

# Resume Writing

## Career Services

Southwestern University at Georgetown, Texas



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*Explore. Experience. Engage.*

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## WHAT IS A RESUME?

A resume is an **advertisement for you**. It is a one or two page summary for potential employers highlighting your education, work experience (both paid and unpaid) and other qualifications pertinent to your job search. The goal of a resume is to get you an interview.

There are many ways to write a resume using different styles and formats. What you include and how you choose to present it depend on your experiences, major accomplishments and the position you are seeking. Do not be limited by the resume samples in this booklet – be creative – **personalize your resume to reflect you!**

### RESUME FORMATS

There are three basic resume formats:

- **Chronological:** Lists work experience and achievements in chronological order starting with the most recent and working backward. This format is most effective when your degree and work experience are pertinent to the jobs for which you are applying.
- **Functional:** Highlights skills and knowledge in relation to jobs to which you are applying. Education and experience are still included. It is a good format for the college graduate with little relevant work experience because skills gained through experience other than paid work, such as volunteer experiences, class projects, and campus activities are emphasized.
- **Combination:** Brings together the best of the functional and chronological formats. It stresses relevant skill areas and also shows work history. It is a useful format when you have work experience that does not directly relate to the jobs you are seeking. Work and other experiences are labeled with the skills they require.

Whichever format you choose, **resumes should be targeted** for best results, highlighting experiences and skills relevant to the specific positions for which you apply.

### BASIC GUIDELINES

1. Keep resume to **one page**. Two pages may be appropriate when applying for a specific job or if you have extensive work experience.
2. **Edit and re-edit** until it says exactly what you want it to say. Eliminate unimportant details. You can expect to have several drafts of your resume before you perfect the content and layout.
3. Type and save your resume so you can make changes as appropriate. Use 10 to 12 point letters with a font you like. Pick from “basic” fonts, such as Times New Roman and Arial. Avoid hard-to-read cursive fonts or “causal” fonts, such as Comic Sans. Make sure there are no misspellings or grammatical errors. Have someone in Career Services or a friend proofread your resume to catch typos and evaluate the content. Hire someone to type it if necessary.
4. The resume should **highlight key information** and be easy to scan. An employer may only give it a 7-30 second look! Plan a balance of white space and text. Make sure you use active verbs to describe your experiences. (See sample resumes.) Be succinct and nonrepetitive. Most resumes use incomplete sentences or phrases. Include statistics and accomplishments when possible. Your abilities and strengths should be clear. Information should be organized and highlighted using capitalization, headlines, underlining, italics, bold print and marginal descriptions (but not necessarily all at once!).
5. Make one **clear, sharp copy** of your resume on a laser printer. Have it printed on good quality bond paper (at least 20 lb. weight), which can be purchased from local copy stores. Use a

conservative color of paper – white, ivory, beige or light gray. Buy extra paper for your typed cover letter and follow-up letter, which is sent after an interview. When available, buy matching envelopes.

6. Use bullets (•) to begin each phrase describing the work you've accomplished. In MS Word, use the Bullets and Numbering option under Format.
7. You can use a border to separate your name from your address or your name and address from the body of your resume. This saves space and also creates an appealing look. In MS Word, use the Borders and Shading option under Format.
8. Be creative and flexible in your approach to margins (typically .5 to 1 inches). The examples in the resume booklet are finite. Use extended margins to fit your resume to one (1) page.
9. Please ask for help from Career Services, friends and computer lab assistants when adapting the format of your resume to fit your needs.

## **PARTS OF THE RESUME**

- The identification "Resume" at the top of the page is unnecessary.
- **Create a heading** (full name, address and phone number where you can easily be reached). In addition to your campus address, include a permanent address and phone number where messages will reach you. Be sure to include zip codes and area codes. You may include an email address. Information should always be current. Hand corrections are not acceptable. If the information changes you must re-do your resume.

### Career Objective

- This is a brief statement summarizing your career goals. Your goals should be focused and specific. If your goals are still unclear, the cover letter provides an opportunity for you to tailor your objective to the position to which you are applying. This part of a resume is optional if you are short on room and if you will submit the resume with a cover letter. Use an objective if you take your resume to a career fair, where you will submit your resume without a cover letter.
- Your objective may be oriented to:
  - The *position* (e.g. To obtain a position as a marketing assistant in the product management track).
  - The *field* (e.g. To obtain a position in the social service field working with children with disabilities).
  - *Skills* (e.g. To obtain a position utilizing my public relations, research and communication skills).

### Education Background

- Begin with the most recent level of education and degree and list in **reverse chronological order**. Briefly summarize your educational achievements including colleges attended (you may include semester(s) off-campus and summer study) and their locations, dates, degrees, GPA (if 3.0 or above), academic majors/minors, course concentrations and honors. If listing your major does not adequately reflect educational experiences, include fieldwork projects, research papers, etc. which are relevant to the work you plan to do.
- Do **not** list your high school experience unless you are a first-year student or first-semester sophomore applying for an internship. The major focus of your resume should be on your

college skills, activities, volunteerism and other career-related experiences. Once you have worked full-time for several years following college, college experience should be omitted.

Experience (For Chronological Resume. Include full-time, part-time, internship, volunteer and other related experiences.)

- This is a listing of your paid and unpaid work experiences. You may find that you have experience that directly relates to the job you are seeking and also experience that relates indirectly (i.e. experience which helped you to develop leadership, public speaking, organization, etc.) You can create two separate headings: Relevant Experience and Other Experience.
- List the most recent experience first for a chronological resume. List the position, the place where you were employed (organization), location (city, state) and a concise description of what you did. Include dates you worked (Month, Year – Month, Year).
- In describing your responsibilities on the job, be specific and use active skills verbs such as “planned,” “organized,” “coordinated,” “supervised” and “achieved.” See the list of skills verbs included in this information to help you get started in describing your experiences. Use past tense verbs for past experiences and present tense verbs for current experiences. Use **bullets** to help facilitate a quick review of your resume.
- Volunteer experiences may be incorporated into Career Related Experience or listed separately under heading: Community or Volunteer Experience.

Skills (For Functional resumes. Skills can be acquired through full-time, part-time, summer, internship, volunteer, class project and other experiences.)

- Pick 3-5 skill areas to use as subheadings relevant to the type of position you seek. Organize bulleted phrases describing your experiences under the relevant skill areas. Use the same action verb format as in the “Experience” section described above.

### Information Categories

1. Skills – Generally, list skills such as knowledge of foreign languages (include level of proficiency) and computers (include hardware, software, operating systems and proficiency level). Other skills or special abilities, such as public speaking, which you have acquired through your education or experience or describe outstanding qualities which make you well-suited to your objective, should be illustrated through your Experience sections (for Chronological resumes) or Skills section (for Functional resumes).
2. Activities and Honors – It is important to show involvement throughout college in areas other than the classroom and academic achievement. List in reverse chronological order the title of the activity or honor and date(s) in year-only format (e.g. Big Brother, Big Sister 1999 – 2001).
3. Publications – List any published articles or books relevant to your career objective that you have written or co-authored. Include your name, names of any co-authors, the title, the publisher, city or magazine published in and the date published.
4. Honors Thesis – List any special projects (capstone) that validate your skills and abilities. Emphasize your research and writing skills.
5. Professional Affiliations - List any professional organizations to which you belong. Include both membership and offices held in the organizations.

## 6. References

- If you need to fill up space on your resume, consider using the phrase “References available upon request” at the end of your resume. If you are short on space, this phrase is not necessary. It is assumed that you will come to an interview with a prepared list of references or submit the list with your resume if requested. See page 24 for example of References sheet.
- Choose your references wisely. Identify three to four people who know you well and can positively describe your character, work traits, abilities and accomplishments. Use professors who know your abilities as a student as well as an employer who knows you in a work setting. Be sure to request permission of potential references well in advance of interviews. Keep your references informed each time you apply for a job. You may choose to provide them with copies of the job description, as well as the targeted cover letter and resume that you submit for each person.
- On a sheet of bonded paper to match your resume, list the names, titles, addresses and phone number of references. Make it available to the interviewer when it becomes apparent that you are being seriously considered for a position.

## INFORMATION TO AVOID

### Interests

- Generally, interests in tennis, skiing, chess, travel or other activities are no longer included on a professional resume. However, if you have space you need to fill, interests may be included to show that you are well rounded. Try to include only interests that are relevant to the position for which you are applying.

### Personal Data

- Do not include information that may be used to illegally discriminate against you. Federal legislation makes it illegal for employers to request information about age, sex, marital status, race, religion, national origin and date or place of birth, until you are hired.

#### **DO:**

Be brief  
Be honest  
Be specific and selective  
Be neat  
Be clear and concise  
Be positive  
Show value you can bring to employer  
Focus on accomplishments

#### **DON'T:**

Use the pronouns “I, me, my”  
Use abbreviations  
Be negative  
Mislead  
Use gimmicks  
Include salary requests  
Send resume without cover letter

## TIPS FOR SCANNABLE RESUMES

Many organizations use computer software to review resumes. When a resume is scanned, it is translated into an ASCII text file, which makes it possible for resumes to be downloaded to employment databases and Usenet groups on the Internet. A scannable resume looks completely different from a traditional resume. Be sure to figure out how the resume you submit will be reviewed. When in doubt, call the contact person for the position and ask. Career Services has resources on its website and in the Resource Center regarding scannable resumes. Keep in mind the following suggestions:

- Use **nouns** to describe your experience. Use key words and include a key word summary. Forget action verbs here!

- Use jargon and acronyms specific to your field. Include words that describe experience required by the position description.
- Use a "sans serif" font (e.g. Arial, Helvetica; this handout is written in a "sans serif" font). It is easier for computers to read.
- Use 12 or 14 point font size.
- Keep text lines to 65 characters.
- Do not use bold, underline or italics. Use all caps to make something stand out. Use solid bullets.
- Do not use multiple columns of text or graphics.
- Only use all caps when writing an acronym (i.e. don't use periods between letters).
- List software programs by their specific names.
- Use common headings.
- Use more than one page to completely describe your skills and experience if necessary.
- Do not fold or staple the resume you mail in.

## **SKILLS ANALYSIS**

### **A Good Starting Point for Constructing Bulleted Statements**

Before getting started, think about your career goals, analyze your strengths and weaknesses and then relate your background to the positions you seek. Careful skill analysis will help you write a more purposeful, directed resume.

#### **SKILLS EXPLORATION**

- This exercise will help you identify and analyze your skills by recalling life experiences, projects or jobs and then extracting skills from them.
- Make 3 vertical columns. List each job title or project first, then tasks, followed by the skills or abilities required to do the job. See example below.
- Rank tasks and skills according to expertise and interest.

| <b>JOB TITLE</b>           | <b>TASKS</b>                                | <b>SKILLS</b>   |
|----------------------------|---|---|
| A. Officer of Organization | 1. Led committee meetings                   | a. Leadership Skills<br>b. Public Speaking                            |
|                            | 2. Delegated responsibilities to 10 members | a. Supervision of Personnel<br>b. Organizational Skills               |
|                            | 3. Set up and stayed within budgets         | a. Budget Analysis<br>b. Bookkeeping Skills                           |
|                            | 4. Wrote articles for school paper          | a. Writing Skills<br>b. Public Relations<br>c. Computer Skills        |
|                            | 5. Marketed and promoted events             | a. Public Relations<br>b. Organizational Skills<br>c. Creative Skills |

After completing this exercise for your major jobs and experiences, you will begin to notice a pattern in the skills column. Try to identify 3 - 5 top skills (i.e. the ones that keep repeating). Use these skills to set a theme in your resume and later to market yourself in the interview.

## VERBS FOR RESUME PREPARATION

|              |              |              |              |             |
|--------------|--------------|--------------|--------------|-------------|
| Accelerated  | Conceived    | Expended     | Mediated     | Represented |
| Achieved     | Conducted    | Facilitated  | Modified     | Researched  |
| Acted        | Consolidated | Followed up  | Molded       | Resolved    |
| Active in    | Consulted    | Forecasted   | Monitored    | Revamped    |
| Adapted      | Contacted    | Formulated   | Motivated    | Reviewed    |
| Addressed    | Controlled   | Founded      | Negotiated   | Revised     |
| Adjusted     | Corrected    | Functioned   | Ordered      | Scheduled   |
| Administered | Corresponded | Gathered     | Organized    | Screened    |
| Advised      | Counseled    | Generated    | Participated | Selected    |
| Advocated    | Created      | Guided       | Perceived    | Set up      |
| Allocated    | Dealt with   | Handled      | Performed    | Sold        |
| Analyzed     | Decreased    | Identified   | Persuaded    | Solved      |
| Applied      | Defined      | Illustrated  | Pinpointed   | Spoke       |
| Appraised    | Delegated    | Improved     | Planned      | Started     |
| Approved     | Demonstrated | Improvised   | Prepared     | Stimulated  |
| Arranged     | Described    | Increased    | Presented    | Structured  |
| Articulated  | Designed     | Influenced   | Processed    | Studied     |
| Assembled    | Determined   | Informed     | Produced     | Submitted   |
| Assessed     | Developed    | Initiated    | Programmed   | Succeeded   |
| Assimilated  | Directed     | Inspected    | Promoted     | Suggested   |
| Assisted     | Distributed  | Instituted   | Proposed     | Summarized  |
| Assumed      | Drafted      | Instructed   | Provided     | Supervised  |
| Attained     | Edited       | Integrated   | Published    | Supplied    |
| Balanced     | Educated     | Interpreted  | Purchased    | Supported   |
| Catalogued   | Effected     | Interviewed  | Received     | Surveyed    |
| Chaired      | Eliminated   | Introduced   | Recommended  | Taught      |
| Clarified    | Encouraged   | Investigated | Reconciled   | Tested      |
| Classified   | Engaged      | Involved     | Recruited    | Trained     |
| Collected    | Enlarged     | Launched     | Reduced      | Translated  |
| Communicated | Enlisted     | Lead         | Reevaluated  | Tutored     |
| Compared     | Established  | Lectured     | Referred     | Updated     |
| Compiled     | Estimated    | Located      | Reinforced   | Utilized    |
| Completed    | Evaluated    | Maintained   | Renegotiated |             |
| Composed     | Examined     | Managed      | Reorganized  |             |
| Coordinated  | Expanded     | Marketed     | Reported     |             |

Compiled and adapted by The Career Center, The University of Texas at Austin from: C. Randall Powell, Career Planning & Placement for the Graduate of the 70's, Dubuque, Iowa, Kendall Hunt, 1974.

Richard Bolles and John C. Crystal, Where Do I Go From Here With My Life?, New York, Seabury Press, 1974.

## SKILL CATEGORIES AND CORRESPONDING ACTION VERBS

### Administrative Skills

Administered  
Coordinated  
Designed  
Established  
Evaluated  
Interpreted  
Interviewed  
Managed  
Mediated  
Negotiated  
Organized  
Prepared  
Planned  
Supervised

### Clerical Skills

Approved  
Arranged  
Catalogued  
Classified  
Collected  
Compiled  
Dispatched  
Executed  
Generated  
Implemented  
Inspected  
Monitored  
Operated  
Prepared

Processed  
Purchased  
Recorded  
Retrieved  
Screened  
Specified  
Systemized  
Tabulated  
Validated

### Communication Skills

Addressed  
Arbitrated  
Arranged  
Authored  
Corresponded  
Developed  
Directed  
Drafted  
Edited  
Enlisted  
Formulated  
Handled  
Influenced  
Lectured

**Counseling Skills**

Assessed  
 Assisted  
 Clarified  
 Coached  
 Counseled  
 Demonstrated  
 Diagnosed  
 Educated  
 Expedited  
 Facilitated  
 Familiarized  
 Guided  
 Referred  
 Rehabilitated  
 Represented

**Financial Skills**

Administered  
 Allocated  
 Analyzed  
 Appraised  
 Audited  
 Balanced  
 Budgeted  
 Calculated  
 Computed  
 Developed  
 Forecasted  
 Managed  
 Marketed

**Organizational Skills**

Analyzed  
 Applied  
 Arranged  
 Coordinated  
 Developed  
 Expedited  
 Facilitated  
 Handled  
 Implemented  
 Initiated  
 Organized  
 Planned  
 Systematized

**Time Management Skills**

Administered  
 Developed  
 Directed  
 Generated  
 Improved  
 Initiated  
 Increased  
 Promoted  
 Reduced

**Management Skills**

Administered  
 Analyzed  
 Assigned  
 Attained  
 Chaired  
 Contracted  
 Consolidated  
 Coordinated  
 Delegated  
 Developed  
 Directed  
 Established  
 Evaluated  
 Executed  
 Improved  
 Increased  
 Organized  
 Oversaw  
 Planned  
 Prioritized  
 Produced  
 Reviewed  
 Recommended  
 Scheduled  
 Strengthened  
 Supervised

**Research Skills**

Analyzed  
 Clarified  
 Collected  
 Critiqued  
 Diagnosed  
 Evaluated  
 Examined  
 Extracted  
 Identified  
 Inspected  
 Interpreted  
 Interviewed  
 Investigated  
 Researched  
 Reviewed  
 Summarized  
 Surveyed  
 Systemized

**Problem Solving Skills**

Analyzed  
 Clarified  
 Compared  
 Compiled  
 Decided  
 Evaluated  
 Forecasted  
 Investigated  
 Prepared  
 Recommended  
 Reorganized  
 Researched  
 Resolved  
 Reviewed  
 Solved  
 Surveyed

**Training Skills**

Adapted  
 Advised  
 Assisted  
 Clarified  
 Coached  
 Communicated  
 Coordinated  
 Developed  
 Enabled  
 Encouraged  
 Evaluated  
 Explained  
 Facilitated  
 Guided  
 Informed  
 Initiated  
 Instructed  
 Motivated  
 Persuaded  
 Presented  
 Stimulated

**Creative Skills**

Acted  
 Conceptualized  
 Created  
 Designed  
 Developed  
 Directed  
 Established  
 Fashioned  
 Founded  
 Illustrated  
 Instituted  
 Integrated  
 Introduced  
 Invented  
 Originated  
 Performed  
 Planned  
 Revitalized

**Development Skills**

Analyzed  
 Applied  
 Catalogued  
 Compiled  
 Conceived  
 Created  
 Designed  
 Developed  
 Established  
 Formulated  
 Founded  
 Influenced  
 Implemented  
 Initiated  
 Instituted  
 Supported  
 Surveyed  
 Updated  
 Shaped

**Technical Skills**

Assembled  
 Built  
 Calculated  
 Computed  
 Designed  
 Devised  
 Developed  
 Engineered  
 Fabricated  
 Maintained  
 Mediated  
 Moderated  
 Motivated  
 Negotiated  
 Operated  
 Persuaded  
 Promoted  
 Publicized  
 Reconciled  
 Recruited  
 Spoke  
 Translated  
 Wrote

## SKILL HEADINGS TO USE IN A FUNCTIONAL RESUME

|                             |                            |                        |
|-----------------------------|----------------------------|------------------------|
| Accounting                  | Inspecting/Instruction     | Program Planning       |
| Administration              | Interviewing/Investigation | Program Promotion      |
| Advertising                 | Investment                 | Promotion              |
| Architecture                | Layout                     | Publicity              |
| Artistic                    | Leadership                 | Public Relations       |
| Bookkeeping                 | Management                 | Public Speaking        |
| Career Development          | Market Research            | Purchasing             |
| Communication               | Materials Handling         | Research               |
| Community Affairs/Relations | Media Productions          | Resource Development   |
| Construction                | Medical Service            | Retailing              |
| Counseling                  | Office/Clerical            | Sales                  |
| Creative                    | Organization               | Scheduling             |
| Customer Relations/Service  | Performing                 | Social Work            |
| Data Processing/Collection  | Personnel                  | Supervision            |
| Design                      | Planning                   | Systems and Procedures |
| Drafting                    | Political/Public Action    | Teaching               |
| Education                   | Presentation               | Testing                |
| Finance                     | Printing                   | Training               |
| Fund Raising                | Production                 | Volunteer Management   |
| Graphic Design              | Product Development        | Writing and Editing    |
| Group Work                  | Program Development        | Youth Counseling       |
| Human Services              | Program Evaluation         |                        |

## INDUSTRY-SPECIFIC RESUMES

Although resumes generally adhere to a fairly standard format, some industries may have additional or alternative “norms” with regard to resumes.

- Performing and visual arts, writing and other media-related industries often require information not normally included in other types of resumes, including physical descriptions, photographs, samples of work and past clients.
- Research scientists may include lists of specific laboratory skills and equipment with which they are proficient.
- Teachers, health care workers, lawyers, engineers and other professionals may include certification or accreditation information.
- Higher education professionals and individuals who want to work internationally must often prepare a “curriculum vitae” or CV, a document similar to a resume, but more detailed, which can include information about publications, committee work, professional organizations, etc.

The sample resumes on the following pages represent a variety of industries. To get more information or see additional resumes, you should seek out individuals in the industry you are pursuing. Your professors, parents, parents’ friends, Career Services and other networking contacts can help you learn more about standards within specific industries.

# FELICITY FUNCTIONAL

Campus Address  
S.U. Box 6880  
Georgetown, TX 78626  
(512) 869-7654 until May 8, 20\_\_  
functiof@southwestern.edu

Permanent Address  
518 Shepherd Place  
Houston, TX 77003  
(713) 554-1624

**OBJECTIVE** To obtain an internship in the development department of a theatre utilizing management and communication skills.

**EDUCATION** **Bachelor of Fine Arts in Theatre**, Southwestern University, Georgetown, TX, May 20\_\_  
GPA: 3.8  
Responsible for 75% of college tuition and expenses

**SPECIAL ABILITIES**

- Working knowledge of Macintosh Microsoft Word
- Knowledge of PC, Microsoft Word and Word Perfect

## SKILLS

### Development

- Developed productive relationships between agency and client
- Surveyed New York City acting showcases scouting for potential talent
- Directed television reporters to newsworthy sights
- Surveyed local news and wrote reports
- Proposed and organized social events for Alpha Psi Omega
- Promoted theatre field by speaking to local high school students

### Communication

- Mediated clients' visitations and calls protecting talent agents
- Recommended promising actors to agents
- Encouraged actors to locate other agencies when necessary
- Interpreted and edited important news to be reported
- Interviewed individuals for feature television reports
- Collaborated on all facets of performance in university production meetings
- Coached individual non-theatre majors on interpretation, presentation and blocking

### Management

- Managed talent agency front office by receiving clients and organizing client files
- Evaluated headshots and resumes of clients to be released to agents
- Ensured payments of fees from clients, collecting 100 percent of all accounts owed
- Organized, updated and filed television news videos and sound bites
- Managed two university plays, Cave Dwellers and Actor's Nightmare
- Wrote, directed, choreographed and won university annual campus-wide "Sing" performance contest
- Directed 10 peer counselors in youth day camp

## CAREER-RELATED EXPERIENCE

Waters and Nicolosi Talent Agency, Intern, New York, NY 9/\_\_\_-1/\_\_\_  
KVUE 24 News, Intern, Austin, TX 5/\_\_\_-8/\_\_\_

## OTHER WORK EXPERIENCE

Waitress, Saltgrass Steak House, Houston, TX 5/\_\_\_-8/\_\_\_  
Director, Memorial Drive Forest Day Camp, Houston, TX 5/\_\_\_-8/\_\_\_  
Receptionist, Doug Dawson Insurance, Houston, TX 5/\_\_\_-8/\_\_\_

## ACTIVITIES AND HONORS

Southwestern University Theatre, Actress, Stage Manager  
Southwestern Musical Theatre Company President  
Alpha Psi Omega Theatre Honor Fraternity  
Southwestern University Academic Scholarship  
Dean's List  
Delta Delta Delta, Song Leader, Rituals Committee

# Penelope Public Relations

SU Box 1234 \* Georgetown, TX 78626 \* [penelopePR@gmail.com](mailto:penelopePR@gmail.com) \* (832) 555-7885

## OBJECTIVE

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To obtain an entry-level position utilizing communications experience in publicity, event coordination and media networking

## EDUCATION

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### Bachelor of Arts in Communication and Art History (minor: French)

Southwestern University  
Cumulative GPA: 3.81

May 20\_\_  
Georgetown, TX

### Study Abroad, Corvinus University of Budapest, Hungary

Relevant Coursework: Advertising Management, Internet Marketing, Organizational Behavior

Spring 20\_\_

## PUBLIC RELATIONS EXPERIENCE

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### Public Relations Intern

Alumni and Parent Relations, Southwestern University

January 20\_\_ – Present  
Georgetown, TX

- Assist with publicity and program management for Alumni networking events, volunteer days of service and reunion program
- Research various online sources for fresh ideas and graphics to use in enhancing website content and layout
- Write and create press releases for online newsletters and emails to promote programs and recruit alumni volunteers, resulting in 50 percent increase in volunteers over previous year

### Public Relations Intern

Dulwich Picture Gallery

August – December 20\_\_  
London, England

- Researched and wrote 75 artists' labels, displayed by their works at Christie's of London for charity auction raising over £102,000
- Corresponded with members of British and foreign press to publicize Gallery exhibitions and special events
- Created press packets to promote Gallery as a venue for special events, resulting in 25 percent more bookings than targeted goal
- Coordinated volunteers to assist with mailings to 5,000+ gallery members; exceeded volunteer recruiting goal by 30 percent

### Public Relations Associate

Career Services, Southwestern University

September 20\_\_ – June 20\_\_  
Georgetown, Texas

- Created flyers for marketing programs and assisted in coordinating events and programs
- Developed marketing strategy for online resume registration program
- Contacted Alumni for annual Post Graduate Survey, contributing to the 98 percent completion rate of Survey

## OTHER RELEVANT EXPERIENCE

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### Event Coordinator

Students Helping the Admissions Recruiting Process (SHARP), Southwestern University

August 20\_\_ – Present  
Georgetown, Texas

- Coordinate approximately 55 student volunteers for daily campus visits, campus overnight programs and other admissions programs
- Provide information sessions to prospective students and their families
- Help increase number of confirmed new student deposits by 12 percent over target goal
- Organize meetings and information for student volunteers to update them on events and needs

### Creative Marketing Associate

A Stroke of Colour

June – August 20\_\_  
Humble, TX

- Marketed faux finishes, murals, custom furniture and paintings to clients and managed shop's Italian coffee bar
- Merchandised and sold unique home décor from around the globe and promoted art work by local artists displayed at the shop, resulting in 35 percent growth in sales over previous summer
- Scheduled consultations for paint jobs, interior decorating and art school

## ACTIVITIES AND AWARDS

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Public Relations Chair, Student Foundation

Public Relations Chair, University Programming Council

Advertising Chair, Theatre Production: Shakespeare's *Love's Labour's Lost*

Omicron Delta Kappa National Leadership Honor Society

Corresponding Secretary, Alpha Delta Pi Sorority

Pi Delta Phi National French Honor Society

Alpha Chi University National Honor Society

Volunteer: Georgetown Area Community Foundation

## SKILLS

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Complete fluency in English and Hungarian, advanced French

Windows XP, MS Office (Word, Power Point, Outlook, Excel, Internet Explorer), Adobe Photoshop

# Bob Business

SU Box 1234 Georgetown, TX 78626-6144 [businessb@southwestern.edu](mailto:businessb@southwestern.edu) 281-555-1234

## OBJECTIVE

To secure a consulting position with Navigant Consulting

## EDUCATION

**Bachelor of Arts in Business and Communication Studies** May 20\_\_  
Southwestern University Georgetown, TX  
GPA: 3.35

## RELEVANT COURSEWORK

Leadership Perspectives Consumer Behavior  
Conflict Resolution Electronic Commerce

## COMPUTER SKILLS

Microsoft Office (Word, Excel, PowerPoint, Internet Explorer), Adobe Photoshop, Macromedia Dreamweaver

## RELEVANT EXPERIENCE

**Operations Manager: Strategic Marketing Management Simulation** January – May 20\_\_  
Senior Business Capstone, Southwestern University Georgetown, TX

- Worked in a team to compete with classmates in a simulated factory management project
- Managed factory simulations and produced high quality products at lowest cost
- Maximized factory performance and efficiency
- Assisted and led decision-making process for the company
- Earned third place in worldwide competition

**Financial Analyst: Financial Analysis of Local Brew Pub** January – May 20\_\_  
Finance Class, Southwestern University Georgetown, TX

- Investigated and researched possible success of a local brew club
- Forecasted demand and related it to probable costs
- Determined a Georgetown sports bar would be successful
- Earned highest grade in class

**Decision-Making Research: How Companies Manage Decision-Making Processes** January – May 20\_\_  
Foundations of Business II Class, Southwestern University Georgetown, TX

- Analyzed decision support systems versus asset liability management systems
- Compared and contrasted DSS and asset liability management
- Wrote and presented a 20-page paper on the subject

## OTHER EXPERIENCE

**Head Resident Advisor** August 20\_\_ – present  
**Resident Advisor** August 20\_\_ – May 20\_\_  
Residence Life, Southwestern University Georgetown, TX

- Earned promotion from Resident Advisor to Head Resident Advisor, paraprofessional peer supervisor role
- Helped select and train resident assistants, including interviewing candidates
- Supervise eight resident assistants
- Manage first ever, highly successful co-educational first-year residence hall at university
- Communicate effectively with staff and students, including facilitating meetings, mediating conflicts and advising students on personal and academic problems
- Performed administrative duties, including check-in/out procedures, rosters, weekly reports and duty logs
- Planned and organized educational and social events for residents each semester

## HONORS/ACTIVITIES

Men's Intercollegiate Soccer Team, Southwestern University 20\_\_ – present  
*Captain* 20\_\_ – present  
*SCAC Athletic Committee Representative* 20\_\_ – present  
Student Congress Representative 20\_\_ – present

# Nicole Non-Profit

SU Box 1234 Georgetown, TX 78626 214-555-8508 (cell) nonprofn@southwestern.edu

## OBJECTIVE

To obtain the position of Volunteer Coordinator at the Austin Children's Museum

## EDUCATION

**Bachelor of Arts in Communication Studies** (3.629 GPA)  
Southwestern University  
Study Abroad, ISEP, Grenoble, France

May 20\_\_  
Georgetown, TX  
September – December 20\_\_

## SKILLS

**Computer:** Macintosh, PC, Windows, MS Word, Excel, Internet Explorer, PowerPoint  
**Language:** French (advanced proficiency)

## EXPERIENCE

### Head Resident Assistant

Department of Residence Life, Southwestern University

January 20\_\_ – present  
Georgetown, TX

- Earned promotion to peer supervisor role
- Supervise four resident assistants, including making sure weekly reports are turned in, residents are being helped properly and incident reports are being completed when problems arise
- Lead and advise 15 upper-class residents as resident assistant
- Organize hall activities, notify residents of campus events and advise students with both personal and academic concerns
- Inspect fire extinguishers and building regularly

### Site Coordinator

Project Transformation

May – August 20\_\_  
Sherman, TX

- Led a team of nine college students running a summer day camp for community children
- Completed weekly reports of meals served, attendance, volunteer involvement, activities completed and field trip details
- Interacted daily with campers, campers' parents, team members, volunteers and church members at camp location

### Resident Assistant

Department of Residence Life, Southwestern University

August 20\_\_ – May 20\_\_  
Georgetown, TX

- Worked in team of four student staff members helping a total of 44 first-year residents adjust to life at college
- Organized hall activities, took residents to campus events and helped residents get involved
- Mediated both resident and staff conflicts
- Earned "RA of the Year" award for outstanding performance

### Youth Intern

Project Transformation

May – August 20\_\_  
Dallas, TX

- Collaborated with eight other college students to organize and lead summer day camp for community children
- Planned daily activities for group of 12 youth during eight-week long camp
- Led special activities utilizing music skills for group of 80 children

### Sales Specialist

Victoria's Secret

December 20\_\_ – January 20\_\_  
Dallas, TX

- Provided excellent customer service to patrons of clothing store, including making product recommendations
- Organized shelf and table displays following directions, charts and pictures as required by corporation
- Worked as cashier dealing with purchases, returns and exchanges, handling cash register and credit card machine
- Earned "salesperson of the month" award for exceeding sales goals by 50 percent

### Administrative Assistant

Perryman Financial Advisory

October 20\_\_ – February 20\_\_  
Dallas, TX

- Filed paperwork for hundreds of financial clients according to document type, client type and client name
- Answered telephone to assist in scheduling and canceling client appointments
- Created new, more efficient file organization system; made and organized copies of clients' files for their private records

## HONORS / ACTIVITIES

Pi Delta Phi – French Honor Society  
Georgetown Project Board of Directors  
Students Helping the Admission Recruiting Program (SHARP) Host

Paideia Scholar  
Sigma Phi Lambda  
One Now Leader

# Seth Scientist

1234 East Third Street Georgetown, Texas 78626 (903) 555-1517 scientiss@southwestern.edu

## EDUCATION

**Bachelor of Science in Biology and Chemistry**  
Southwestern University

May 20\_\_  
Georgetown, Texas

## RELEVANT COURSEWORK

Biochemistry  
Microbiology  
Organic Chemistry & Advanced Organic Chemistry  
Medicinal Chemistry  
Instrumental Analysis  
Chemistry Literature

Cellular Physiology  
Organ Physiology  
Spectroscopic Methods  
Molecular Genetics  
Ecology  
Intermediate Inorganic Chemistry

## SKILLS

- Laboratory:** Mass spectroscopy, nuclear magnetic resonance, atomic absorbance spectrometry, UV spectrophotometry, infrared spectroscopy, various chromatographic techniques, DNA subcloning, PCR, Western blot, p1 phage transduction, aseptic technique, and prokaryotic culture
- Computer:** PC and Mac; Windows; Microsoft Word, PowerPoint, Excel, Internet Explorer; Word Perfect; Netscape; Adobe Photoshop; Omni Outliner
- Languages:** Spanish (beginning proficiency); Japanese (beginning proficiency)

## RESEARCH EXPERIENCE

**Organic Chemistry Undergraduate Research Project**  
Southwestern University

Fall 20\_\_  
Georgetown, TX

- Examined possibility of using two-fold extrusion reactions in synthesis of Tamoxifen and other highly substituted olefins
- Employed standard synthetic techniques and numerous analytical methods including: mass spectrometry, nuclear magnetic resonance, infrared spectroscopy, and various chromatographic procedures

**Molecular Microbiology Undergraduate Research Project**  
**Merck Undergraduate Research Program – Molecular Microbiology Project**  
Southwestern University

Spring – Summer 20\_\_  
Summer – Fall 20\_\_  
Georgetown, TX

- Examined role of protein regulation in MucAB mediated SOS mutagenesis
- Performed *in vitro* and *in vivo* experiments to analyze post-translational degradation of MucA and its cleavage product: MucA'
- Gained hands-on experience with numerous laboratory procedures including: DNA subcloning, PCR, Western blot, aseptic technique, and prokaryotic culture
- Earned invitation to present research at national conference

## OTHER EXPERIENCE

**Organic Chemistry Tutor**  
Southwestern University

Fall 20\_\_ – Spring 20\_\_  
Georgetown, TX

- Tutored undergraduate organic chemistry students to help them understand concepts, complete homework and study for tests
- Helped all students improve overall grade in course

**Anesthesia Technician**  
Hopkins County Memorial Hospital

Summer 20\_\_  
Sulphur Spring, Texas

- Prepared equipment and paperwork during pre-operation procedures
- Aided in insertion of arterial catheters

## PRESENTATIONS

*Developing a Model for MucAB Mutagenesis: Examination of Posttranslational Pathways for MucA/MucA' Regulation in Escherichia coli.* American Society for Microbiology National Meeting, Orlando, FL (20\_\_)

## HONORS/ACTIVITIES

Dean's List, 20\_\_  
Beta Beta Beta (biology honor society)

Operation Achievement Mentor, 20\_\_ – 20\_\_  
Chess Club, Southwestern University, 20\_\_

# Hannah Healthcare

*Current Address*  
SU Box 1234  
Georgetown, Texas 78626  
(956) 555-8674

*Permanent Address*  
1234 Legend Glen  
San Antonio, Texas 78258  
healthch@southwestern.edu

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## OBJECTIVE

To obtain a position utilizing healthcare and patient interaction skills

## EDUCATION

**Bachelor of Arts in English (minor: Spanish)**  
Southwestern University

May 20\_\_  
Georgetown, Texas

## RELEVANT EXPERIENCE

**Emergency Room Volunteer**  
Georgetown Hospital

May 20\_\_ – May 20\_\_  
Georgetown, Texas

- Greeted patients and facilitated their entry to Emergency Room
- Set up charts for charge nurse
- Prepared exam rooms for patients and re-stocked supplies in exam rooms as needed
- Translated between English and Spanish for doctors on several occasions

**Health Care Volunteer**  
Dr. J. Santiago Gutierrez, OB/GYN

May 20\_\_ – August 20\_\_  
Laredo, Texas

- Shadowed doctor as he performed specific duties
- Assisted with chart workup and observed vitals
- Gained significant knowledge in the nurturing and lifestyle of a healthy pregnancy

**Pre-Med Scholar**  
Summer Medical and Dental Education Program, Columbia University

June 20\_\_ – July 20\_\_  
New York, New York

- Selected as one of 10 out of over 1,000 applicants nationwide
- Participated in a well-defined, integrated approach to learning sciences necessary for medical school
- Engaged in intense labs with human organ specimens
- Attended weekly rotations and observed multiple surgeries and surgical procedures
- Shadowed attending physicians in various departments

**Junior Hospital Volunteer**  
Doctors' Hospital of Laredo

June 19\_\_ – August 20\_\_  
Laredo, Texas

- Greeted patients in each respective department and helped facilitate their check-in
- Assisted in charting vitals, patient history (i.e. Pediatrics—baby's weight, height, handprints, etc.)
- Observed surgeries and surgical procedures

## OTHER EXPERIENCE

**Spanish Tutor**  
Modern Languages Department, Southwestern University

January 20\_\_ – Present  
Georgetown, Texas

- Teach Spanish language writing skills to peers, emphasizing grammar and sentence structure
- Review and constructively edit Spanish language compositions
- Helped all students improve grades

**Database Consultant**  
Bookkeeping, Falcon National Bank

May 20\_\_ – August 20\_\_  
Laredo, Texas

- Modernized and revised current account files, improving efficiency
- Converted client paper files into PDF files on computer database to be accessible to all bank branches
- Renewed current client signatures to augment fraud protection

## SKILLS

Computer: PC; Windows; Microsoft Word, Excel, Internet Explorer, Outlook, PowerPoint; Word Perfect; Netscape  
Language: Spanish (fluent)

# Frank FBI Intern

SU Box 1234 Georgetown, TX 78626 512.555.1234 fbiintef@southwestern.edu

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## OBJECTIVE

To secure an internship with the FBI International Training and Assistance Unit in the summer of 20\_\_

## EDUCATION

**Bachelor of Arts in Political Science (minor: Spanish)**  
Southwestern University

May 20\_\_  
Georgetown, TX

## SKILLS

**Computer:** PC, Windows, Microsoft Office (Word, PowerPoint, Access, Outlook, Excel, Internet Explorer)  
**Languages:** English, Spanish

## RELEVANT COURSES

US Foreign Policy  
International Politics  
Middle East Politics  
Comparative Politics

Legislative Politics  
Introduction to Statistics  
Intermediate Oral & Written Expression (Spanish)  
Visions & Representations of the Hispanic World

## RESEARCH/ANALYSIS EXPERIENCE

### Dealing with Hamas

Middle East Politics, Southwestern University

Spring 20\_\_  
Georgetown, TX

- Researched Islamist organization's origins, ideology, development, and actions
- Examined reasons for its recent victory in Palestinian parliamentary elections
- Proposed and examined alternative methods for dealing with a Hamas-led government
- Concluded that best strategy would be one of aid conditionality, where amount of aid to Palestinians would depend on their actions, and taking a tougher stance towards Israel

### The Failure of the UN to Ensure World Peace

International Politics, Southwestern University

Fall 20\_\_  
Georgetown, TX

- Researched past UN peacekeeping successes and failures
- Examined UN charter, stated purposes, and degree of success in fulfilling them
- Examined critical short-comings and flaws in organization

### Congressional War Power and the Iraq War Resolution

Legislative Politics, Southwestern University

Spring 20\_\_  
Georgetown, TX

- Analyzed congressional war power and passage of Iraq War Resolution
- Researched process leading up to resolution's passing
- Drew parallels with past situations of "undeclared" wars
- Examined evolution of presidential and congressional war-making authority and actual impact of acts of Congress

## OTHER EXPERIENCE

### Supervisor

JC Building Stone

Summers 19\_\_ – present  
Comfort, TX

- Supervised personnel working with rock saw and rock cutter and oversaw materials
- Worked in bilingual environment and often interpreted between mainly Spanish-speaking workers and English-speaking clients
- Delivered custom and specially cut rocks, requiring great care, to clients
- Personally broke and shaped stones in a quarry, working long hours in hot summer conditions

### Box Sorter

Williamson County Election Department

November 20\_\_  
Georgetown, TX

- Counted and sorted votes during a special election
- Worked under stressful conditions at new task

## HONORS/ACTIVITIES

Mood Scholar  
Sumners Scholar

National Hispanic Scholar  
Historian, Latinos Unidos

# TESS THEATRE

Current Address:  
S. U. Box 9655  
Georgetown, TX 78626  
(512) 819-0000 until 5-9-\_\_  
theatret@southwestern.edu

Permanent Address:  
1111 Birdsong  
Dallas, TX 75990  
(214) 555-0019

## OBJECTIVE

To secure a position as a technical assistant with the Orpheum Theatre that will utilize technical, management and communication skills and experience.

## TECHNICAL EXPERIENCE

|                                |                            |                                      |
|--------------------------------|----------------------------|--------------------------------------|
| <i>The Pirates of Penzance</i> | Stage Manager/Props Crew   | Southwestern University, Spring 20__ |
| <i>Dancing at Lughanasa</i>    | Stage Manager/Props Crew   | Southwestern University, Fall 20__   |
| <i>Spring Dance</i>            | Stage Manager              | Mask & Wig, Spring 20__              |
| <i>The Venetian Twins</i>      | Assistant to Director      | The Pearl Theater Co., Fall 20__     |
| <i>Much Ado about Nothing</i>  | Dramaturgical Assistant    | Southwestern University, Fall 20__   |
| <i>Big River</i>               | Light Board Op./Light Crew | Southwestern University, Spring 20__ |
| <i>Into the Woods</i>          | Run Crew/Set Crew          | Southwestern University, Spring 20__ |
| <i>Dinny and the Witches</i>   | Costume Crew               | Southwestern University, Fall 20__   |
| <i>The Heidi Chronicles</i>    | Run Crew                   | Southwestern University, Spring 20__ |
| <i>Three Penny Opera</i>       | Make-up Assistant          | Southwestern University, Fall 20__   |

## OTHER RELATED EXPERIENCE

**Theatre Intern**, The Pearl Theater Company, New York, NY, Fall 20\_\_

- Managed box office and assisted with ticket and subscription sales, increasing sales by 25 percent
- Assisted actors and technical staff in daily rehearsals
- Coordinated schedule and 20 volunteers for show strike and set up
- Procured costume storage space and facilitated movement of costume stack

**Arts Management Independent Study**, Southwestern University, Fall 20\_\_ – Spring 20\_\_

- Served as concert manager for Fine Arts performances
- Worked closely with Dean of Fine Arts to arrange publicity for performances and exhibits
- Edited Fine Arts newsletter, distributed campus-wide

## EDUCATION

**Bachelor of Arts in Theatre and Communication**, May 20\_\_  
Southwestern University, Georgetown, TX  
GPA: 3.7

## SKILLS AND DIALECTS

Singing (soprano)  
Ballet  
Oboe  
Working knowledge of ETC light boards, Microsoft Word and Word Perfect  
Basic knowledge of AutoCAD and Spanish  
Irish Brogue

## HONORS AND ACTIVITIES

New York Actors Guild – Apprentice Status  
Mask & Wig Technical Award Recipient  
Mask & Wig  
Alpha Psi Omega, National Honorary Dramatic Fraternity  
Alpha Phi Omega, National Service Fraternity  
Student Judiciary

# Tamara Teacher

P.O. Box 123, Florence, Texas 76527 (512) 555-9696 teachert@southwestern.edu

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## OBJECTIVE

A secondary-level teaching position using experience with peer consultation techniques, composition theory and varied literary genres and their representative peoples and cultures

## EDUCATION

**Bachelor of Arts in English** May 20\_\_  
Southwestern University Georgetown, TX  
GPA: 3.9

*Queen Mary University*, London, England Fall 20\_\_  
*Institute for the International Education of Students*, London, England Fall 20\_\_  
*Graduate Seminar, African-American Oral Histories*, The University of Texas Spring 20\_\_  
*Intensive Language Program*, Guanajuato, Mexico Summer 20\_\_

## CERTIFICATION

**Texas 8-12 in English Language Arts (pending)**

## TEACHING EXPERIENCE

**Student Teacher – English IV and English IV AP** January – April 20\_\_  
Georgetown High School, Georgetown Independent School District Georgetown, TX

- Planned and delivered all daily lessons and created and conducted assessments
- Developed behavior management plan
- Underwent TAKS training and participated in proctoring exam
- Participated in AP curriculum development meetings
- Encouraged and contributed to plans for a GHS Writing Center

**Field Based Placement – Eighth Grade Pre-AP** September – November 20\_\_  
Tippit Middle School, Georgetown Independent School District Georgetown, TX

- Taught, assisted, and observed eighth grade Language Arts students
- Planned and delivered daily lessons with accommodations and adaptations
- Utilized differentiated instruction techniques
- Analyzed observation data to compile a case study including an FBA and IEP goals
- Attended ARDs and team meetings

## CAREER RELATED EXPERIENCE

**Writing Consultant**, Debby Ellis Writing Center, Southwestern University Spring 20\_\_ – present  
**Mentor**, Georgetown Partners in Education Fall 20\_\_ – present  
**Assistant Youth Programme Director**, The Space, London, England Fall 20\_\_  
**Staff Writer**, *The Megaphone*, Southwestern Student Newspaper Fall 20\_\_

## HONORS / ACTIVITIES

Dean's List (each semester) Phi Beta Kappa  
Kappa Delta Pi Education Honor Society Alpha Chi  
Outstanding Education Student, 20\_\_ Paideia Scholar  
English Departmental Honors Student Presidential Scholarship, 20\_\_ – present  
Omicron Delta Kappa Leadership Honor Society Student Leader Award Nominee 20\_\_, 20\_\_  
President, Delta Delta Delta Sorority, 20\_\_ – present Vice-President, Student Congress, 20\_\_ – 20\_\_  
Chair, Committee on Student Leadership, 20\_\_ – 20\_\_ Panhellenic Outstanding Junior Award

## SKILLS

**Language:** Spanish (advanced proficiency), Signed Exact English (foundational skills)  
**Computer:** PC; Windows; MS Word, Excel, PowerPoint, Internet Explorer

# Sam Sales-Alumnus

123 Par Drive # 1 • Denton, Texas 76208 • samsalesalumnus@hotmail.com • (972) 555-7600

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## SALES MANAGEMENT

### *Market Expansion • Sales Team Training/Supervision • Revenue Growth*

Competitive, successful sales manager with continuing record of top performance and achievement to develop new business growth, while providing relationship built sales leadership and training to regional sales organizations. Results-oriented professional with experience promoting new and established products and services in highly competitive markets throughout the United States.

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## PROFESSIONAL EXPERIENCE

Entech Design, Inc. – Denton, Texas  
**Regional Sales Manager** (20\_\_-Present)

Responsible for increasing sales in 13 regional territories across U.S. for industry leader in sonar instrumentation. Tasked with increasing territory coverage and training rep networks in unique, relationship-built sales cycle. Focus on rep sales targets and accept primary company responsibility for those targets. Support sales reps in presentations to broad market of customers, promote product releases, and provide in-depth training and marketing. Key accomplishments:

- **Increased territory sales by 148%** in first year.
- Total annual sales revenue increased by 115%.
- Recruited and trained four new domestic sales territories and one international distributor in first year.
- Implemented monthly newsletter to worldwide sales force, redesigned company website, and implemented new marketing and presentation material.

Cintas Corporation – San Antonio Texas  
**Management Trainee** (20\_\_-20\_\_)

### **Sales/Service Manager** (2005-2006)

Initially tasked with selling and facilitating new hygiene service to San Antonio market. Overachieved sales quota, then charged with increasing sales and supervising 100 service accounts. Focused on customer retention and employee management while implementing company-leading marketing plan. Key accomplishments:

- Consistently **ranked in top 5%** of 350 rental locations in weekly sales.
- **Exceeded annual sales quota by 200%** in just eight months.
- Supervised five-territory district, trained four service employees, and worked with 14 sales reps. Developed strong relationships and negotiated with executives at large corporations.

### **Production Supervisor** (20\_\_ - 20\_\_)

Spearheaded new initiative to improve efficiency and productivity in production department. Responsible for loading \$10 million of annual volume while reducing overtime. Primary supervisor of 15 employees. Key accomplishments:

- **Reduced route shortages by 50%** using intricate spreadsheet systems and queries to redistribute route volume per day.
- Overtime reduced to zero total hours for six-month period.

### **Management Trainee** (20\_\_-20\_\_)

Management trainee program required numerous special projects and training to be completed in addition to primary responsibilities within each six- to eight-month assignment (sales, service, production, human resources). Projects were assigned by General Manager, Sales and Service Managers, and Production Manager of location.

- Completed weekly training assignments and special projects with key customers.
  - Training included two-week-long management courses conducted at corporate headquarters.
- 

## EDUCATION

**Bachelor of Arts in Economics** (20\_\_)  
Southwestern University, Georgetown, Texas

## WHAT IS A COVER LETTER?

A cover letter is an original statement that introduces you by highlighting your interests, education and experience as they apply to a particular employer. Your resume is a more encompassing and detailed statement of your background, education and experience. The personalized cover letter and printed resume form a package designed to get you to the next stage, the job interview. All cover letters should follow the standard business letter format (see notes on samples). Most successful cover letters, which are a maximum of **one page (3-4 paragraphs)**, include:

1. A *first paragraph* establishes your credentials and your reasons for writing, making particular reference to an announced position or inquiring about possible positions in a particular field. If applicable, also mention who referred you to that organization or individual.
2. A *second and possible third paragraph*, relates your interests and background to the specific activities and needs of the employer. This is the "original" part of your letter. It is imperative that you literally name your top skills and back them up with examples and/or experiences where you honed such skills. The letter should convey the impression that you know something about the organization, that you are excited about exploring the possibility of working with them and that you feel you have the potential for making a valuable contribution to their enterprise. Be specific in stating how your background meets their needs. (Carefully read the organization's website and position description--it will be helpful to you when writing your cover letter.) This may also be a good place to mention your resume, which is enclosed, and your date of availability.
3. A *final paragraph* requests the action you seek (e.g. opportunity for an interview appointment) or advises as to the action you will take (e.g. that you will call on a specific date) and that you hope to discuss your background and interest at that time. Close with an expression of appreciation.

### ADDITIONAL GUIDELINES:

- While each cover letter you send may be quite similar, each should be **individually written and typed**. Save electronic copies of your letters for easy changes for additional cover letters. Print letters on a good quality bond paper available at printing companies or stationary stores. Buy extra sheets of the same paper used for your resume with matching envelopes for a professional look.
- Consider using the same **heading** format (name, address, phone, email, and any borders, etc.) as on your resume, as if you had your own, personalized stationary and to achieve a coordinated professional look.
- Use the **correct name and title of employer** (and correct spelling of both) of the individual who will do the interviewing. Find the employer's name from company literature or website, resources in Career Services, a library or call and ask the receptionist for it. Always refer to the employer as Dr., Mr. or Ms., never Mrs.
- Open you letter with a strong sentence that arouses attention.
- *Proof-read* the letter carefully for spelling, grammar and punctuation errors. The letter will be seen as a sample of your writing and communication skills.
- *Keep a copy* of each cover letter in your files. Mail the letter so it will arrive on Tuesday or later in the week (lighter mail than on Monday).
- Strive to keep your cover letters interesting, concise and to the point.
- Don't forget to express you strong enthusiasm for the position as well as outlining your top skills.

## HOW TO WRITE A COVER LETTER

### Heading

*(Include at least Street Address, City, State, Zip. You may choose to use the same heading as on your resume for all your correspondence for a professional, coordinated look.)*

Mr., Ms., or Dr. Employer

Title of Employer

Organization

Street Address

City, State, Zip Code

Date

Dear Mr., Ms., or Dr. Employer:

Paragraph #1: Tell why you are writing. Name the position, field or general area about which you are asking. If a current employee or contact suggested that you follow up with this opening, include his or her name and the date.

Paragraph #2: Expand on and synthesize the information in your resume. If you have had experience or specialized training related to the position, point it out. State information requested in the advertisement. If an application is enclosed, include the specifics of what is requested to complete your file. Mention one or two qualifications you think would be of greatest importance to the employer, addressing your remarks to his/her point of view. Describe qualitative characteristics that are harder to get in a resume (e.g. strong work ethic, passion for particular field, etc.)

Paragraph #3: Close by making a specific request for an interview, if you plan to be in the geographic area of the employer. Unless you hear beforehand that the reader does not wish to interview, suggest a specific date and time that you will telephone to establish an appointment. You may wish to state: I will call your office on a specific date, (one week from the day you mail the letter) to confirm a convenient time for an interview. (Don't forget to call!) Make sure that your closing statement is positive and makes a request for specific action from the reader. Thank the reader for his/her time and consideration.

Sincerely,

4 spaces

(Your handwritten signature)

Type your name

enclosure(s)

Feitler-Karchen, B., The Career Planner, copyright, 1980.

**SAMPLE COVER LETTER**

**Emily Economist**  
emilyeconomist@yahoo.com

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12345 Northfield Dr.  
Houston, TX 77045  
H: 832.555.1234

Ms. Cristina Donnelly  
Analyst, Marts & Lundy, Inc.  
1200 West Street West  
Lyndhurst, NJ 07071

April 27, 20\_\_

Dear Ms. Donnelly:

This letter of application is in regard to the Analyst position with Marts & Lundy, Inc. Career Services at Southwestern University provided the information about this position to me. I am a recent graduate of Southwestern with a Bachelor of Arts degree in International Studies with an economics focus. I believe my economics education, work with statistics, Excel and Access at the Career Services office and my significant administrative experience make me a strong candidate for the Analyst role at Marts & Lundy, Inc.

My experience as a statistical analyst in the Southwestern University Career Services office afforded me increased computer, communication and interpretation skills, as well as required a strong work ethic and personal initiative, working under minimal supervision. These qualities would also serve me well in the Analyst role. This position is appealing to me because non-profits fill important needs in our society. My economics background helps explain why such institutions, including universities and hospitals, are necessary and valuable. I find the ability of raw data to reveal new ways of assisting these organizations to achieve their goals to be very exciting.

I would very much appreciate the opportunity to meet with you to discuss my qualifications and look forward to your response. Thank you for your consideration.

Sincerely,

Emily Economist

Enclosure

## SAMPLE INTERNSHIP COVER LETTER

SU Box 6705  
Georgetown, TX 78626

Mr. Neil Hainey  
Development Coordinator  
Scott and White Memorial Hospital  
2401 South 31st  
Temple, TX 76508

December 17, 20\_\_

Dear Mr. Hainey:

This letter is in regard to our phone conversation of December 10, relative to securing an internship at Scott and White Memorial Hospital. As a senior at Southwestern University, I am interested in pursuing a career in development. During the past year, I have devoted a great amount of time researching and interviewing professionals in the area of non-profit management. Moreover, I recently completed an internship in the National Visibility Office at my university. Through this opportunity, I gained knowledge in marketing, research and event preparation and management. In addition, I staffed and participated in Southwestern's annual Brown Challenge Phonathon.

This exposure, Mr. Hainey, has whetted my appetite for further involvement with an institution such as Scott and White Memorial Hospital. I am eager to dedicate my time and energies to your development office in exchange for the valuable experiences necessary to launch a career in hospital development.

As you requested, I have formulated a description of potential job responsibilities. I understand each development office has its own protocol, and I am willing to function in any of the following areas you deem beneficial to your office:

- participate in the planning, execution and evaluation of special events
- help with public relations through personal thank you letters and phone calls on behalf of the hospital
- make contacts through patient visits
- give hospital tours to donors
- represent unavailable staff members at meetings
- update the mailing list for potential donors
- assist in clerical support such as check transmittals

I am aware of your institution's fine reputation and, furthermore, would be delighted to work under your direction. Your name has been highly recommended to me by two professionals in the field, Ms. Sharon Wolf with St. David's in Austin and Ms. Barbara Wagner, formerly with Samaritan Hospital in Phoenix. I feel that an internship at Scott and White Memorial Hospital would be a mutually beneficial endeavor. I will call your secretary to schedule a time that we may further discuss this opportunity by phone. I appreciate your consideration and anticipate your ideas and feedback regarding this proposal.

Sincerely,

Shellie Simmons

## HOW TO WRITE A THANK YOU LETTER

After an interview, write a brief follow-up letter. Less than 1% of people interviewed take the time to send such a note, so you can be certain it will be noticed. Use the letter to reinforce your value to the company/organization, correct any misunderstandings and add forgotten points. Don't forget to reiterate that you are still interested in the position.

### CONTENT GUIDELINES:

#### Heading

*(Include at least Street Address, City, State, Zip. You may choose to use the same heading as on your resume for all your correspondence for a professional, coordinated look.)*

Mr./Ms./Dr. Name

Title

Company or Agency

Full Address

Date

Dear \_\_\_\_\_:

Remind the interviewer of the position for which you were interviewed, as well as the date and place of the interview. It is always courteous to express your appreciation.

Confirm your interest in the opening and in the organization. Highlight your qualifications and slant them toward the various points that the interviewer considered important for the job. If you have done anything since the interview which demonstrates your interest in the position, such as talks with alumni, faculty, other people, or research in the library, etc., be sure to mention it.

Include any information not previously presented to supplement your resume, application letter, and the interview. You may have completed a term paper or a research project, or perhaps you have received some kind of recognition. If travel, location, or a similar subject was stressed during the interview, be sure to confirm your willingness to comply with these conditions.

If appropriate, close with a suggestion for further action, such as a desire to have additional interviews at a mutually agreeable place and time.

Closing,

4 spaces (signature)

full name, typed

## SAMPLE INTERVIEW THANK YOU LETTER

**Paul Meyers**

411 Main Street, #2  
Georgetown, TX 78626  
(512) 869-4532

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Mr. Alan Jones  
Human Resources Manager  
Southwestern Bell  
4455 Point Avenue, Suite 300  
Houston, TX 76742

January 12, 20\_\_

Dear Mr. Jones:

Thank you for meeting with me this afternoon to discuss entry-level positions with Southwestern Bell. The customer service position you described sounds challenging and inspiring. Southwestern Bell appears to be a dynamic and exhilarating place to work, and because of my strong liberal arts education, this environment is a fine fit. I enjoy thinking critically, tolerating ambiguities, dealing with complexities and communicating with a wide variety of individuals. As I mentioned during the interview, my internship experience with IBM gave me insight into both the workings of a large corporation and the interdependence of the various departments. As president of my fraternity, I learned how to make quick decisions, solve problems and act as a negotiator. These skills combined with my internship make me a qualified and competent candidate for the customer service position.

I look forward to hearing from you soon. It was a pleasure talking with you and exciting to meet another avid scuba diver! Thank you for your time and consideration.

Sincerely,

Paul Myers

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**Mary Beth Banks**

S.U. Box 6134 Georgetown Texas (512) 863-5555 banksm@southwestern.edu

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**REFERENCES**

**Dr. Jay Lesterson**

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**Dr. Marcia Morgan**

Dean of Student Life  
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