

WRITING EFFECTIVE RESUMES AND COVER LETTERS

Deborah Federico, Associate Director for Career Education
Campus Center, 1st Floor, Suite 1300
Please call or stop by to schedule an appointment: 617-287-5519
Drop-ins: Monday-Thursday – 12:00-4:00 pm

The Office of Career Services and Internships

Today's goals

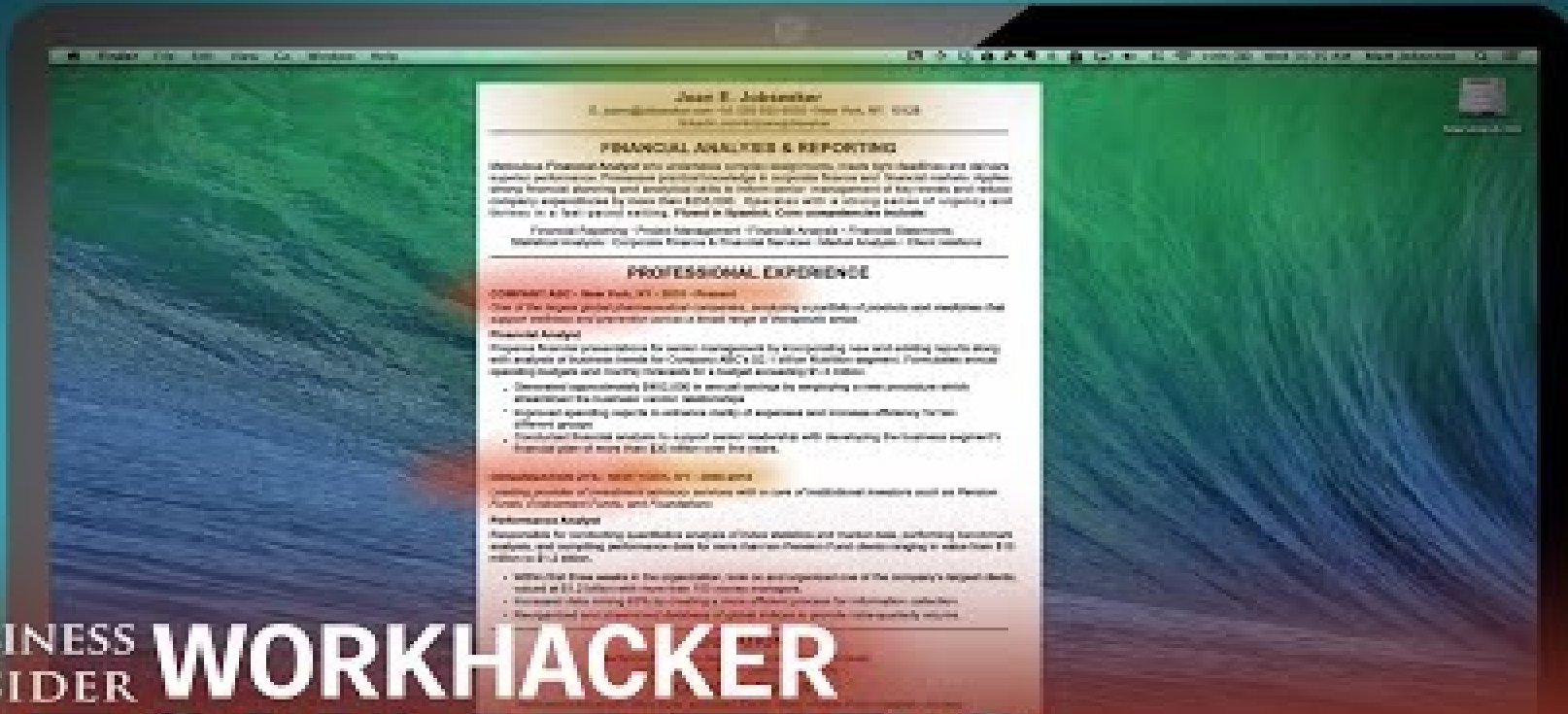
- Develop an understanding of the importance of an effective resume and cover letter
- Learn effective ways to highlight your skills and abilities to employers to stand out from the competition
- To learn resume and cover letter writing skills that will last you a lifetime!

QUESTIONS TO CONSIDER

- How many resumes do companies get on average for each job?
- How is your resume initially screened by big companies?
- What is the goal of a resume?
- How long do recruiters spend reviewing your resume?



BUSINESS INSIDER WORKHACKER RESUME TIPS



RESUMES: TRUE AND FALSE

1. I can use the same resume over and over again False
2. A resume should always be exactly one page False
3. A resume should incorporate keywords and results True
4. I should always include a *Summary of Qualifications* section on my resume False
5. I should use a template when developing my resume False

SECTIONS ON YOUR RESUME

Based on your experience, you may have these sections:

Awards/Honors

Poster Presentations

Certifications or Licensure

Presentations

Community Engagement

Professional Associations

Community Involvement

Professional Development

Computer Skills

Professional Profile

Conferences

Publications

Extracurricular Activities

Research Experience

Lab Skills

Special Projects

Languages

Volunteer Experience

Leadership Experience

and more!

RESUME LAYOUT

Starting off strong:

- What skills, experience, and knowledge do you bring to the position?
- If the beginning of your resume does not engage the employer, he or she may never read your full document.

Summary of Qualifications:

- Strong writing, editing, proofreading and verbal communication skills
- In-depth experience conducting research
- Ability to write and edit press releases
- Strong organizational skills with an ability to successfully prioritize and multitask in a fast-paced environment
- Proficiency in Wordpress and Microsoft Office
- Experience working independently on multiple projects and deadlines concurrently

RESUME TIPS

Know your experience and how to arrange it!

- Your resume can list your work experience, volunteer experience, and other areas of involvement
- You may also want to include a professional summary and list your related coursework
- Your goal is to show the employer why you are a great candidate for the internship/job

Jane L. Smith

100 Morrissey Blvd. ▪ Boston, MA 02125 ▪ 617-222-5555 ▪ Jane.Smith@gmail.com
<http://www.linkedin.com/in/JaneLSmith/>

Objective: To obtain a journalism internship writing articles on local politics for the *Daily Times*.

Michael Ng

105 Morrissey Blvd.
Boston, MA 02125
MichaelNg@yahoo.com
617-222-5533

Objective: Seeking a job as a Public Relations Specialist, utilizing strong written communication skills to respond to media requests, write press releases, and develop new protocols for strategic outreach.

Luis Rodriguez

107 Morrissey Blvd. ♦ Boston, MA 02125 ♦ Luis.Rodriguez@gmail.com ♦ 617-222-5544

Objective: To obtain the Community Outreach Coordinator position, working to build a strong connection between Bay Cove Human Services and seniors across the Boston community.

Michael Ng

105 Morrissey Blvd. ♦ Boston, MA 02125 ♦ MichaelNg@gmail.com ♦ 617-222-5533

Summary of Qualifications:

- Experience working with youth, ages 10-16, providing resources and helping students reach their potential
- Knowledge of conflict and dispute resolution tactics with experience presenting coping methods
- Experience working in urban settings with cultural awareness
- Familiarity with group dynamics and team building exercises
- Ability to communicate effectively with parents, children, and agencies

Education:

University of Massachusetts Boston, Boston, MA

Bachelor of Arts in Psychology, May 2020

GPA: 3.7, Dean's List: Fall 2016-Present

Psi Chi National Honor Society, Spring 2018- Present

Senior Thesis: *List your title in italics*

Related Courses:

Adolescent Psychology

Abnormal Psychology

Could list a related elective

Courses will connect to position description Can list 3-8 upper level courses

Related Experience:

Volunteer Mentor, Home for Little Wanderers

Boston, MA

Fall 2018-Present

- Engage mentee on a weekly basis, creating opportunities to participate in community based activities
- Share resources related to developing strong peer relationships and succeeding in school

Hailey Smith

107 Morrissey Blvd. ♦ Boston, MA 02125 ♦ HaileySmith001@umb.edu ♦ 617-432-7014

OBJECTIVE

To obtain a public relations internship, utilizing strong communication and organizational skills to work on projects for high profile health care clients.

SUMMARY OF QUALIFICATIONS:

Strong writing, editing, proofreading and verbal communication skills; In-depth experience conducting research; Ability to write and edit press releases; Strong organizational skills with an ability to successfully prioritize and multitask in a fast-paced environment; Proficiency in Wordpress and Microsoft Office; Experience working independently on multiple projects and deadlines concurrently

EDUCATION:

University of Massachusetts Boston, Boston, MA

Bachelor of Arts in Communication, May 2019

GPA: 3.57, Dean's List: Spring 2017-Present

Bunker Hill Community College, Boston, MA

Associate of Liberal Arts in English, December 2016

RELATED COURSES:

Health Communication

Spring 2018

- Researched...
- Developed....
- Gained an understanding of...

Advertising/PR Campaign Planning

Fall 2017

- Analyzed..
- Planned....
- Presented...

Kristin Jones

107 Morrissey Blvd. ♦ Boston, MA 02125 ♦ KristinJones@gmail.com ♦ 617-223-5544

Objective: To obtain a summer internship with Vertex Pharmaceuticals helping to develop sample preparation techniques for gas and liquid chromatography analysis.

Education:

University of Massachusetts Boston, Boston, MA

Bachelor of Science in Chemistry, May 2020

GPA: 3.6, Dean's List: Fall 2016-Present

Senior Thesis: *List your title in italics*

Lab Skills:

Gas and Liquid Chromatography

UV/Vis Analysis

Titration

IR Spectra

Reflux

5S Trained

Ultracentrifugation

Fractional Distillation

Anhydrous Reactions

Technical Skills

MATLAB

ChemDraw

Mathematica

UGNX

HyperChem

Related Research:

List Lab, Dr. XXXXX

Dates

- Investigated...
- Analyzed...
- Compared...

Are You Career Ready?



Critical Thinking/Problem Solving



Leadership



Oral/Written Communication



Professionalism/Work Ethic



Teamwork/Collaboration



Global Perspective



Information Technology



Career Management

ACTION STATEMENTS

Different ways to highlight your experience on your resume:

- Related Experience and Additional Experience
- Special Projects or Related Coursework
- If you have direct experience through internships, volunteering or a leadership position in a club, you can list it as your title, such as: *Marketing Experience* or *Public Relations Experience*

Use action verbs to describe your experience:

Advocated

Conducted

Contributed

Developed

Established

Researched

Planned

Secured

Targeted

Streamlined

Managed

Monitored

Marketed

Increased

Assigned

Measured

Analyzed

Publicized

ACTION STATEMENTS

Utilize the PAR Approach to show your accomplishments:

- Problem/Situation
- Action
- Result

Poor: Wrote press releases

Better: Wrote, edited, and distributed press releases and media advisories

Best: Wrote, edited, and distributed press releases and media advisories to announce firm news and reflect key goals to the public

ACTION VERBS

Communication

Addressed
Corresponded
Delivered
Demonstrated
Informed
Negotiated
Presented
Promoted
Proposed
Publicized
Suggested
Translated

Plan/Organize

Allocated
Anticipated
Arranged
Classified
Collected
Edited
Grouped
Monitored
Planned
Regulated
Scheduled
Structured

Research/Analytical

Assessed
Compared
Critiqued
Discovered
Evaluated
Examined
Explored
Investigated
Measured
Observed
Reviewed
Studied

Technical

Adjusted
Built
Computed
Constructed
Designed
Diagnosed
Engineered
Experimented
Maintained
Modified
Programmed
Tested

Michael Ng

100 Morrissey Blvd. ▪ Boston, MA 02125 ▪ 617-222-5555 ▪ MichaelNg@yahoo.com

Objective: To obtain a public relations internship, utilizing strong communication and organizational skills to work on projects for high profile health care clients

Summary of Qualifications:

Strong writing, editing, proofreading and verbal communication skills; In-depth experience conducting research; Ability to write and edit press releases; Strong organizational skills with an ability to successfully prioritize and multitask in a fast-paced environment; Proficiency in Wordpress and Microsoft Office; Experience working independently on multiple projects and deadlines concurrently

Education:

University of Massachusetts Boston, Boston, MA

Bachelor of Arts in Communication, May 2020

GPA: 3.4, Dean's List: Fall 2016, Spring 2017

Related Coursework:

Advertising/PR Campaign Planning

Health Communication

Organizational Communication

Related Experience:

Member

9/2017-Present

Cinema Studies Club, University of Massachusetts Boston

Boston, MA

- Promote bi-monthly movie viewings through social media to the University of Massachusetts Boston community
- Develop flyers and related marketing materials to promote club and upcoming events
- Write outreach articles for the club, submitting material to *The Mass Media*, a popular student newspaper

Additional Experience:

Cashier

1/2016-5/2018

XYZ Store

Boston, MA

- Assisted customers in completing their transactions and compiled daily cash report
- Created and implemented new store closing policies, decreasing the time it took to close the store by 50%

Extracurricular Activities:

Member, Business and Marketing Club, University of Massachusetts Boston, 2017-Present

Skills: Photoshop and Illustrator; Microsoft Office Suite; Google Analytics; Social media platforms, including Instagram, Facebook, Twitter, Pinterest, and LinkedIn

RESUME TIPS

- Always **tailor** your document for **every position** you apply to
 - Carefully review the internship/job description and evaluate your skills and qualifications
 - If applicable, include related courses and special projects as they related to the position
 - Highlight your skills and accomplishments – list results!
 - Incorporate key words in your resume
 - Be sure to *always* check spelling and grammar – do not rely on spell check
- Avoid templates
- Margins can range from 1” to ½”
- Font size can range from 10 (depending on font type) to 12
- Save your resume with your first and last name, especially when submitting to an employer
- Resume guides can be found on our Beacon Careers Online site (Handshake)
- Have your resume critiqued by a Career Specialist in an appointment or drop-in

SUBMISSION

- Be sure to proofread your document and make sure you include keywords and statements highlighting your accomplishments and results
- Make sure you save your resume under clear name
- A cover letter should always accompany your resume when applying to a position
- Write the job title in the subject line of your email; this alerts the recipient to your purpose for writing and may prevent your message from being filtered for spam

REFERENCES

References should be listed on a separate document

- For each reference include:
 - Reference Name
 - Title
 - Organization
 - Address
 - Phone Number
 - Email Address
 - Professional Relationship: Supervisor, Professor, Co-Worker

EMPLOYER FEEDBACK

Why candidates do not get called in for an interview:

- Grammatical/spelling errors
- Not changing the objective to specific job
- Gaps in experience unexplained
- Too much information
- Resume was not geared toward the position
- Using the same cover letter for every resume sent out
- Not putting accomplishments within job held

COVER LETTERS: TRUE AND FALSE

1. I can use the same cover letter over and over again **False**
2. I should focus on how the position will help me grow **False**
3. A cover letter should be one page **True**
4. If the job description does not ask for a cover letter, I shouldn't include one **False**
5. My cover letter should be a summary of my resume **False**

COVER LETTERS

- Cover letters highlight your written communication skills and provide you with the opportunity to state why you are interested in the position and why you are a great candidate (your strongest qualifications)
- Cover letters are generally 3 to 4 paragraphs, no longer than a page, and should be addressed to a specific person when possible
- If there are mistakes in your cover letter or if it does not catch the reader's interest, your resume may never be read or you might be disqualified

Michael Ng

100 Morrissey Blvd. ▪ Boston, MA 02125 ▪ 617-222-5555 ▪ MichaelNg@yahoo.com

March 29, 2019

Ms. Mary Moore
Newsroom, *Daily Times*
P.O. Box 89192
Boston, MA 02205

Dear Ms. Moore:

COVER LETTER BASICS: 1ST PARAGRAPH

- Your first paragraph sets the tone for your cover letter
- Be sure to mention the title of the job/internship or the department you would like to work in
- List how you learned about the position and if you were referred by someone
- Capture the reader's attention by stating why you are interested in this position

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March 29, 2019

Ms. Mary Moore
Newsroom, *Daily Times*
P.O. Box 89192
Boston, MA 02205

Dear Ms. Moore:

I am applying for the journalism internship posted on the *Daily Time's* website. I have a strong interest in local politics and my experience writing political articles for the University of Massachusetts Boston's student newspaper coupled with my educational experience provide me with the essential skills needed to be successful as a journalism intern.

COVER LETTER BASICS: 2ND PARAGRAPH

- Your second paragraph states why you should be considered for this job/internship
- Highlight 2-3 examples you think would be of greatest interest to the organization and relate them to the employer's needs
- Your goal is to create an interest in *you* so the reader contacts you to set up an interview

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As a student at the University of Massachusetts Boston, I have had the opportunity to take courses directly related to writing articles for a newspaper. In my *Writing for Print Media* class I took on a project writing about the Boston Mayoral Campaign from a student's perspective, which was published on Boston.com. Additionally, I have experience writing for *The Mass Media*, UMass Boston's student newspaper, where I contribute weekly political articles during the semester and have had multiple featured stories. My love of politics along with my passion for writing makes me a strong candidate for the journalism internship with the *Daily Times*.

COVER LETTER BASICS: 3RD & 4TH PARAGRAPHS

- The third paragraph should focus on why you are drawn to the organization
- In your closing paragraph, thank the reader for his/her time in reviewing your materials
- You should also ask for the opportunity for an interview
- Be sure to include the best way to contact you and if you are mailing your letter remember to sign it

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I am an avid reader of the *Daily Times* and am very interested in the journalism internship. It would be an honor to work side-by-side with experienced writers who are constantly recognized for their contributions in journalism. Additionally, knowing that the *Daily Times* readership has to continue to increase, I am excited to have the opportunity to contribute to such a successful newspaper.

There are many skills and perspectives that I would bring to the *Daily Times* and I would appreciate the opportunity to interview for this position. I can be reached at 617-222-5555 or at MichaelNg@yahoo.com. Thank you for your consideration.

Sincerely,
Michael Ng

COVER LETTER DO'S

- Write a personalized cover letter
- If you've got connections, use them (mention within letter)
- Address it to "Dear Hiring Manager" or "Dear Recruiter" if no name is given
- Keep it conversational. This type of language makes people feel like you have rapport even if you've never met.
- The most crucial of the cover letter tips: Don't be weak. (i.e. I realize I don't have any experience but...)

YOUR NEXT STEPS

- It is recommended to update or create your resume (when possible, create it for a specific position)
- Have your first cover letter reviewed by Career Services; make sure it's targeted toward a specific job
- If you schedule an appointment, bring a hard copy of your resume and cover letter, along with the position description
- Drop-ins are also available M-TH from 12:00-4:00 PM as a way to have your resume reviewed (15 minute quick-checks)
- At any time, let us know if you have questions or need assistance!

QUESTIONS?

Office of Career Services and Internships

Campus Center, 1st Floor, Suite 1300

Please stop by, log into Handshake,
or call for an appointment: 617-287-5519

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