

Kardan University



Professional Résumé Writing & Cover Letter

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Objectives

- What is Résumé
- CV Versus Résumé
- Hardcopy Guidelines
- Basics Parts
- Writing an Effective Cover Letter



What is a Resume

- It is more than a paper representation of YOU.
- It is a marketing tool to highlight your uniqueness.
- Remember, you are selling yourself!
- You need to show that you are a “differentiated product” that they need
- It is an opportunity to get you an interview.



CV vs Résumé

- The primary differences between a résumé and a curriculum vitae (CV) are the length
- In Europe, the Middle East, Africa, or Asia, employers may expect to receive a curriculum vitae.
- In the United States, a curriculum vitae is used primarily when applying for academic, education, scientific or research positions.



Hardcopy Guidelines

- Black ink on white paper
- Standard fonts
- Font size should range from 10 to 14 points
- Minimum use of italics, underlining, etc.
- Use white space to enhance readability
- Use numerals, rather than spelling number



Basic Parts: Heading

❖ What should be included?

- Name
- Present address
- E-mail address
- Telephone number

❖ Where should contact information go?

- Top of the page



Basic Parts: Objective Statement

❖ Purpose

- Communicate the type of position you are interested in

❖ Examples

- To obtain a position as field service representative with XYZ Software Corporation.
- Management trainee position with a specialty retailer.
- Technical sales with an energy related industry in the Southwest. Long range goals of regional sales management.



Basic Parts: Education

❖ Name of Institution

- Include city and state if not part of the title

❖ Name of your degree and major

- Bachelor of _____ in _____

❖ List degrees in reverse chronological order

- Most recent degree is listed first



Basic Parts: Education

❖ **Date or expected date of graduation**

- Graduation Date: May 2014
- Expected Graduation Date: May 2015

❖ **GPA**

- Major or overall at least 3.0
 - 3.0 not 3.062
 - GPA: 4.0, Summa Cum Laude

❖ **High School Information**



Basic Parts: Experience

❖ Use the term "experience"

- **What is considered experience?**
 - Full and part-time jobs
 - Self-employment
 - Volunteer work
- **Information to include**
 - Job Title
 - Dates of employment
 - Company name
 - City & State



Basic Parts: Listing Responsibilities

- Use bullet points
- Start of each line with an action verb
 - Present tense if currently employed
 - Past tense if no longer employed
- Tailor skills and experiences to the position for which you are applying
- Be concise while providing enough detail



Basic Parts: Honors & Awards

- Order by dates
 - Reverse chronological
- Rank order by importance to the career objective



Types of Résumé

- Chronological
 - Emphasizes work experience, titles, & dates
- Functional
 - Emphasizes qualifications & skills



Final Tips for an Effective Résumé

- Check & double check for content flow, grammar, punctuation, and spelling
- Keep it short if possible
- Have a top, bottom, left and right margin of about 1”
- Use variations in style to help the reader’s eye pick up most important information and move through the résumé
- Use 10 or 14 size font
- Print on quality white or off-white paper
- Have your résumé reviewed at Career Services



Writing an Effective Cover Letter

- What is the cover letter?
 - letter that accompanies your CV/ résumé
- Why is a cover letter needed?
 - introduces you to the reader
 - identifies the position you are applying for
 - acts as a bridge between the job vacancy and the information on the CV/ résumé
 - opportunity to market yourself in a less structured way



Parts of the Cover Letter:

❖ First Paragraph (introduction)

- Identifies the position you are applying for
- Tells how you learned about the position
- Include your special interest in the position



Parts of the Cover Letter:

❖ Middle Paragraph

- Highlight your most important qualifications
- Describe points that may be of special interest to the employer
- Include information on your degree, major, certification and experience



Parts of the Cover Letter:

❖ Final Paragraph

- Indicate your interest in having an interview or the next step you plan to take
- Inform that your CV/resume is enclosed
- Thank the reader



Cover Letter Do's and Don'ts

● DO:

- Include the title of the position you are applying for
- Explain how you learned of the position or the organization/company
- Show that you know something about the organization/company
- Explain why you are interested in the position
- Use quantifiable indicators to demonstrate your relevant experience
- Respond to the specific job description
- Thank the employer for considering you
- Keep it clear and concise



Cover Letter Do's and Don'ts

- DON'T
 - Repeat what is on your CV/Résumé
 - Have misspellings, typos, or grammatical errors
 - Use a standardized letter



Thank you