritize work	4.41
Ability to obtain and process information	4.34
Ability to analyze quantitative data	4.21
Technical knowledge related to the job	3.99
Proficiency with computer software programs	3.86
Ability to create and/or edit written reports	3.60
Ability to sell or influence others	3.55

Source: NACE - The Job Outlook for the College Class of 2015

Accomplishments That Count

	2016 Influence hiring	2015 Influence hiring
Major	4.0	3.9
Has held leadership position	3.9	3.9
Involved in other activities	3.6	3.6
High GPA 3 or above	3.5	3.6
School attended	2.9	2.8
Volunteer work	2.8	2.8
Fluent Foreign language	2.2	2.4
Study abroad	2.0	2.1

Source: NACE - The Job Outlook for the College Class of 2015

Transferable skills

Student Experience

- Managed peer staff
- Planned events with a group
- Tutoring

Transferable Skills

- Supervising, delegating
- Teamwork, event planning, multitasking
- Teaching, working with diverse individuals

Career Planning

- **INTERNSHIPS**
- **VOLUNTEERING**
- **ENGAGEMENT**
- **LEADERSHIP ROLES**

SECOND YEAR

- Become involved in campus activities.
- Attend career expos to network with recruiters and explore job opportunities
- Focus on achieving or maintaining at least a 3.0 GPA
- Join and attend student organization meetings that relate to your major and career field
- Volunteer on and off campus
- Job shadow for career exploration experiences
- Obtain summer and/or part time jobs that relate to your chosen major

THIRD YEAR

- Gain professional skills and experience through internships, volunteering on and off campus, and taking leadership roles in campus organizations.
- Secure an internship related to your field of study
- Continue to keep GPA above a 3.0
- Purchase proper business attire for interviews and attend career expos

FOURTH YEAR

- Fine tune professional skills and make a self-marketing plan. Don't wait until graduation.. start early!!
- Prepare a final resume with good references
- Make job search a priority before graduation time
- Find and attend events that will provide networking opportunities
- Attend Career Expos on campus to seek employment opportunities
- Sign up for on-campus interviewing opportunities & company information sessions
- Practice interviewing, either virtually on Interview Stream or in person through Career Services

Assignment

The Key : Use Career Services Website
to access template

Save to V drive, flash drive or email to
yourself.

When it comes to a Resume Everyone is an expert...

Ask 20 people get 20 opinions:

- One page resume vs. two pages or more?
- List your references or not?
- Include hobbies and other personal info or not?
- Unique formatting vs. traditional?

Organizing the sections

Find the right headings for your resume

Typical headings:

- Objective
- Education
- Work Experience
- Honors

Consider creating your own headings to match your needs

OBJECTIVE

L. KAYLA JOHNSON

233 Mortimer Drive, Huntington, WV 25708

johnson399@marshall.edu • (304) 555-5500

OBJECTIVE

Position with the West Virginia State Police Forensic Laboratory

SKILLS

- Three years experience working in medical/science environments.
- Excellent computer skills using Cytoscription, DNA Perspective, Microsoft Word, Excel, Power Point.
- Strong attention to detail; precise and timely in work assignments.
- Dedicated worker with record of continual advancement to higher levels of responsibilities.

EDUCATION

EDUCATION

B.S., ISAT: Biotechnology, Minor: Criminal Justice December 2004
Marshall University, Huntington, WV. GPA: 3.92, Major GPA: 4.00

INTERNSHIP

Cytology Lab Assistant January 2004 - May 2004
St. Mary's Medical Center, Huntington, WV

- Prepared blood slides for type analysis and DNA testing
- Created and maintained detailed records of testing processes

EXPERIENCE

WORK EXPERIENCE

- Crime Lab Assistant/Summers** May 2003, 2004
West Virginia State Police, Winfield, WV
- Performed DNA sequence analyses
 - Prepared DNA reports for potential trial presentations
- Student Lab Assistant** August 2002 - February 2003
Marshall University College of Science, Huntington, WV
- Oversaw inventory of lab supplies
 - Prepared slides for blood-typing tests for cytology lab classes
 - Proctored lab tests, assisted students as needed
- Recreation Assistant** August 2000 - August 2002
River Park Hospital, Huntington, WV
- Supervised patients during recreation periods
 - Escorted patients to psychiatric and observation appointments

HONORS

ACTIVITIES AND HONORS

- Marshall University Dean's List, all semesters
- John Marshall Scholar
- Carter Woodson Scholarship
- American Academy of Forensic Sciences
- Marshall Jazz Ensemble
- Alpha Kappa Alpha Sorority

REFERENCES

REFERENCES

Available upon request from the Marshall University Career Services Center, (304) 696-2370

Sample Headings

- 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

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

Professional Experience

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

Relevant Skills
Skill Group or Title: List skills here.

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

Formatting samples

JONATHAN W. MOHLER

117 Ivy Drive, Apt# 7 • Charlottesville, VA 22903 • (434) 220-5207
MohlerJ02@darden.virginia.edu

EDUCATION

DARDEN GRADUATE SCHOOL OF BUSINESS ADMINISTRATION CHARLOTTESVILLE, VA
UNIVERSITY OF VIRGINIA
Candidate for Masters of Business Administration, May 2002

- Entrepreneurs' Club, Finance Club
- GMAT: 730

GEORGE MASON UNIVERSITY FAIRFAX, VA
Bachelor of Science, Finance, January 1998

- Dean's List, 7 semesters. GPA: 3.69
- Financed 100% of education through part-time employment and student loans

EXPERIENCE

Summer 2001 **DARDEN PROGRESSIVE INCUBATOR** CHARLOTTESVILLE, VA
New Venture Consultant

- Advised ventures on issues relating to marketing, competitive strategy, and early-stage financing.
- Negotiated a term sheet with a venture capital firm. Largely responsible for the inclusion of revenue milestones in the equity vesting agreement.
- Wrote the business plan for a financial services venture, helping the firm secure investor financing by summer's end. Served as the VP of Business Development. During this period, revenues tripled and the client base quadrupled.
- Critiqued the investor presentations of several incubator ventures, offering strategic guidance and general commentary.

1998 – 2000 **FEDERAL RESERVE BOARD** WASHINGTON, DC
Financial Systems Analyst

Provided primary analyst support to economists responsible for the production of the monetary aggregates and the implementation of monetary policy.

- Performed analyses of the Board's daily and weekly surveys of deposits.
- Utilized bank financial reports and market data to assist economists in determining open market operations.
- Maintained a web-based system to analyze retail 'sweep' accounts and to project the impact on monetary aggregates.
- Tested the Y2K compliance of five applications critical to the production of the monetary aggregates. Participated in the audit of testing procedures and critiqued test script logic.

1995 – 1998 **LMR INTERNATIONAL, INC.** MCLEAN, VA
Systems Manager

Designed and implemented automated systems to streamline and manage tasks related to the construction of local and national wireless telecommunications networks.

- Analyzed queries to determine the possible availability of radio frequencies. Reviewed internal databases and compared data with government listings to ensure accuracy.
- Created a program to help identify potential impediments that would hinder the flow of time-sensitive inventories valued at \$5MM. Developed a database to track the processing, construction, and sale of FCC radio station licenses.

1990 – 1994 **UNITED STATES MARINE CORPS** CAMP LEJEUNE, NC
Squad Leader, Anti-Armor Platoon

Supervised and ensured the combat readiness of a five-man Marine anti-armor squad.

- Participated in Operation Desert Storm. Remained in Southwest Asia four months after the cease-fire to serve as a military liaison to Saudi Arabian Nationals contracted to perform services for the Allied Forces.

When done...

- Review it again...
- Have someone else review it...
- Review for errors: typographical, grammatical, punctuation, etc.
- Convert your document to pdf format



Cover Letter Basics

Purpose

- **Introducing yourself** – a college senior, recent graduate, etc.
- **Highlighting** your most important skills & qualifications and /or the value that you could bring to the organization

Marco Marshall
12 Penny Lane
Huntington, WV 25705

January 11, 2009

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 would welcome the opportunity to meet with you and discuss my qualifications in detail. I look forward to your reply.

Sincerely,

Marco Marshall

Enclosure: Resume

Cover Letter Elements

Introductory section:

- why you are writing
- where you have learned about this position opening

Argument section:

- One to three paragraphs.
- It should convince the employer that you have the right skills to fulfill the position requirements.
- Point out important features of your resume that pertain to the position you are applying for

Closing section:

- Should be short.
- Ask for an interview

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Marco Marshall
Enclosure: Resume

Writing Rules

- No longer than one page, error free
- Avoid graphics
- Use the writing center if needed
- Your cover letter should be customized
- Your chance to show off your writing skills and to highlight and market yourself.

References

Please include the following items:

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

For this exercise is OK
to use fictitious info
as it can be updated
as 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



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Career Planning

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Job Search Resources

Class Resources

First Year Seminar (FYS)

Internships

LinkedIn

Marshall Mentor Network

Success Stories

Hot Jobs

Salary Calculator

#HerdHired Survey

MARSHALL UNIVERSITY

CAREER SERVICES

WELCOME TO OUR NEW SITE!



I'm a Student

We'll help you combine your passion, strengths and



I'm an Employer

Career Services offers a broad range of services to



I'm an Alum

From mentoring our students, to posting job



STUDENTS | CLASS RESOURCES

Accounting 216

The Division of Accountancy and Legal Environment offers a Bachelor of Business Administration degree in Accounting.

Graduates of the program add value to many types of organizations. They are prepared to meet the challenges of a business environment because they have mastered many professional skills.

[ACC 216 Resume Development and Career Planning](#)

[ACC 216 Checklist and Reference Documents](#)

[ACC 216 ONLINE Class Requirement](#)

[ACC 216 ONLINE Additional samples](#)

[ACC 216 Class Requirement - Teays Valley](#)

Services Offered

- Part time, full-time, temporary, summer, and internships
- One-on-one Career Coaching
- Resume Development
- On-Campus Interviews
- Career and Job Fairs
- Advice on selecting/changing majors
- Career Interest Inventories
- Etiquette seminars

Spring 2016 Main Events

- March will be COB Professionalism Month
- March 2nd , Spring Etiquette Dinner
- March 8th , Educator Expo
- March 16th , Spring Job-A-Palooza
- April 5th , Spring Career Expo

Thank You!

Career Services Office

Hours:

Monday – Friday 8:00 – 5:00

Phone:

304-696-2370

