

Cover Letter Writing 101

Heading:

Your Address

Date

Employer's Address



Salutation:

Address the letter to person responsible for hiring (if you can't find that information then use "Hiring Committee" or "Hiring Manager". Do NOT use "Dear Sir or Madam" or "To Whom it May Concern")

Opening

(2-5 sentences): Come to the point. Reveal your purpose and interest. Identify the position and your source of information. Introduce your themes.

Body

(1-2 paragraphs): Outline your strongest qualifications that match the position requirements based on the themes you selected. As much as possible, provide evidence of your related experiences and accomplishments. Discuss your skills and personal qualifications that make you a strong candidate. Make reference to your enclosed resume, but do not simply regurgitate it.

Closing

(2-5 sentences): Suggest an action plan. Request an interview, and indicate that you will call during a specific time period to discuss interview possibilities.

(1-2 sentences): Express appreciation to the reader for his or her time and consideration.

Do's

- Follow rules of a standard business letter format
- Target your correspondence to the employer
- Spell check and edit your letter
- Limit to one page
- Keep copies
- Include an original signature
- Close with a direct request for some type of action

Don'ts

- Be generic and impersonal
- Start every sentence with "I"
- Use unprofessional language
- Include personal information that is not relevant to the position
- Give false impressions
- Regurgitate your resume

RESUME WRITING ACTION VERB LIST

Remember: always use action verbs, not “duties included” or “responsible for.” Do not misrepresent your duties -- describe them as professionally and accurately as possible.

COMMUNICATIONS

acted as liaison	corresponded	instructed	negotiated	referred
advised	counseled	interpreted	notified	sold
advocated	demonstrated	interviewed	presented	trained
arbitrated	displayed	lectured	promoted	translated
authored	edited	marketed	publicized	wrote
commented	guided	mediated	published	
consulted	informed	moderated	recommended	

ADMINISTRATION

administered	determined	implemented	ordered	regulated
appointed	directed	initiated	organized	represented
arranged	dispatched	instituted	overhauled	revamped
completed	dispensed	issued	oversaw	reviewed
conducted	distributed	launched	prescribed	routed
consolidated	eliminated	managed	presided	selected
contracted	executed	motivated	provided	supervised
controlled	founded	obtained	recruited	supplied
coordinated	governed	offered	rectified	terminated
delegated	headed	opened	referred	

PLANNING AND DEVELOPMENT

broadened	developed	drafted	initiated	planned
created	devised	estimated	invented	prepared
designed	discovered	improved	modified	produced
				proposed

ANALYSIS

amplified	computed	evaluated	identified(needs)	solved
analyzed	detected	examined	investigated	studied
calculated	diagnosed	forecasted	programmed	systemized
compiled	disapproved	formulated	researched	tested

FINANCIAL RECORDS MANAGEMENT

audited	collected	invested	minimized	recorded
allocated	condensed	inventoried	monitored	scheduled
balanced	documented	listed	processed	tallied
catalogued	expedited	logged	procured	traced
charted	guaranteed	maximized	purchased	updated
classified				

MANUAL

assembled	delivered	modernized	repaired	rewired
built	installed	navigated	replaced	trimmed
constructed	maintained	operated	restored	

GENERAL

accomplished	contributed	increased	provided	strengthened
achieved	delivered	initiated	served	transformed

Resume Writing 101



- **Try to avoid using a template.** Templates tend to not be flexible with spacing and adding information. They also don't allow you to be unique!
- **Use professional language.** Make sure that your e-mail address is appropriate and that your wording sounds professional.
- **Spell it out!** Don't assume the employer knows what UCF or NEA (National Education Association) stand for.
- **Only include relevant information.** Ask yourself- "Does the employer care?" and "If so, why?" (Tailor your resume to the position you are applying to.)
- **Be specific.** Don't assume the employer thinks your experience is similar to that of the other guy. Explain your role and/or duties. Use key words from the job description to highlight your skills and qualifications.
- **Size does matter!** Make sure your name stands out (bold and 14-16 pt. font) and the rest of your resume is in 11-12 pt. font. (Times New Roman or Arial font are recommended.)
- **Work experience is not the only kind of experience.** You can include relevant courses, class projects, service learning, volunteer work, research, student clubs, study abroad, etc.
- **Get involved!** Employers want to see that you're staying up-to-date with what's going on in your profession. This also provides opportunities for networking!
- **Tu hablas Espanol?** Include fluency or knowledge of other languages *only* if you are willing to use it on the job!
- **Stay consistent!** Make sure that all of your columns line up. Also, if you **bold**, underline, or *italicize* certain headings or titles make sure that you do it throughout the resume.
- **Leave the past behind!** Only include high school experiences and involvement if you are in your first year of college. Generally, employers don't care about high school once you're in college.
- **Making the grade!** Only include your GPA if it's above a 3.0.

****Disclaimer-** Items mentioned in this handout are suggestions based on employer feedback. Ultimately, you can format your resume however you wish. Bottom line- it's your resume!***

CHRIS SMITH

123 Broward Boulevard ~ Ft. Lauderdale, FL 12345
954-555-5555 ~ smith@aol.com

SUMMARY OF QUALIFICATIONS

- Eight years experience in the marketing and advertising industry
- Excellent interpersonal and professional skills with clients, management, and media
- Successfully developed marketing research for consumer needs and demands
- Development and participation in presentations and marketing plans

EDUCATION

Master of Science in Business Administration May 2000
Nova Southeastern University; Ft. Lauderdale, FL

Bachelor of Science in Business Administration May 1994
Nova Southeastern University, Ft. Lauderdale, FL

- Deans List 1992-1994

PROFESSIONAL EXPERIENCE

Bradford Department Stores, Ft. Lauderdale, FL

Marketing Coordinator 9/97-Present

- Develop and supervise implementation of all marketing plans with the sales and marketing departments
- Prepare and manage the annual marketing budget of \$2 million
- Manage scheduling and production of all sales and marketing material
- Provide marketing information at biannual sales conferences and coordinate presentations

Market Researcher 7/94-8/97

- Wrote and presented reports to management to address market and consumer needs
- Identified target markets and constructed questionnaires for consumer reports
- Organized and conducted focus groups for promotion of new products and analyzed results of study

Murrow Design Company, Sunrise, FL

Advertising Intern 9/93-5/94

- Compiled market research for expanding and developing businesses
- Worked closely with marketing staff to develop promotional events for clients
- Actively participated in sales presentations for prospective clients

WKRP-Cincinnati, Cincinnati, Ohio

Summer Intern 5/93-8/93

- Wrote hard news and feature stories for upcoming segments
- Scheduled, interviewed, and prepared guests for round-table discussions

SKILLS

Computer Skills: Microsoft Office, Lotus 1-2-3, Publisher, and the Internet
Language Skills: Fluent in English and Spanish

EDUCATION

Master of Accounting

Nova Southeastern University, Davie, FL

September 2008

- Current GPA: 4.0

Bachelor of Arts in Business Administration

University of Florida, Gainesville, FL

April 2005

- Specialization in Sports Management
 - Graduated with a 3.34 GPA, Dean's List 2005
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PROJECT EXPERIENCE**Information Process of a Fortune 500 Company**

- Gathered information on process in the Accounts Payable Department to generate data flow diagrams and a system flowchart.
- Built a control matrix to show the present controls and determine missing controls that should be a part of the process.
- Analyzed controls and made recommendations to help make the process run more effectively and efficiently.

Interviewing and Interrogation Techniques, Research Paper

- Gained an understanding on how to conduct a proper interview to obtain evidence for determining fraud and its perpetrator.
 - Learned about the Reid Technique which is commonly used to secure a confession during the interrogation process.
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WORK EXPERIENCE**Associate Manager**

Jockey International, Inc., Sunrise, FL

Nov. 2005 – Mar. 2007

- Assisted customers with product selection.
- Worked with outside company to perform annual audit of merchandise.
- Qualified in specialized training and provided training to sales team of 5-8 employees in guest oriented services.
- Performed highest level of sales and retention of customer through club card program storewide.
- Played instrumental role in acquiring customer participation in reward program which rated the store #1 in the company.
- Energized sales team of 10 associates to meet and exceed daily sales and performance goals.
- Monitored the sales floor to ensure that all team members are meeting the needs of the customers.
- Assisted in ordering supplies, responding to emails, and receiving products to the store.
- Helped in the hiring process for finding new employees.
- Performed opening and closing procedures.

Sales Associate

Jockey International, Inc., Sunrise, FL

May 2003 – Nov. 2005

- Operated cash register for customer sales.
- Assisted customers with product selection.
- Qualified in specialized training.
- Performed cleaning and straightening duties within the store.

Student Assistant

University of Florida College of Pharmacy, Gainesville, FL

Aug. 2001 – May 2003

- Explained the admission process to prospective students.
 - Organized students' files who applied to the school.
 - Collected and distributed mail and organized informational packets to be mailed to prospective students.
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AFFILIATIONS

- Member, Accounting Club
- Member, Phi Eta Sigma
- Member, The National Society of Collegiate Scholars

Adam Finley

adamf@mail.csuchico.edu
350 W. 6th Ave., Chico, CA 95926
3256 Avenida de Capa, Carlsbad, CA 92009
(858)802-5586

October 1st, 2008

Hiring Manager
Victaulic
1234 Main Street
Anywhere, CA 12345

Dear Hiring Manager:

Please accept my resume in consideration for your Sales Territory Manager position. I will graduate in December 2008 with a Bachelor's degree from California State University, Chico, where I excelled academically, earning a 3.2 overall GPA. In addition to my efforts in the classroom, my college experience includes a variety of jobs that demonstrate my teamwork ability, communication skills, and initiative to excel in the field.

My most recent experience was working as a Summer Orientation Peer Advisor for Chico State which required the ability to manage multiple tasks and maintain a positive team dynamic with my colleagues. I also practiced my consultative selling skills while addressing the needs of prospective students and their parents, and there were many situations that required me to be flexible and adaptable. I also demonstrated my effective public speaking skills, giving presentations to audiences of 200+.

One of my most notable jobs was with Molecular Medicine BioServices (a manufacturing-based biotech company) where I was hired for a one-week temporary job that ultimately turned into an almost two-year position because I performed as a self-starter and became indispensable to my department. I worked in Quality Assurance where attention-to-detail was essential. In another position, while working for the Encinitas School District, I demonstrated my strong work ethic, beginning each day at 6 a.m. I was invited back to this job every school break for two years due to my initiative, dependability and great attitude.

These real-world experiences coupled with my demonstrated excellence in the classroom prepare me for the rigors of Victaulic's sales position. In addition to the information provided on my resume and in this letter, I will gladly put you in touch with former supervisors who will validate my skills and abilities as I have described above.

If hired, I will demonstrate unbridled enthusiasm for your organization. I appreciate your consideration and look forward to hearing from you. I can be reached directly at 858-802-5586. Thank you.

Sincerely,

Adam Finley

William O. Bryant

152 Walnut Ave., #2, Chico, CA 95926 - (530) 216.3121 / 23 Beltaine Court, Yreka, CA 96097 - (530) 322.2121
wobryant@ecst.csuchico.edu - Web Page Address: www.ecee.csuchico.edu/~cebaron

September 7, 2009

Human Resources Coordinator
Electronic Data Systems
Folsom, CA 95630

Dear Human Resources Coordinator:

I am writing to let you know of my interest in your open PC Support Analyst and Production Support Technician positions. I am a Senior at California State University, Chico and will graduate in December 2009 with a degree in Business Information Systems, earning a 3.4 overall GPA. In addition to my education, my qualifications include my work experience in a variety of technical positions as described on the enclosed resume.

I have developed a deep work ethic and excellent time management skills through the part-time jobs I've held while attending college on a full-time basis. My employment history ranges from a Help Desk Analyst to a Member Service Representative to various clerical positions. Because of my diverse experience, I recognize and appreciate the importance of setting and reaching goals. I am also confident that my educational and professional experiences demonstrate my ambition, a quality that would benefit EDS.

In addition to my time management skills and my strong work ethic, I can offer you direct technical experience from my current position at Chico State's User Services. EDS's long-standing reputation was established by employing people like me who are customer-focused and skilled in technology. If I am hired, I am confident my colleagues and customers will appreciate my enthusiasm and flexibility. Furthermore, I welcome change, and my experiences have prepared me to take a leadership role in a changing environment, like that at EDS.

Thank you for your consideration. I look forward to hearing from you and possibly meeting for an interview. I can be reached at the contact information listed above.

Sincerely,

William O. Bryant
Enclosure