Resume, Cover Letter, References



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

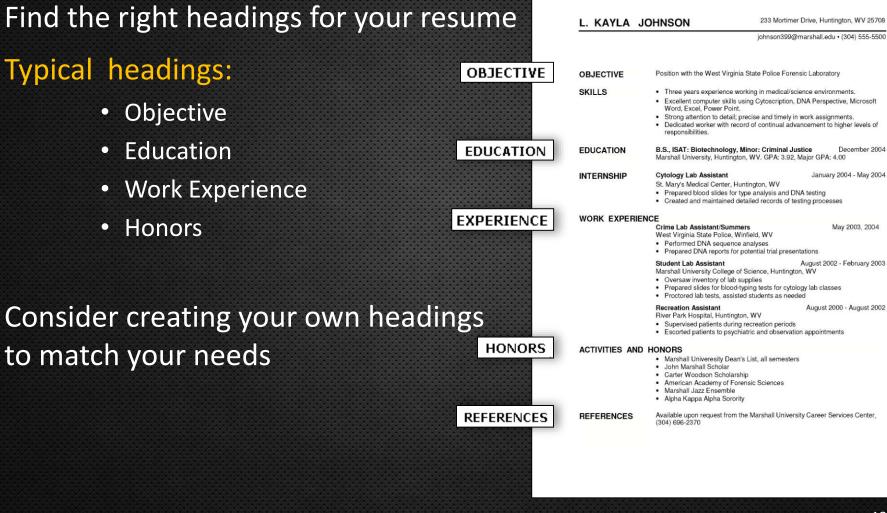
The Key : Use Career Services Website to access template Save to V drive, flash drive or email to yourself.

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

Ask 20 people get 20 opinions:

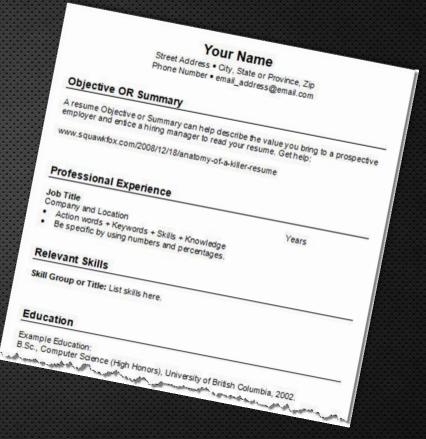
- One page resume vs. two pages or more?
- List your references or not?
- Include hobbies and other personal info or not?
- Unique formatting vs. traditional?

Organizing the sections



Sample Headings

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



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 UNIVERSITY OF VIRGINIA Candidate for Masters of Business Administration, May 2002 Entreprenurs' Club, Finance Club GMAT: 730	Charlottesville, VA
	GEORGE MASON UNIVERSITY Bachelor of Science, Finance, January 1998 • Dean's List, 7 semesters. GPA: 3.69 • Financed 100% of education through part-time employm	FAIRFAX, VA
EXPERIENCE Summer 2001	DARDEN PROGRESSIVE INCUBATOR New Venture Consultant Advised ventures on issues relating to marketing, competitive Negotiated a term sheet with a venture capital firm. Lan revenue milestones in the equity vesting agreement. Wrote the business plan for a financial services venture, financing by summer's end. Served as the VP of Busines revenues tripled and the client base quadrupled. Critiqued the investor presentations of several incubator and general commentary.	gely responsible for the inclusion of helping the firm secure investor is Development. During this period,
1998 – 2000	FEDERAL RESERVE BOARD Financial Systems Analyst Provided primary analyst support to economists responsible aggregates and the implementation of monetary policy. • Performed analyses of the Board's daily and weekly surve Utilized bank financial reports and market data to ass market operations. • Maintained a web-based system to analyze retail 'sweep on monetary aggregates. • Tested the Y2X compliance of five applications critical aggregates. Participated in the audit of testing procedur	eys of deposits. ist economists in determining open ' accounts and to project the impact to the production of the monetary
1995 – 1998	LMR INTERNATIONAL, INC. Systems Manager Designed and implemented automated systems to streamlir construction of local and national wireless telecommunication • Analyzed queries to determine the possible availability of databases and compared data with goiver marefi listings t • Created a program to help identify potential impediment sensitive inventories valued at \$5MM. Developed a construction, and sale of FCC radio station licenses.	is networks. radio frequencies. Reviewed internal to ensure accuracy. s that would hinder the flow of time-
1990 – 1994	UNITED STATES MARINE CORPS Squad Leader, Anti-Armor Platoon Supervised and ensured the combat readiness of a five-man I Participated in Operation Desert Storm. Remained in Si cease-fire to serve as a military liaison to Saudi Arabi services for the Allied Forces.	outhwest Asia four months after the

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

Marco Marshall 12 Penny Lane Huntington, WV 25705

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Sincerely,

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

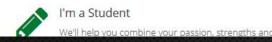
Mike Black, former supervisor Managing Director Xerox Corporation 212 Sherrod Hill Road Rochester, NY 23345 Phone: 555.432.2345 E-mail: mblack@xerox.com

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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I'm an Employer Career Services offers a broad range of services t





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Parents

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

