

Writing a Professional Cover Letter and Resume

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Career Counselor

It Means “Summary” in French

- Write carefully, omit jargon unique to position
- Be concise (1-2 pages)
- Use relevant information by checking the job posting
- Have a clear focus
- Have a crisp, clean layout
- Reflect your unique talents
- Formatting and Grammar is Important
- Save as pdf

Why Write One?

- Markets yourself to an employer by highlighting your qualifications; catch their attention and speak to their needs
- Precedes the interview & provides structure for the interview
- Justifies the employer's hiring decision
- Provides a sample of your organizational & communication skills

Get the Interview!



Resume Components

Necessary

- Identifying Info (include LinkedIn)
- Objective or Summary
- Education
- Measurable Skills
- Relevant Experiences (Related & Employment)

Optional

- Relevant Coursework
- Honors & Awards
- Memberships
- Research
- Publications

How Do I Tailor a Resume for an Employer?

- Read through the job description(**LOOK FOR KEYWORDS**), explore the company website, think about how you can contribute to the organization
- Change the order of your headings to emphasize different aspects of your education and experience
- Position the most relevant information at the top of the resume
- Understand how your potential strengths can be an asset to the position that you are applying for.

Job Posting



Job Posting

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PROJECT MANAGER, RENEWABLES

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What you'll be doing:

- **Program Implementation:** Provide **logistical and administrative oversight**. Oversee program requirements, application procedures and standards. Adjust **program design** as determined by developments in the market. Ensure **quality control**.
- **Reporting:** **Create program reports and presentations**. Contribute to **data analysis** and writing of final program report.
- **Marketing and Outreach:** Provide marketing and outreach support. Manage existing marketing contracts and **expand outreach** as necessary.
- **Financial administration:** **Oversee administration of project budget**, including control and monitoring of project-related expenditures. Ensure monthly **tracking** and quarterly invoicing of **program expenses**. Assist in preparation of interim and final financial reports.
- **Training:** **Provide training** for homeowners, installers, building officials and other industry stakeholders.
- **Personnel Management:** **Supervise the Project Assistant** and supervise and direct the SWH work of key marketing staff, inspector and energy engineer.
- **Special Projects:** Represent CSE programs at external events. Provide guidance and technical advice to program applicants and SWH vendors. Identify key program needs and develop actions to ensure program success.

Achievement Statements

- **PAR statements** are a succinct way of expressing an experience on your resume. • They allow the employer or graduate school to read 3-5 major bullet points on the key accomplishments and tasks you've carried out during that specific time. You are telling a quick, summarized story in one **statement**.

Project (2)	Action (1)	Result (3)
A survey	Helped Design	To determine Member's needs
Tri-fold flyer	Designed, Created	To attract students to join the organization

Environmental and Sustainability Studies Student Sample Resume

studentemail@utah.edu, cell (801) 999-9999, home (801) 111-1111

Until May 5, 2012:
5432 South 4567 West
Kearns, Utah 84321

After May 5, 2012:
8910 Juárez Avenue #3C
Tucson, Arizona 81234

OBJECTIVE

Entry-level career with an organization committed to environmental transformation

EDUCATION

B.S. in **Environmental and Sustainability Studies**, Minor in Geography
University of Utah
May 2012
Salt Lake City, Utah

- 3.7 major GPA, 3.4 cumulative GPA
- Study Abroad to Costa Rica
- Completed 2.5 years of college Spanish
- Organized and implemented extensive composting program for food services at the University of Utah
- Researched and wrote about environmental impacts on wildlife populations due to locally produced food sources

RELEVANT COURSE WORK

Resource Conservation & Enviro. Mngmt.	Environmental Policy	Global Climate Change
Global Environmental Issues	Sustainability Planning	Environmental Communication
Writing in the Sciences	Research Methods	Social Statistics

ENVIRONMENTAL EXPERIENCE

TreeUtah Spring 2012
Salt Lake City, Utah
Ecological Restoration Volunteer (3 hours/week)

- Assisted with native revegetation efforts along the Jordan River intended to provide migratory songbirds with habitat and food.

Office of Sustainability Fall 2011
Salt Lake City, Utah
Sustainable Campus Intern (6 hours/week)

- Researched nationwide campus efforts to compost campus food waste
- Developed a food waste composting plan implemented by food services

Environmental Action Team Spring 2011
Salt Lake City, Utah
Environmental Education Volunteer (3 hours/week)

- Taught 1st-4th graders about ecological concepts related to gardening

ADDITIONAL EXPERIENCE

REI Feb. 2010-present
Salt Lake City, Utah
Sales Associate

- Assist customers with questions regarding recreation equipment

SKILLS

- Microsoft Access, Excel, PowerPoint, Word, Dreamweaver, Online Social Networking
- Permaculture Training
- Experience working with children, ages 6-10
- Good knowledge of Spanish

Cover Letter Basics

- Introduces you and your resume when you are not present
- CUSTOMIZE each one-NEVER mass produce!
- Use formal business letter format
- Use same heading from resume
- Address to a specific person and job title
- Last resort-→ “Dear Hiring Manager”

Introduction

- State reason for letter
- Specify the position or type of work you seek
- State how you learned about the opening

Body

- Second Paragraph- State why you want to work for this organization. Mention recent specific positive news about the organization.
- Third Paragraph – State why you are the best choice for the position. Match your qualifications with the qualifications listed in the job announcement.

Closing

- Express enthusiasm for an interview
- State how and when you will follow up
- Thank the organization for their consideration

Things to Remember

- Spell Check
- Verify names and greetings used
- Use positive and confident language

TECHNICAL WRITING COVER LETTER SAMPLE

ROCKEE T. BULL

4200 East Fowler Ave
Tampa, FL 33602
PHONE: (813) 974-2171
EMAIL: rockeebull@usf.edu
www.linkedin.com

May 29, 2013

Tom Dyson
Publisher
Common Sense Publishing
55 NE 5th Avenue
Delray Beach, FL 33483

Dear Mr. Dyson:

I am applying for the open position for web content assistant that I discovered while on Agora's website. As a recent Technical Writing graduate, I believe that I can bring a strong coding skill set to this position.

Common Sense Publishing interests me because it is a local publishing company that focuses on putting new ideas out to the subscribers. Your company inspires employees to grow and share their ideas no matter what level they may be. My technical writing coursework provided me with the qualifications and skills to enhance the user interface. During my New Media for Technical Communications course, I learned how to use HTML/CSS. For one of the projects in that class, a group of us created a mock website that allowed users to learn about different schools technical writing courses. In a Visual Rhetoric Course, we designed infographics, white papers, and other materials that will help edit and create online content. My goal is to apply my skills to your publishing company to help improve your website and content. For more details on my skills, please refer to the enclosed résumé.

I am requesting an interview to review how my qualifications meet your needs. Kindly reach me at (813) 974-2171 or e-mail me at rockeebull@usf.edu. In two weeks, I will check on the status of my application. Thank you for your valued time and consideration.

Sincerely,

(Handwritten Signature)

Rockee T. Bull

DO YOU HAVE
ANY QUESTIONS?

Survey

bit.ly/usfcspresentationssurvey