



Writing A Resume & Cover Letter

Amanda Long
Associate Director of Outreach & Engagement

Why do you need a resume?

It's your personal ad.



It's an indicator of your potential.



It's your first impression.



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What makes a good resume?

It highlights...



Strengths



Skills

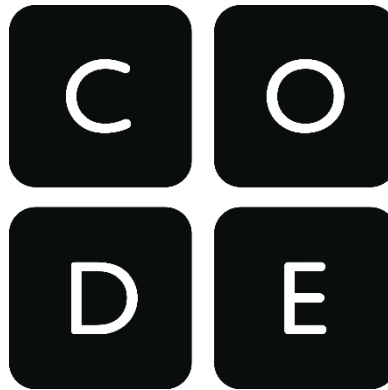


Accomplishments



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What makes a good resume?



What makes a good resume?

C

CLEAR – information is concise and easy to read

O

ORGANIZED – layout has a smooth flow

D

DYNAMIC – action verbs, descriptive statements

E

ERROR FREE – illustrates the quality of your work



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Getting Started



GATHER YOUR INFORMATION



DETERMINE YOUR OBJECTIVE



CREATE A LIST OR DATABASE



DRAFT, DRAFT, AND DRAFT



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Formatting Basics

Margins...

1.25"

0.25"

IVAN GOODLOW
1000 Any Street, Kennesaw, GA 30144
imaintern@gmail.com | 404-555-6555

OBJECTIVE
To obtain a behavioral psychology internship or assistantship with a healthcare nonprofit, in order to contribute a keen understanding of research methods and strong analytical skills.

EDUCATION
Kennesaw State University, Kennesaw, GA
Bachelor of Science, Psychology December 2016
Minor in Statistics
Honors and Activities: Dean's List and Psi Chi (the National Psychology Honor Society) GPA 3.53

PSYCHOLOGY COURSEWORK
Research Methods in Psychology, Fall 2015
• Researched, developed and proposed paper on interpersonal violence in order to determine societal and familial impact. Used non-experimental research methodologies including observation, correlational research, and surveys.
Interviewing and Counseling Techniques, Spring 2015
• Practiced counseling techniques under the supervision of a licensed counselor, explored variation of human experiences and reactions and how to handle a variety of situations.
Dynamics of Abnormal Behavior, Fall 2014
• Analyzed and presented findings on symptoms, diagnoses, and treatment of major mental disorders and behavioral problems as outlined in the DSM-IV.

RESEARCH AND TEACHING EXPERIENCE
Research Assistant, Statistics Department, KSU Jan. - Dec. 2015
• Assisted professor with development of original hypothesis and research design. Followed instructions and worked with SPSS statistical software, maintained accurate records using Excel spreadsheets, and wrote detailed reports.
Teaching Assistant, Psychology Department, KSU Aug. 2014 - May 2015
• Developed lesson plans and served as liaison between professor and students. Worked one-on-one with students and presented course material to the class.

VOLUNTEER WORK
Residential Treatment Program, Devereux of Georgia Oct. 2014 - Aug. 2015
• Mentor for at-risk pre-teens struggling with issues including adolescent changes and academic skills, in twice-weekly study and activity sessions.
MUST Ministries June 2013 - Oct. 2014
• Organized donation drop-off events and recruited new volunteers.

EMPLOYMENT
Macy's Department Store, Kennesaw, GA Nov. 2013 - Present
Customer Service Associate

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EMPLOYMENT
Macy's Department Store, Kennesaw, GA Nov. 2013 - Present
Customer Service Associate
• Promoted after six months from sales clerk to current role due to ability to handle stress and communicate effectively with customers, other team associates, and managers.
• Recognized as Employee of the Month May 2014 and September 2015.
• Handle customer merchandise returns and questions while answering phone calls in a professional manner.
• Assist an average of 500-650 customers per day.

ADDITIONAL EXPERIENCE
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Residential Treatment Program, Peachtree City, GA Oct. 2014 - Aug. 2015
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Formatting Basics

Font...

Congratulations!

You no longer have to use Times New Roman.

In fact, it's not recommended to use that font.

But...make sure your font size isn't

too small

or too big.



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Sections of the Resume

Your Name Here

Your Physical Address (local or permanent) · City, State, Zip · Phone Number · Email Address

OBJECTIVE

A brief statement that describes the type of position you are seeking, the industry in which you want to work, and information about the skills and abilities you would bring to the position.

EDUCATION

Degree Type (e.g., Bachelor of Arts), Major, Concentration (if applicable); GPA Expected, Month YEAR
Name of Institution, City, State

RELEVANT COURSES/PROJECTS

You can list the courses by name here, placing an emphasis only on the most relevant courses you have completed

- Use a bulleted list to describe the types of projects completed within these courses.
- You can also describe skills you have utilized or improved through your coursework, or specific areas of knowledge you have gained.



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SKILLS

Use Subsections for Long Lists (e.g. Technical, Laboratory, Language)

- Be specific: Microsoft Office Suite includes all programs within it, so list only those you know.
- Identify any and all relevant technical skills, ensuring that you list specific programs, software packages, etc.
- Qualify your level of experience/ability: beginning, intermediate, advanced, proficient, etc.

“Other” can be used for Additional Skills

- Keep the focus on skills most relevant to the position.
- Consider the “transferable skills” you may have gained through unrelated work experiences.
- Be sure to relate these additional skills to the job you’re applying for.

RELEVANT EMPLOYMENT

Job Title

Month YEAR – Present

Employer/Organization Name

City, STATE

- Identify your most relevant work duties and responsibilities.
- Quantify and qualify your experiences – be very descriptive.
- Use numbers when possible. Focus on the results you achieved.
- Relate your relevant experiences directly the jobs you’re applying for, when possible.
- Avoid redundancy – keep your bullet points concise and to the point.

OTHER EMPLOYMENT

Job Title

Month YEAR – Month YEAR

Employer/Organization Name

City, STATE

- For less relevant experiences, consider your transferable skills.
- Identify broad skill areas (such as communication, teamwork, and customer service) that may translate to the position you’re applying for.
- Again, quantify and qualify your experience as much as possible.
- If including multiple jobs that are similar, use each position to describe different duties to avoid redundancy.



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OTHER EMPLOYMENT

Job Title

Month YEAR – Month YEAR

Employer/Organization Name

City, STATE

- For less relevant experiences, consider your transferable skills.
- Identify broad skill areas (such as communication, teamwork, and customer service) that may translate to the position you're applying for.
- Again, quantify and qualify your experience as much as possible.
- If including multiple jobs that are similar, use each position to describe different duties to avoid redundancy.

ADDITIONAL SECTIONS (Honors, Leadership Experience, Volunteer Experience, etc.)

- Be descriptive and include time frames when applicable.
- Consider what additional sections relate most to the position you're applying for.
- Note that the additional information you choose to include may change, depending upon the position.
- It is recommended that you keep a list of all possible information to potentially include on a resume.
- You will pull from this list and update your resume each time that you apply for a new position.

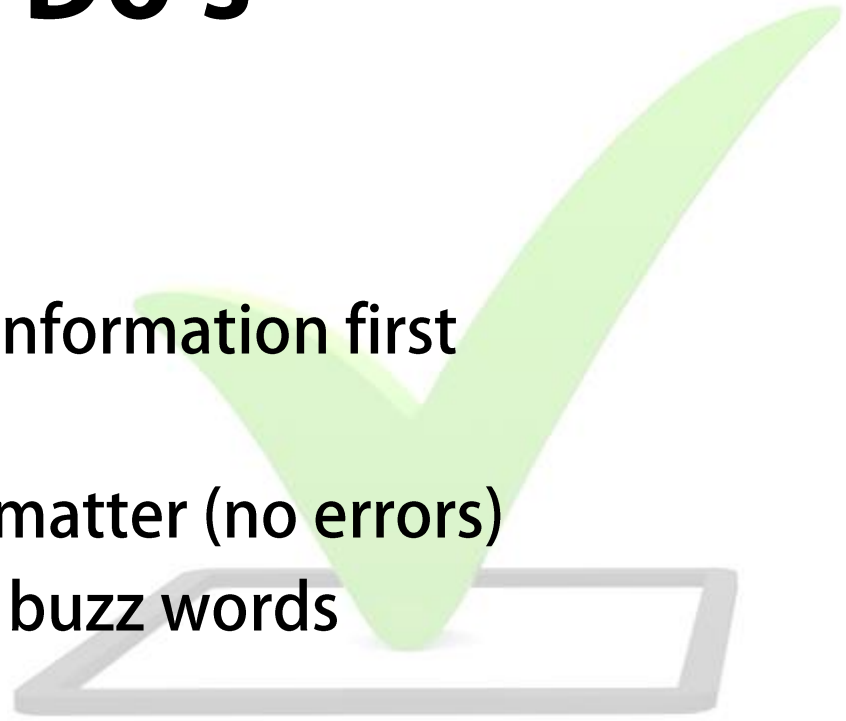
What else would you include on your resume?



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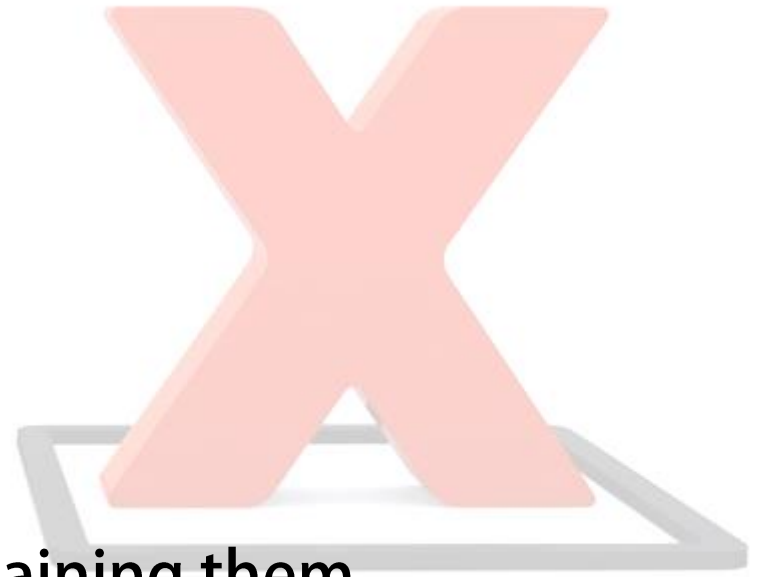
Resume Do's

- Limit to 1 or 2 pages
- Design for skimmers' eyes
- Put most important/relevant information first
- Keep reader in mind
- Remember that appearances matter (no errors)
- Use action verbs and industry buzz words
- Focus on relevant details only
- Include name and page number on second page



Resume Don'ts

- Write before doing a self-assessment
- Refer to self as "I"
- Include personal information
- Use colored or flimsy paper
- Include references
- Use templates or tables
- Use colloquial language
- Use abbreviations without explaining them
- Include a photo



Parts of a Cover Letter

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June 21, 2017

Ms. Jane Smith

Hiring Manager

ABC Company

2468 Kennesaw Ave.

Kennesaw, GA 30144



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Dear Ms. Smith,

I am excited to submit my application for the Administrative Intern position at ABC Company, which was posted on your company website. I am an excellent candidate for this position based on my professional experience in customer service and marketing and educational background in writing and communication, which is covered in the attached resume.

I believe I will exceed your expectations because of the experiences and skills I will bring to the position:

- **EVENT COORDINATION:** As the Events Chair for XYZ Group, I have planned exceptional events ranging in size from 20-100 guests with creative themes and excellent attendance.
- **SOCIAL MEDIA:** As the Social Media Chair for (Company, Student Group or Volunteer Experience) I worked to create brand awareness by updating social media sites, including...
- **WEBSITE DESIGN:** In my Introduction to Java course, I worked with a team in creating a website for ABC Company to enhance its marketability.



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I look forward to learning more about this opportunity and to a more in-depth discussion of how my experience can contribute to the success of ABC Company. Please contact me at imaintern@gmail.com or at 555-555-5555 to further discuss the position and my qualifications. Thank you for your consideration and I look forward to hearing from you.

Sincerely,

A handwritten signature in black ink, appearing to read 'Ivan Goodlow', with a stylized, cursive script.

Ivan Goodlow

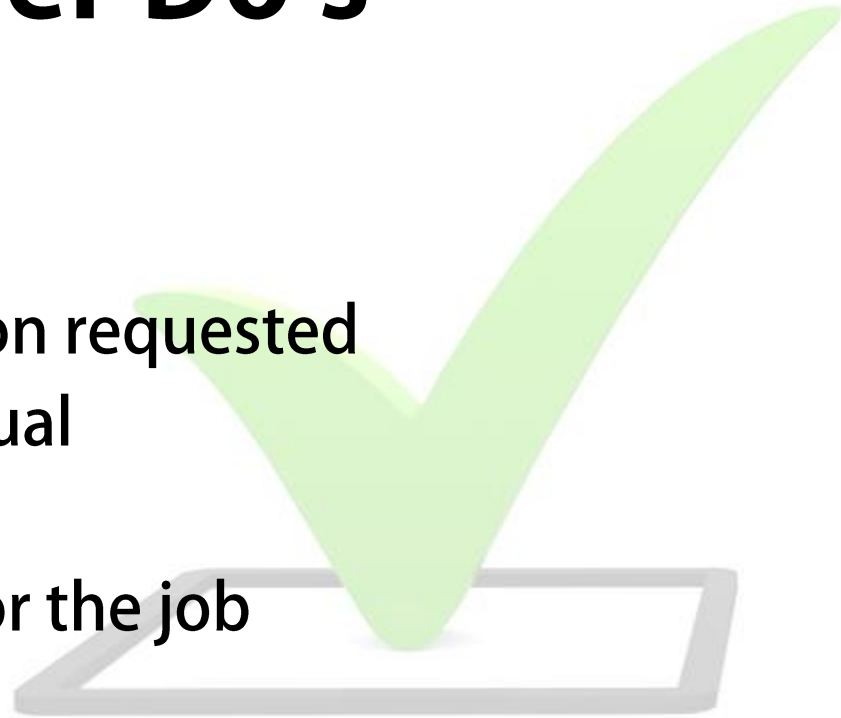
What else would you add to your cover letter?



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Cover Letter Do's

- Make sure it is easily seen!
- Keep it brief (1 page)
- Include all relevant information requested
- Address it to a named individual
- Avoid negativity
- Tell why you are the best fit for the job
- Proofread!
- INCLUDE it... especially when emailing your resume



Cover Letter Don'ts

- Write your whole life story
- Waste the first paragraph
- Use the same cover letter each time
- Use cliché or wordy phrases
- Rehash your resume
- Use a boring closing statement
- Forget to sign it
- Depend upon the employer to take action...explain how you will follow up!



ANY
QUESTIONS?



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Need More Help?

- Schedule an appointment with a career advisor: 470.578.6555
- Walk-In during office hours
- Find the Personal Branding Guide and other resources on our website (careers.kennesaw.edu)





Thank you!

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